

Choice words

These snippets of copy reflect what we've been doing for the last 10 years or so. There are no pictures, just words, begging to be read. There are words for the web, words for brochures, direct mail extracts, a cutting from a government White Paper, a cultural commentary snippet, the odd ad, and a snatch of a proposal. They are taken from work done with organisations as diverse as Castrol and green energy provider Ecotricity, the DTI and a Christian aid charity. What links them is the engaging, easy-reading clarity of the JUNK house style.

"I'm bored!"

"Bored! How can you be bored? You lucky beggars, you don't know you're born! In my day we were happy with a six-pack of Special Brew and 20 Bennies for Christmas. Mobiles were for weightlifters and 'Pay As You Go' meant nipping round to the neighbour's and leaving 10p when you'd finished. No imagination the kids of today. Spoilt, the lot of you. You think everything in life should be about your personal entertainment."...

About Us

At Ecotricity we believe we have the power to change the world. Our aim? To provide electricity that won't leave a costly environmental legacy for future generations.

We're not like other power providers. Our electricity does not cause adverse climate change because it is generated from sources that don't pollute and won't run out.

And we won't expect you to pay more for it, which means green power is now a real choice for everyone – not just a few.

Our commitment is backed with action; all our profits are ploughed back into creating wind turbines. And we're ambitious too, building new sources of green electricity to meet demands well into the future.

We're also independent. Without shareholders, we've only got our customers to answer to; and our customers are our greatest assets. More customers mean more new green electricity, which means a better environment for everyone.

Our commitment and freedom mean we do things differently. We're not afraid to challenge the status quo if that's what it takes to make things better.

So join us. Because nothing changes until you do.

Consumer Credit White Paper

Executive Summary

Consumer credit is central to the UK economy. Economic stability based on sound fundamentals is bringing rising prosperity, record employment and low interest rates, which is making credit more attractive.

For most, credit cards and other secured and unsecured lending provides people with greater control and flexibility when managing their finances – collectively benefiting the economy.

However, consumers are often confused by the reams of small print, bombarded with complex offers and unable to repay early without significant financial penalties. Others, particularly the most vulnerable, who are unable to obtain credit from licensed lenders, have turned to illegal moneylenders.

The laws governing this market were set out a generation ago. In 1971 there was only one credit card available; now there are 1,300. 30 years ago, £32m was owed on credit cards; now it is over £49 billion. A single credit market across Europe was a distant dream.

The regulatory structure that was put in place then is not the same as the regulatory structure required today. As the credit market has developed, reforms have become necessary to modernise the current regime and update it for the 21st century.

DRINK IN THE ACONCAGUA VALLEY SUN

There are some places in the world where the soil, climate and lie of the land combine to produce the perfect growing conditions for a particular grape variety. Winemakers call this gift of nature Terroir. This is why, on the Don Maximiano Estate in Chile's Aconcagua Valley, cultivating the perfect crop to create fine wine is the most natural thing on earth.

All-year-round sun perpetuates the semi-desert environment, mild winters and long warm summers in which the Merlot vines thrive. How they then make the exceptional and unique wine of distinction that is Vina Errazuriz, however, still remains a closely guarded secret.

From the best land, the best wine

Buy them some time

Your time is precious, so we'll get straight to the point: we need your help. The financial pressures on families today mean many parents, through no fault of their own, are spending less and less time with their children. When it comes to financial disadvantage, governments can pull levers in tax and benefit systems to help. But what can they do for children who suffer from relational disadvantage?

Over the next 12 months, we are championing two government-level campaigning projects that we hope will result in legislation to protect family time. To ensure these campaigns have maximum impact, we need additional funding. Timing is all-important and the time is right, now.

40% of parents with dependent children regularly have to work weekends

There is a substantial body of evidence demonstrating that the time parents are able to interact with children is strongly associated with their cognitive and behavioural development. Yet family time continues to be eroded by the long hours and 'no-choice' weekend working of our pervasive 24/7 business culture. If we don't act now, time-poverty will foster a growing underclass of relationally disadvantaged children.

The Government is rightly concerned about the increased prevalence of anti-social behaviour among children and young people. Incongruously, it looks to their parents to exercise a stronger socialising influence on them...

The ultimate Harley-Davidson® accessory – on the road and off

The Harley-Davidson Platinum Credit Card is the ultimate accessory for card carrying Harley® enthusiasts. Its low APR and 0% p.a. introductory interest rate give you the financial freedom and flexibility to enjoy life, on or off the road...

Carry the Bar & Shield with you – wherever the journey takes you

'Genuine software ensures your customers' systems run as reliably and securely as possible.'

When speaking to customers, focus on the benefits of genuine licensed Microsoft software – they are clear and positive. The message that you can improve productivity and get peace of mind, while managing costs better, has been proven to appeal; negative approaches, highlighting the legal or other risks, do not.

As we discussed, the greatest challenge of this project is that the target audience is techno-savvy. Millions are spent every year entertaining, interacting with and marketing to this age range. They know what's hot and what's not when it comes to digital interaction. So getting the look and feel just right will be crucial to the site being used.

We need to create an intuitive, immersive, engaging environment that allows participants to 'wander'. It's about creating a tool that will be used again and again. This will take time – which, inevitably, means money.

Anything less than 20k, and we will need to start compromising on what's possible. If you could stretch the budget to 25k, then I think we have the opportunity to create something very special – a groundbreaking, valuable and helpful resource for bereaved young people, and a profile- raising beacon project for your organisation.

60 years and counting

Lec: a true British original

Unlike our competitors, we don't make cookers, microwaves, washing machines, or dishwashers – or TVs and mobile phones, for that matter. We're a dedicated manufacturer of refrigeration products. And we've been doing it for over 60 years. It's why we call ourselves 'the fridge people'.

'What's it worth?'

Many of the young people we are working with in South Asia have invested everything. So what does it cost us to disciple peacemakers in a region of war-torn nations? What price to bring Christian principles to bear on developing economies that continue to exploit the very poorest? How much to sit with people who have lost everything in one of the region's perennial natural disasters? Well, this year, alone, we need a further \$40,000.

Will you help?

There's no substitute for hands-on experience

Castrol XV driving experiences are not just about driving fast cars; they're about driving fast cars fast. Whether you choose to take to the track or head off road, our experts will help you develop the techniques you need to race like a pro.

or

Have you ever wondered what it feels like to feather the throttle of a 343 bhp, racing-tuned M3 as you hold it on that sweet spot between grip and drift? Well, now you can find out.

We'll push you to the limit. And beyond.

You've reached the end of the straight in a matter of seconds. Everything in you screams 'BRAKE'. The instructor tells you to keep your foot on the gas. Have faith. By the end of the experience you'll be cornering at speeds you didn't think possible.

Master the art of power and control

Since the groundbreaking walkouts at the end of the sixties by female employees at the Ford Halewood plant, over the equality of pay with their male counterparts, women have taken giant strides towards redressing the balance of power, both in business and public life. Over 100 MPs in this country's new Government are women and, according to the Equal Opportunities Commission, latest figures show women making up one third of managers and administrators in the UK.

Sounds impressive. Well, maybe. In the Labour Party, sisters aren't really doing it for themselves as Labour operates a policy of positive discrimination, whilst in business, the 1,330,000 female managers and administrators earn, on average, £4,000 less than their male equivalents. And, it would also seem, that there is something of a counter- revolution going on. The boys are fighting back.

'New Man' has given way to 'New Lad', or 'New Bloke' for the more mature of our readers. TV personalities like Chris Evans and Jeremy Clarkson are celebrating everything that's great about being a man i.e. drinking beer, driving fast cars fast, appreciating 'top-totty' and the once again fashionable game of football.

futur: The NEW name in waste management

The approach of the New Millennium has us all looking towards the future. From business analysts to populist pundits, everyone is offering their spin on what life might look like in the 21st century. In the world of waste management, however, you don't have to have the gift of second sight to know that the future will be defined by ever tightening government legislation, increased recycling obligations and growing public pressure for companies to be environmentally responsible in handling their waste.