

COPYWRITING PORTFOLIO

MATT HOFMANN



WHO AM I



ABOUT ME



- 3+ years experience in Copywriting
 - Brands Including Blue Bear Creative, Nature Backs, and The Broke Backpacker
- Professionally trained in studio lighting and photography
- Professionally trained in advanced video/audio filmmaking
- Expert knowledge of the Adobe Creative Cloud Suite



EXAMPLE | *Mountain House Meals*



THE GIST

Mission:

- **Mountain House:**
"Just add hot water and you'll be ready to enjoy a satisfying, home-cooked meal without any fancy prep work whatsoever. Whether you're trekking the Appalachian Trail solo or feeding several hungry humans at home, our freeze-dried entrees have you covered."

Dates to Consider:

- Heading into Summer, styled more towards summer trends and clothing
- Want to go after the "home-cooked" vibe

Client Considerations:

- **How can we push it further?**
- **Keep Testing in Mind:** Want to be able to learn a lot through A/B testing
- **Smartly Automated Ads:**
Allow us to customize targeting based on where people live, the weather they're having, etc.
- **Evergreen Hero Video:** an intro to the brand for somebody who has never heard of Mountain House

Resources:

- [FB+IG: Creative Best Practices for Conversion Campaigns](#)
- [Examples](#) of successful FB/IG ads
- This section will eventually link to historical reporting once we have it :)



BRAND PROVIDED INFO

Great Tasting - We don't believe in sacrificing taste for a convenient meal

Our meals are super convenient, super delicious, and can be taken with you on any adventure, anytime, anywhere. Enjoy a comforting, tasty meal at home, on the trail, or in your tent.

Value propositions:

Great Tasting

We don't believe in sacrificing taste for a convenient meal. We start our process by cooking a delicious meal. We then use the freeze-drying process, which we've perfected over 50+ years, to lock in the flavor and nutrition. This guarantees a final product that tastes just like the real thing...because it is.

Convenient

Mountain House comes in lightweight, convenient packaging that allows you to prepare and eat your delicious meal right out of the package. No pots or pans are ever required with our meals, making us the perfect on-the-go solution.

Whether you're summiting a mountain, preparing for a storm, or just trying to survive a hectic schedule, Mountain House promises to keep you fed in 10 minutes or less. Spend less time cooking (just add water) and more time enjoying what's around you.

Transparency

We believe consumers should know exactly what they're eating. We promise to stand behind our ingredient statement and be 100% transparent in what we're putting in our food.

We've worked hard to remove artificial junk from our meals and provide our consumers with wholesome, delicious ingredients.



PHOTO & CAPTION | *Examples*



Fine Dining

Post Date
05.xx

Format
Image

Platform
Instagram

KEY MESSAGE / GOAL(S):

- **Make Freeze Dried Food appealing**
- **Category: Studio Photo**

DESCRIPTION

Why can't you have a 5-star dinner in the mountains? Mountain House Adventure Meals provides high-quality meals for your inner-foodie.



Home Cooking

Post Date
06.xx

Format
Image

Platform
Instagram

KEY MESSAGE / GOAL(S):

- **Make Freeze Dried Food appealing**
- **Category: Studio Photo**

Caption

Short-Copy: "Craving a taste of home on your next adventure? Enjoy biscuits just like grandma used to make, now in the backcountry!"

Long-Copy: "Craving a taste of home on your next adventure? Enjoy biscuits just like grandma used to make, now in the backcountry! 🌄✨ Our Mountain House Biscuits and Gravy freeze-dried meal is the perfect way to start your day off right, no matter where your journey takes you. #MountainHouseMeals #BackcountryBreakfast #AdventureFood #BiscuitsAndGravy"



SOCIAL | *Copy*



Copy Only Tweets

Post Date
05/07.xx

Format
Text

Platform
Twitter

KEY MESSAGE / GOAL(S):

- To resonate with our followers in a fun, on-brand fashion that increases engagement

- When you're on a hike and your stomach starts growling louder than the bears nearby 🐻 Luckily, we've got your back with tasty, satisfying meals that'll keep you fueled for the trails!
- Who needs a Michelin-starred restaurant when you've got a campfire and Mountain House meals? 🔥
- Eating Mountain House under the stars = fine dining at its finest. ✨ Just add water, stir, and enjoy the gourmet camping experience!
- Backpacking tip: Pack light, eat hearty. With Mountain House meals, you can leave the heavy pots and pans at home and still enjoy a delicious meal in the great outdoors!
- You know you're a true outdoor enthusiast when your idea of meal prep involves tearing open a Mountain House pouch. 🥾 Who needs a kitchen anyway?
- Our meals are so good, even the wildlife wants a taste! 🦊 Just remember to keep your snacks out of reach of curious critters.
- Hiking hack: Don't let 'hangry' ruin your adventure. Pack some Mountain House meals and keep your energy levels high, your spirits lifted, and your stomach satisfied!
- They say the way to someone's heart is through their stomach. We say the way to an outdoor enthusiast's heart is with a pouch of Mountain House goodness! ❤️
- Camping confession: We love s'mores as much as the next person, but have you ever tried pairing them with a side of Mountain House Chili Mac? It's a game-changer! 🍿🍷



ADDITIONAL COPY | *Past Work*



Near Zero Outdoors

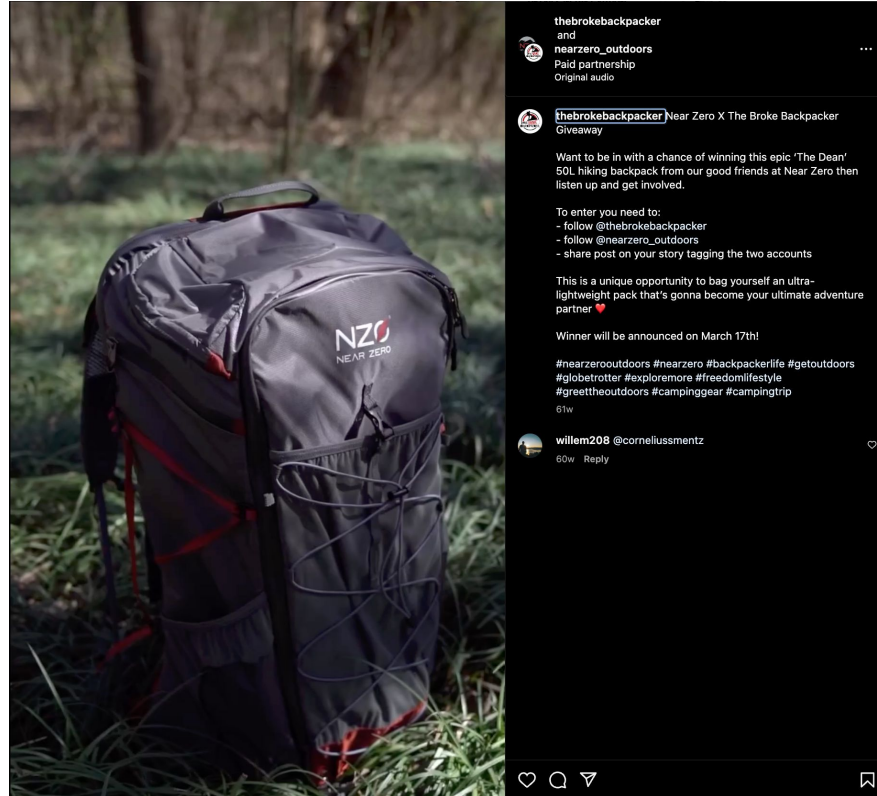
Post Date
01.25

Format
Video

Platform
Instagram

KEY MESSAGE / GOAL(S):

- Provide a review and promotion of the Near Zero Backpack



Nature Backs Clothing Co.

Post Date
10.22

Format
GIF

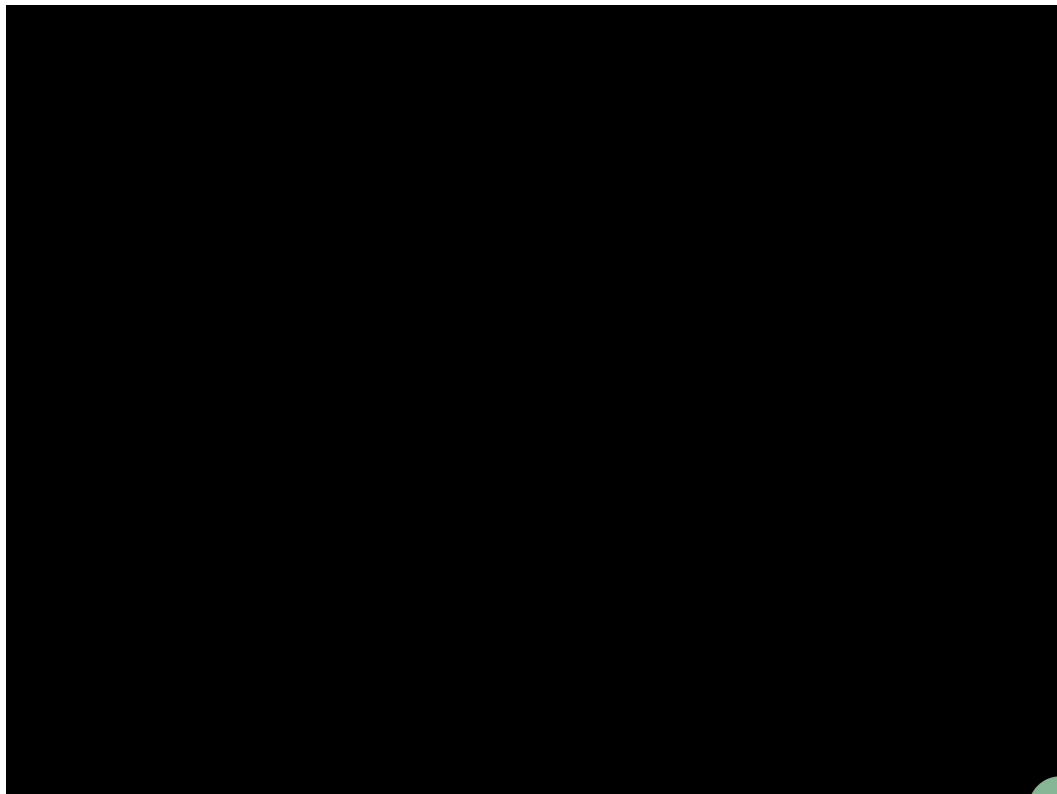
Platform
Instagram/Facebook Ad

KEY MESSAGE / GOAL(S):

- Find a creative way to advertise a limited edition shirt release near Halloween

Caption

Short-Copy: "Unleash your Halloween spirit with our limited edition Nature Backs shirt! 🎃✨ Spark your adventure with this spooky design and embrace the magic of the season. Get yours before it disappears!"



Blue Bear Creative Example

Post Date

xx.xx

Format

Copy w/ Image

Platform

Twitter

KEY MESSAGE / GOAL(S):

- From a Pitch Deck I worked on for Drizly through Blue Bear Creative
- The goal was to create a similar style to Wendy's (Food Chain) comic approach to social media. The goal was to be funny without being too raunchy or inappropriate.

Tweets

- you still go to the LIQUOR STORE?!?! if you want attention just say so
- Delivery so fast you'll be thinking of him again
- The early bird just used Drizly to order a worm(tequila) and got back in bed...
- There was a fourth ghost that delivered alcohol to ebenezer scrooge
- Okay hear me out, a flower bouquet... but it's a 6-pack
- The holidays are all about spreading cheer and having a random stranger deliver beer to your doorstep

- We need an ASMR Podcast where it's just a guy opening beers.
- Sometimes I play Nickelback at my local dive bar just to feel something
- Sometimes I swirl wine around my glass like a sommelier knowing damn well I paid \$5 for the bottle
- The closest I'll ever get to being the main character is the bartender knowing my drink order
- The difference between ordering drinks on Monday versus Friday? A can-do attitude
- The awkward tension between you and the person you accidentally locked eyes with at the bar



The Broke Backpacker

Format

Blog & Image

Platform

Website

KEY MESSAGE / GOAL(S):

- Wrote gear reviews and photographed gear sent by a wide variety of outdoor brands. Additionally, I would go through past articles and update them to current SEO standards to rank them higher on Google.

Gear Review Links

<https://www.thebrokebackpacker.com/therm-a-rest-neoair-xlite-review/>

<https://www.thebrokebackpacker.com/thermarest-honcho-poncho-review/>

<https://www.thebrokebackpacker.com/rei-womens-anorak-trailmade/>



Thank you!



Portfolio

