

North Star narratives

Our portfolio

Feel the power of a visceral narrative

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PORSCHE 911 LEGACY

Creating a lasting legacy for Porsche 911

In partnership with creative agency Decade Los Angeles, Copycat developed the narrative structure and voice-over script to inform the creative direction of their commercial shoot.

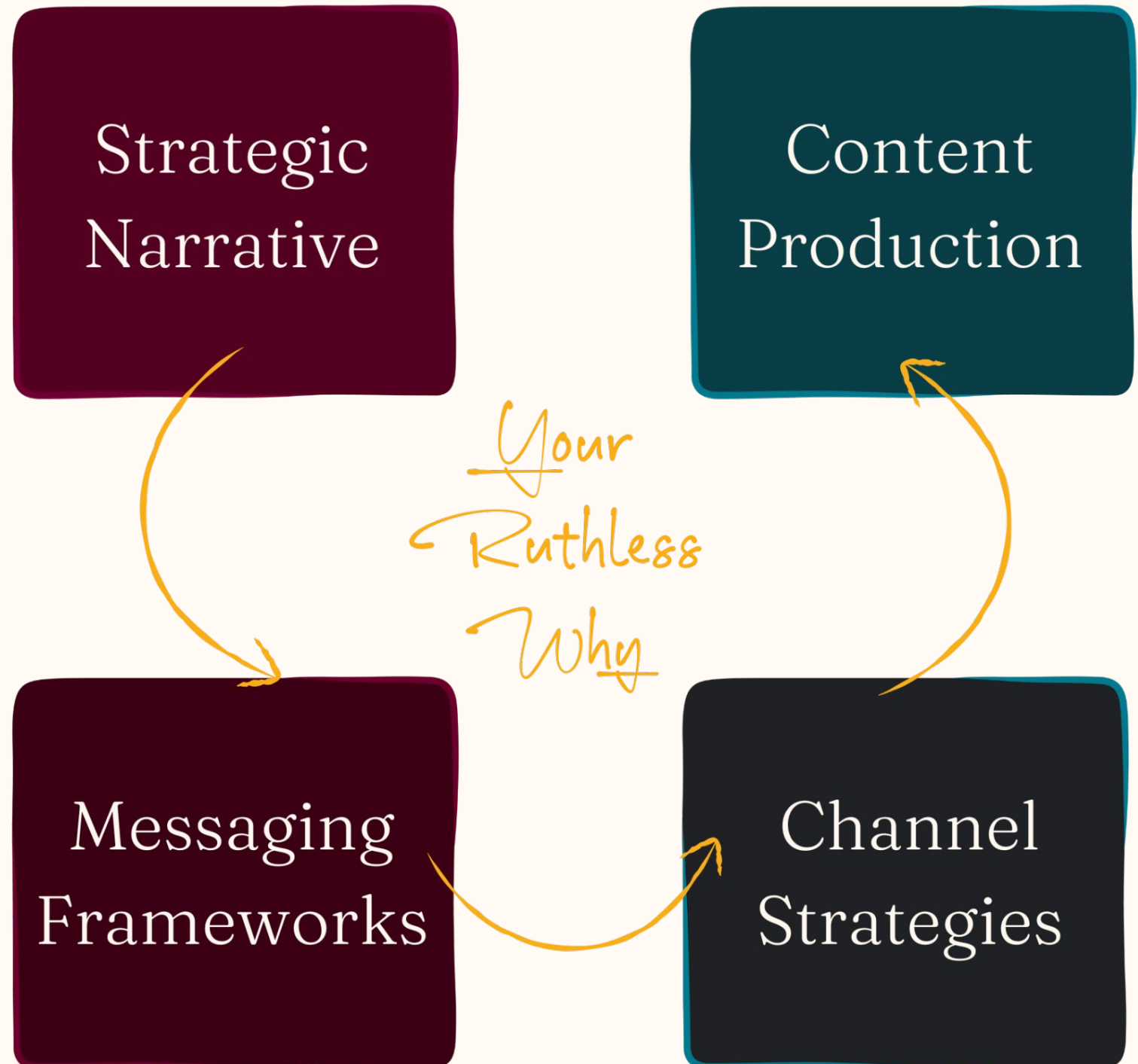
We delivered this heartfelt, narrative-driven concept on the importance of leaving behind a legacy.

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Spark growth from the inside out

Align *internally*.

Amplify *externally*.



STRATEGIC NARRATIVE



Every business has a Ruthless Why™ driving their ambitions. We'll uncover yours to strengthen decision-making, inspire buy-in, and equip every department with turnkey messaging.

Strategic Narrative



Flip through the
Culture Manual

Inspiring team buy-in

After a years-long rebrand, it was time for MAS to share their narrative with those responsible for upholding it: their team.

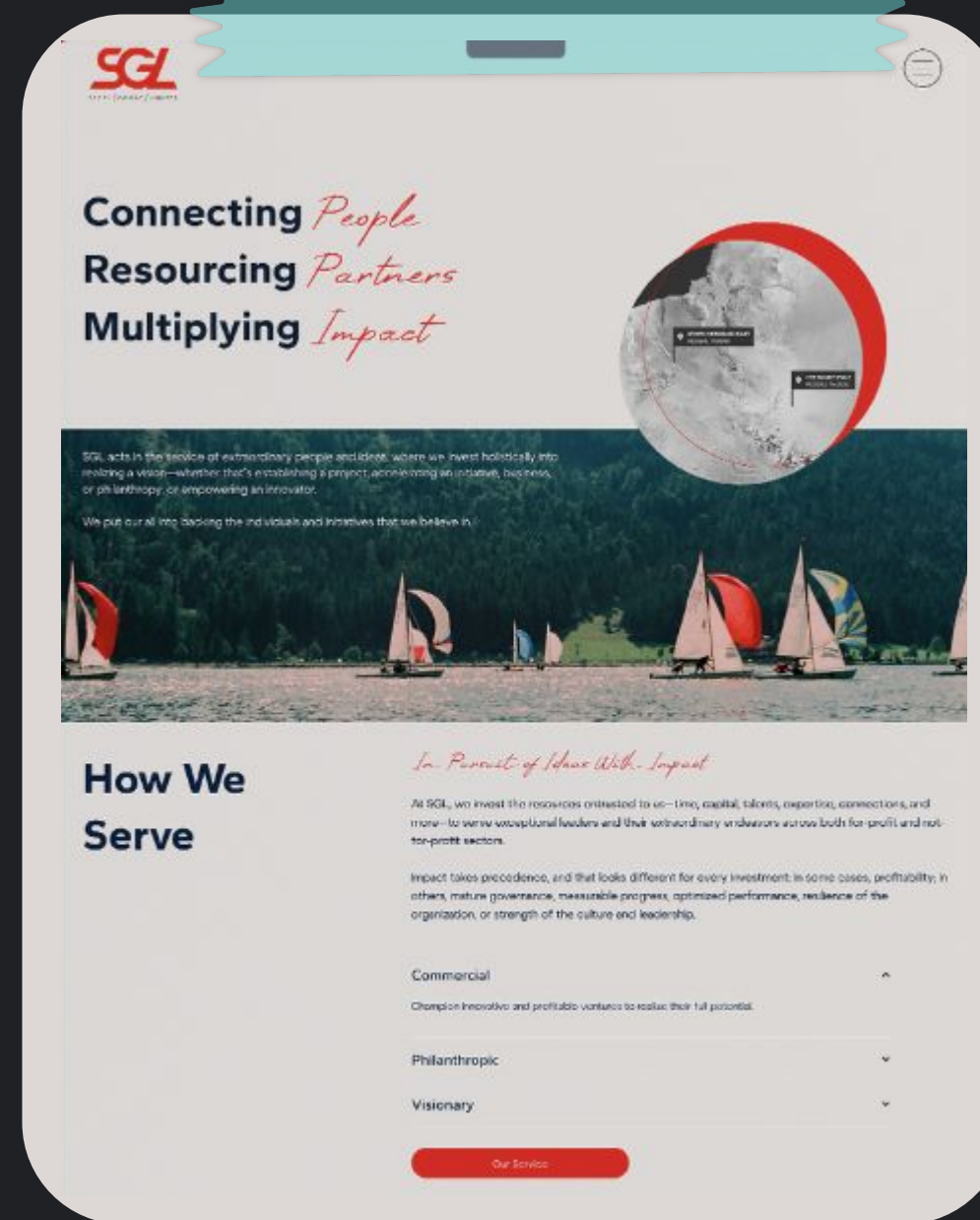
Using the principles of storytelling, Copycat created an emotive, engaging journey that welcomes current, new, and prospective employees into the world of MAS. Conveying far more than their “what,” “how,” and “why,” this core document drums up the passion and excitement necessary for a creative team to thrive.

Strategic Narrative

Flip through their
Strategic Narrative



SEGEL / GROUP / LIMITED



Browse their
new website

Rebranding with intention

Segel Group Limited needed a website that reflected the brand they'd become. But even the sharpest copy would have fallen short of capturing their true ethos.

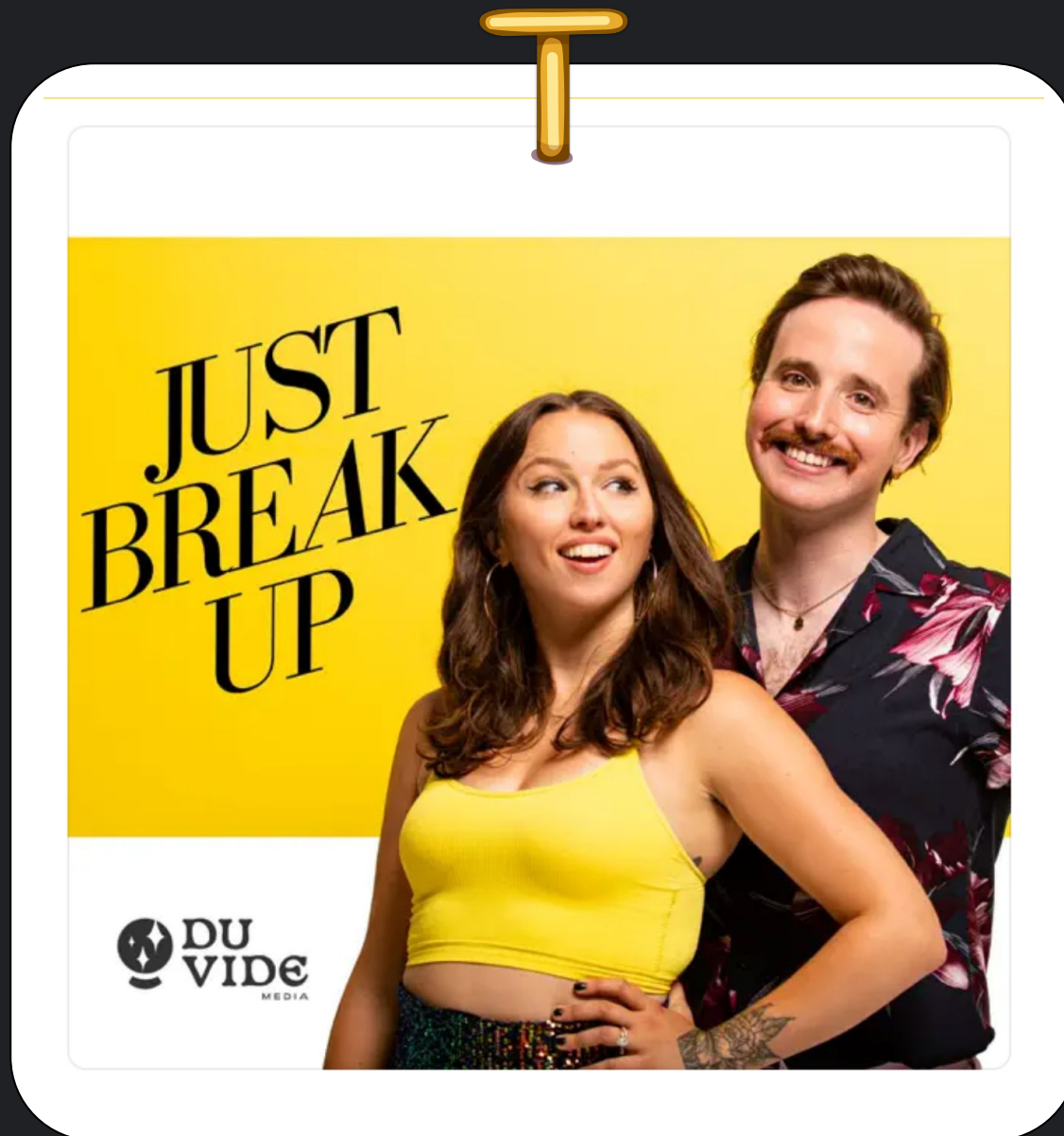
What they *really* needed was to uncover their Ruthless Why, hidden under layers of disjointed messaging and business pivots.

After taking their team through our intensive Narrative Workshops, resulting in a comprehensive Strategic Narrative, we finally returned to the original ask and delivered website creative direction and content that far surpassed what they *thought* they needed in the first place.

MESSAGING FRAMEWORKS



We give sales, marketing, and product teams the language structures necessary to speak consistently and effectively to their audiences across touchpoints.



Check out their
Content Framework

Converting the community

Just Break Up already had a large, hyper loyal audience base. So why couldn't they convert new visitors? Because the secret sauce of their content wasn't present in the copy used to *market* it.

Copycat developed a strategic framework for more evocative, valuable, intriguing, and brand-aligned episode copy—plus a step-by-step breakdown for their team to replicate it in perpetuity.

CHANNEL STRATEGIES



The “playbook” died years ago. Our strategies are custom-built and designed to engage your readers, creating a bidirectional relationship and instilling trust through cohesive, narrative-aligned content.

Channel Strategies

Stacking up against serious industry players

When launching their marketing strategy, CFO Hub (a fractional CFO and accounting service) had one clear challenge: how could they craft content that could stand out among legacy publishers—major players like the Wall Street Journal and Investopedia?

Copycat transitioned CFO Hub from a head-to-head SEO play into a robust PR strategy, delivering Thought Leadership-style content through reputable publications like Forbes Council.

FORBES > SMALL BUSINESS > ENTREPRENEURS

Tips For Building And Growing Your Finance Team Effectively

FORBES > SMALL BUSINESS > ENTREPRENEURS

Thinking You Need Financial Leadership? Do You Need A CFO, Controller Or Both?

Read the full pieces

Our Results

304.7%

Increase in Impressions
48,500 to 148,500

855.4%

Increase in
Click-Throughs
600 to 5,200

CONTENT PRODUCTION



Content drives your narrative out into the wild and engages your audience. We produce human-written, high-quality content on every channel, in any vertical.

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Content Production

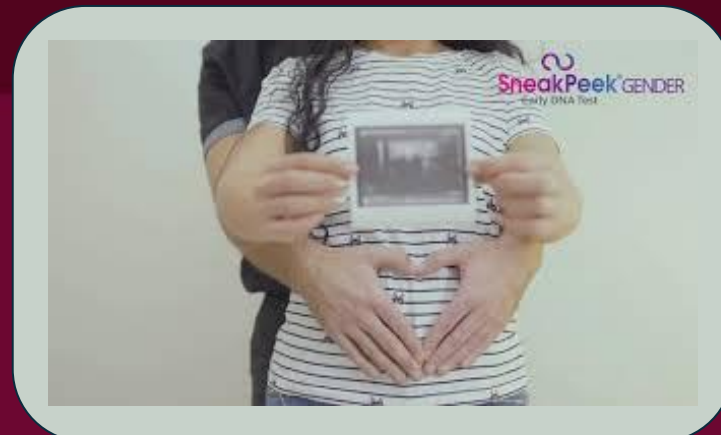
Rebranding DNA testing for the modern parent

Despite SneakPeek's advanced technology, streamlined distribution, and clear product-market fit, they needed a brand character—and the end-of-the-line content—to forge meaningful customer connections.

Copycat helped introduce SneakPeek as “your best friend who happens to work in genetic research.” The result? A massive uptick in readership *and* sentiment.

With a clear brand character to emulate, our multi-talented writing team developed narrative-driven video scripts and ongoing blog content to keep this audience engaged.

Watch the videos



Our Results

916.7%

Blog Traffic Increase
Year 1 → Year 2

104.2%

Blog Traffic Increase
Year 2 → Year 3

Read their blog

SneakPeek

AGENCY PARTNERSHIPS



We build clean, scalable pipelines to meet any agency demand. With our editorial process, single PoC project management, custom content dashboards, and CMS integration, we're quality at scale.

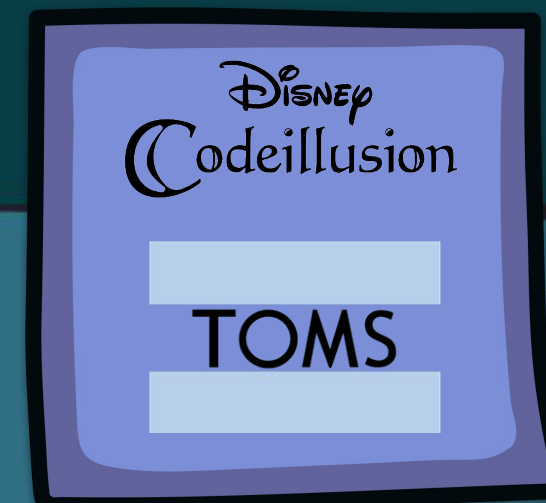
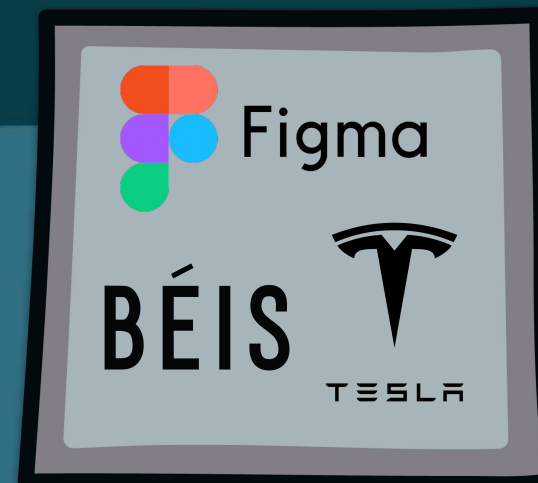
Agency Partnerships

Fueling an enterprise agency's growth

Copycat began as a high-volume content plug-in for full-service digital marketing agencies: a singular partner to whom they could offload any topic, in any industry.

Across fashion, SaaS, CBD, real estate, and so much more, Copycat has deftly facilitated all content thrown our way.

Our partnership has grown in steady lockstep with Power Digital's own business. As they built out their client roster, we added to their dedicated writing team, ensuring a smooth scale and efficient onboarding for all new accounts.



Our Results

750,000+
words quality-controlled
each month

300+
clients across verticals

40+
specialized writers



Web, Blog, Email,
and More

With every strategy, we dazzle.

With every word, we delight.

Click any image to see our work in action.



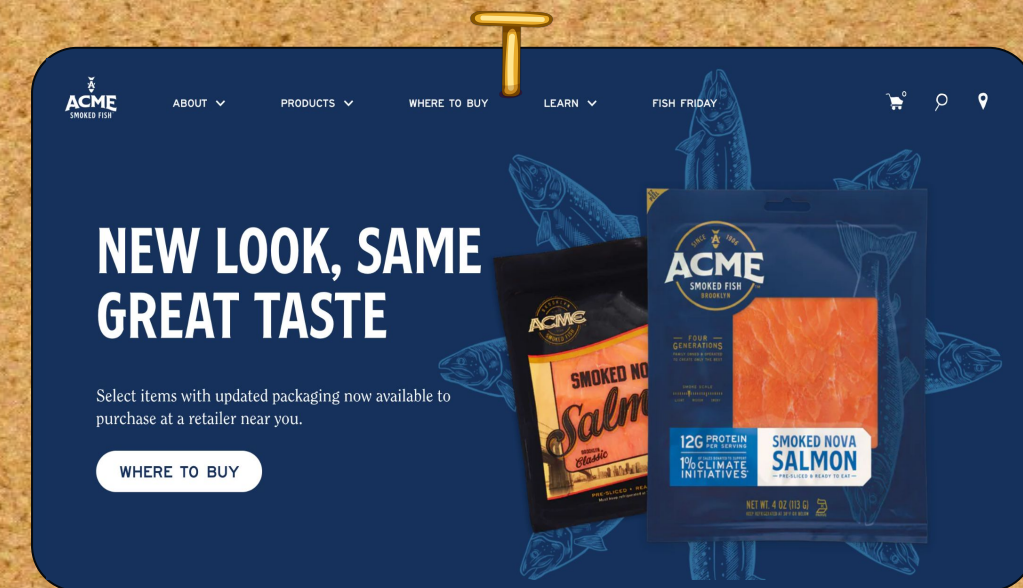
Copycat

White Paper

Product Naming



Messaging Frameworks

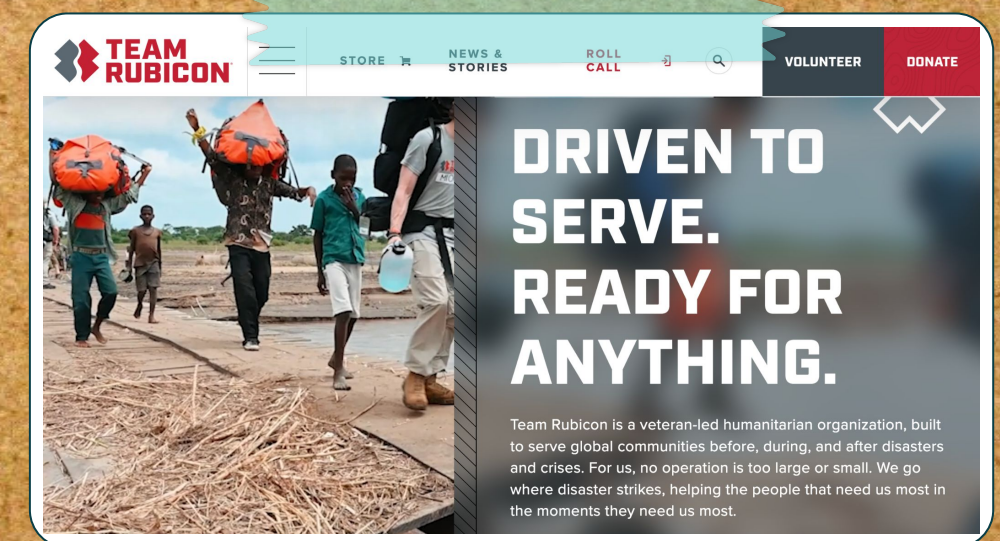


Websites

Product Copy



Print Ad



Copycat

THE 8 BEST BOURBONS FOR A WHISKEY
(BOURBON) SOUR

The Utilization of CHO Cells for
the Development of Cell Line
Producing Recombinant Proteins

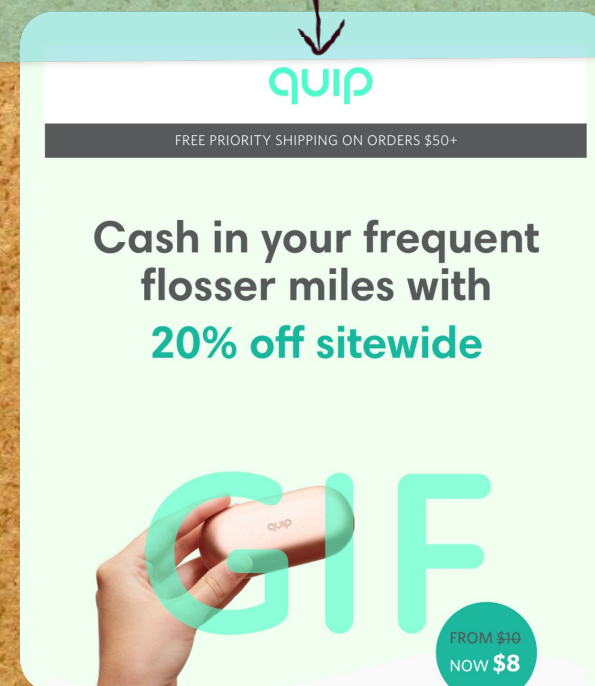
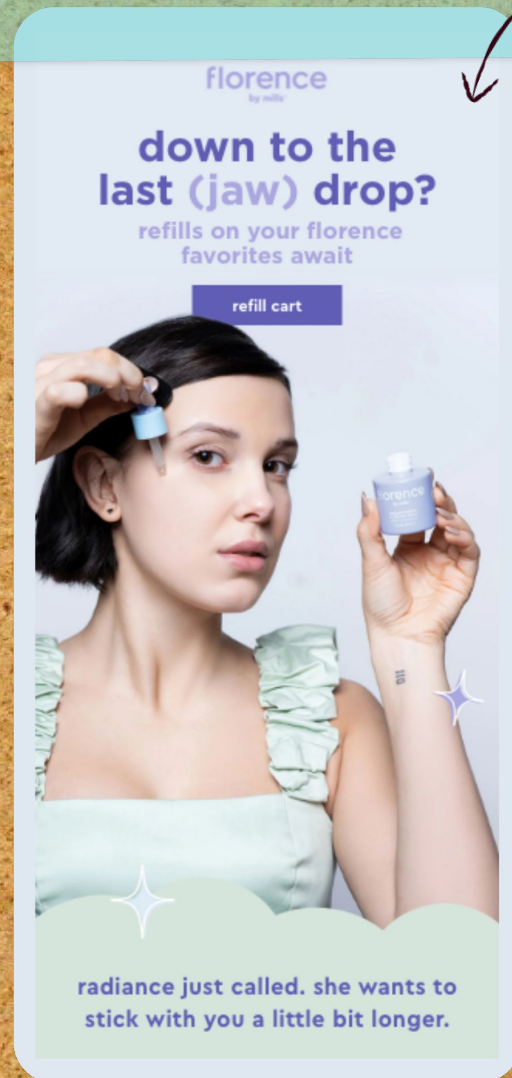
Blogs

Landing Pages

Email
Newsletters



Automation &
Broadcast Emails

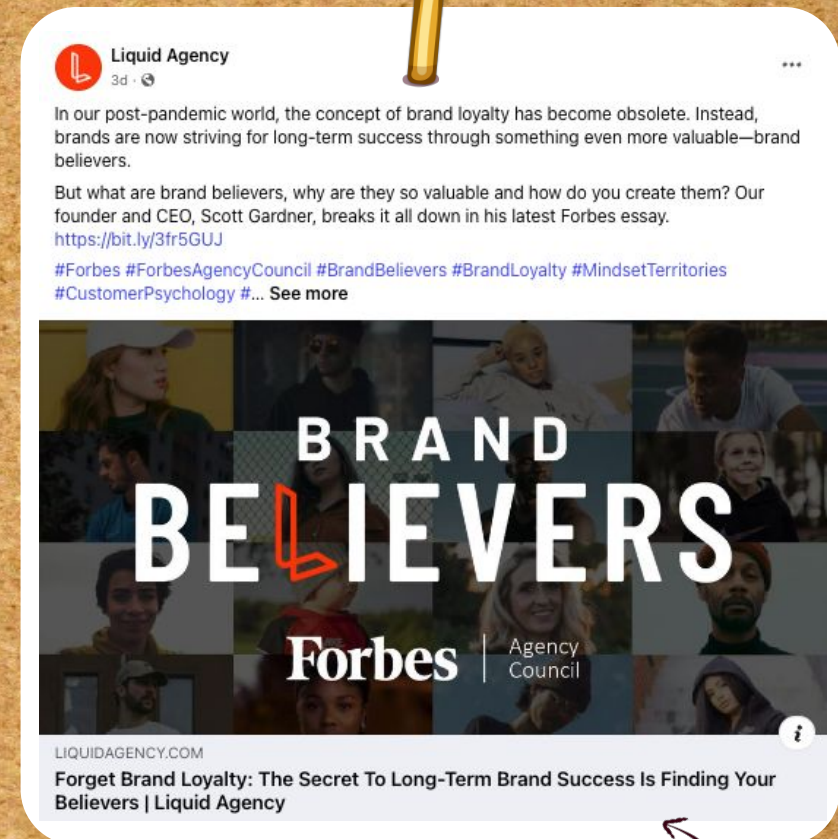
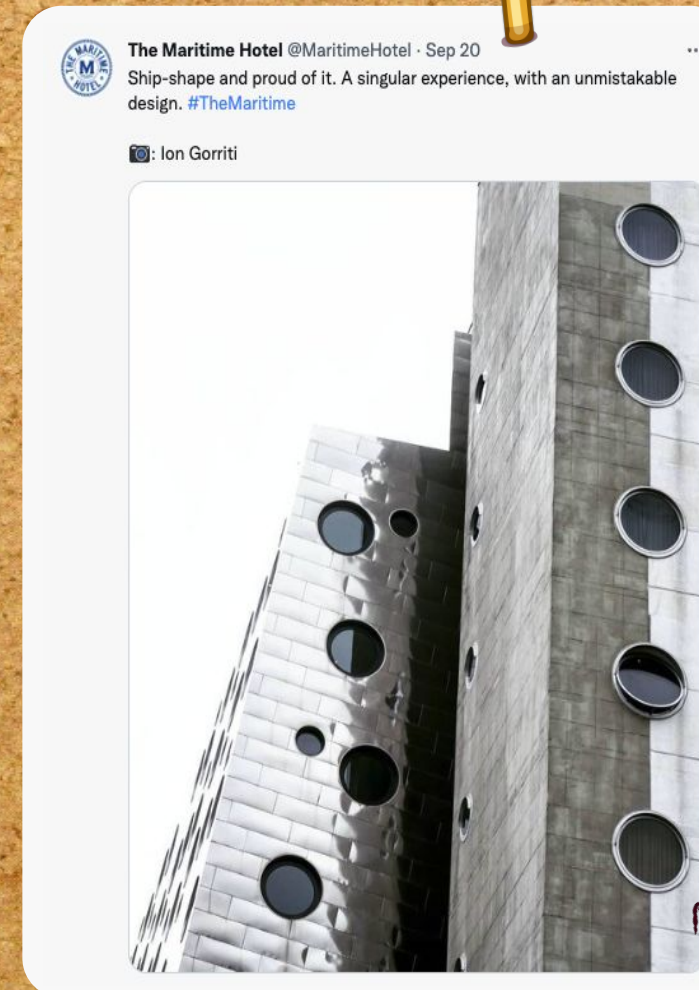


FIGJAM

Explore new
horizons with a
hero's journey
template

Place your users at the center
of the action to understand
their needs, then come to
their rescue with more
strategic planning tools
from FigJam.

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Social Posts



COPYCAT
Thank You

