



WORDS BY PETA

# SPREADING THE MAGIC OF PLAY

*"You are amazing! I'm really happy we've had the chance to work with you."*

[www.wordsbypeta.com](http://www.wordsbypeta.com)

## THE CHALLENGE

Dilyana is a co-founder of Otbor Toys - a Bulgarian company specialising in natural, handcrafted and sustainable toys. She was concerned about their website, which was struggling to convert browsers into paying clients. She was on the lookout for a branding wizard to work their magic and position Otbor Toys as quality, limited-edition heirlooms. She reached out to me for help with their brand strategy, wanting a blueprint for messaging that would connect with their ideal audience, and how they should position themselves in the market.

I took Otbor Toys through my brand messaging package, and this project evolved into:

- ✓ A rewrite of their website
- ✓ A 5-email welcome sequence
- ✓ Content strategy

## MY SOLUTION

Through a thorough brand messaging audit, I honed in on:

- Key messages Otbor Toys should use
- Their Unique Selling Proposition and how to highlight this
- The needs and pain points of their audience, and messaging that resonates with this
- A gap in the market that Otbor Toys was filling
- Their brand voice

This laid the foundation on which we rebuilt their brand. Worried that Otbor Toys' Eastern European roots were affecting potential customers' trust in them, they considered removing all references to this.

But, diving deeper - analysing their content, products and manufacturing process, and speaking with their ideal audience - I discovered that Bulgaria's rich history of artisanal craftsmanship was exactly what customers were looking for. So, instead of shying away from their roots, I leaned into them, and the results speak for themselves.

I showcased the manufacturing process with text and videos, adding more testimonials and highlighting the benefits of Montessori play. Giving each toy its own little personality through compelling product descriptions helped them come alive. Finally, I addressed the audience's objections and organized all the content around key brand pillars.

The result? A website that truly reflected Otbor Toy's unique selling proposition, ethos and mission, helping them connect with their ideal customers on a whole new level.

*"I would highly recommend Peta, she is very experienced, and an excellent writer. She created a complete brand strategy, voice and website content for our new business - all of the utmost quality. It was great working with her!"*



## WHY I LOVED THIS PROJECT:

As a brand strategist, there's nothing I love more than uncovering the key messages that truly resonate with a company's target audience. You know, the messaging that makes Otbor Toys' unique story come to life, and has the power to convert a potential customer into a loyal fan and cheerleader.

Using this to then craft effective brand assets is where the magic happens. Otbor Toys' brand story is now a compelling narrative that draws people in...their website copy speaks directly to their ideal customer, their content strategy ensures they're consistently delivering value and their product descriptions make their toys impossible to resist. It is a joy to see all these essential puzzles fit together perfectly, creating a thriving business.

Oh, and did I mention their toys are absolutely GORGEOUS? Dilyana was kind enough to send me samples, and I can attest to their appeal across age groups. My 11 year old and 3 year old were both enamoured by them, speaking to the universal appeal of Otbor Toys' products!



## HI, I'M PETA!

Copywriter and Messaging Strategist

I help you make authentic connections with your audience, leading to loyal customers who come back for more and sing your praises to everyone they meet!