

Shell Step Project:

Copywriting for an updated version of company website



Name: Rebecca Wills-Devlin
University: University of the West of England
Course: BA (Hons) English

Project Summary: English student Rebecca Wills Devlin was asked to encapsulate, in layman's terms, the services provided by specialist scientific company Trac Services as part of its recent re-branding.

Company: Trac Services

Website: www.tracservices.co.uk

Location: Camborne, Cornwall



Description: Trac Services is a consultancy to the pharmaceutical and healthcare industry and a specialist in looking after regulatory affairs for its clients. This includes introducing new drugs to market and handling the legislative paperwork, the leaflets that come with medical products, through to testing, for clarity and accuracy.

"We needed someone who would take the scientific edge off our current website and make the content more user-friendly for clients unfamiliar with certain terminology," said Business Development Manager Andrew Howell. "We thought that Shell Step was a brilliant way of achieving this and Rebecca got to grips with the task really quickly and did a fantastic job."