

Tara MacInnis

Work examples
2022-2025 highlights

MOO Print

As the Senior Content Manager at MOO Print, I manage our blog, [The Drop](#), including the overall content strategy, the SEO strategy, and both the internal and external distribution of all our content. I also manage our Senior Communications Associate, supporting her growth and development every day.

Through my six months in this role so far, I've increased our blog sessions consistently, with a YoY improvement of 26% in January 2025. I've worked on optimising our content for both a British and American audience, collaborating closely with SEO experts, and keeping our company mission to be a thought leader in the design space at the forefront.

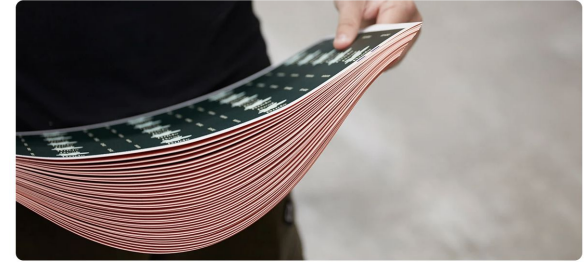
One of our standout projects over the past few months has been rebranding our [MOO Meets series](#), which highlights major players in the branding and design space and presents them (and us) as an invaluable resource.

I've also supported our company mission to increase [awareness of our sustainability efforts](#), highlighting our achievements so far and updating our customers on our journey.

A milestone on MOO's sustainability journey

Meet Luke, MOO's new Head of Sustainability.

The MOO Team · 4 min read · September 11, 2024 · Inside MOO



The MOO Team

Our team of writers. Putting pen to paper, and fingers to keyboard, to bring you the latest news, views and insights.

Share the post



One of our core values here at MOO is "Make it sustainable." That means we approach every decision we make about everything from our products to our drinks in the office with a focus on sustainability.

A key event on our journey towards a completely sustainable future happened this summer at MOO: we hired our first ever Head of Sustainability, Luke Londers.

Read on to learn more about his first few months at MOO, the companies we work with, and what it takes to create an impactful sustainability strategy.



Fresha

At Fresha, two of the largest projects I worked on were the Meet the Partners videos, a series of testimonials from partner businesses, and the trend report. Below are some examples that show my work across both of these projects.

Meet the Partners

[Meet the Partners playlist](#): I conceptualized and storyboarded each of these videos, writing the interview questions and editing the scripts. I also wrote the YouTube titles and captions, maintaining Fresha's tone of voice throughout and taking an SEO-first approach.

[This](#) and [this](#) are recent examples of the social media posts we created to support the series. I wrote all the captions for these, again with a focus on the brand's tone of voice, but flexing to meet the more B2C audience on the social channels.

Trend report

[The Future of Beauty and Wellness Report 2024 landing page](#): I conceptualized the layout and wrote all the copy for the landing page. I copy edited the report itself (several times, for grammar, structure, and tone of voice). I wrote all the [social media captions](#) for the report, as well as the [supporting blog posts](#) and press releases.

Because the report crosses between our B2B and B2C audiences, it will be a jumping off point for our new tone of voice guidelines, and has already proven to be an essential exercise in their development.

I didn't have a chance to complete the new guidelines before I left, but I did develop the new tagline, **Where the world books beauty**. It captures the brand's mission to become the number one platform for beauty and wellness bookings, and helps further one of the main brand goals: to grow our [consumer marketplace](#).

Abbott Lyon

Although I've only been working with this brand for a few months, I feel I've elevated their approach to copy already. Coming in just as they were going through a rebrand meant I was able to help finalise their new tone of voice guidelines. Below are a few excerpts from what I created.

How we **speak** from the heart

What we are:

- Warm - we're mindful of people's feelings and the challenges they might be facing
- Encouraging - we're here to help them find the right solution
- Approachable - the language we use is friendly and conversational
- Inclusive - we're understanding of people's unique needs and differences
- Dedicated - we're committed to helping our customers have the best Abbott Lyon experience and leaving them with a next step
- Authentic - we're true to who we are

What we aren't:

- Overly direct
- Corporate
- Arrogant
- Over-the-top
- Quirky

Style guide

Grammar's tricky and there are lots of conflicting rules, so here are the ones we follow.

Abbott Lyon: When you talk about us, say "we" not "it" so we sound as approachable as we are. We always talk in the third person.

British English: We say colour, not color; personalised, not personalized; travelling not traveling; cosy, not cozy. And, most importantly; jewellery, not jewelry.

Contractions: Say can't instead of cannot, and I'd instead of I would to keep it less formal and more conversational.

Slang: Trendy slang keeps us sounding relevant, but use it sparingly. If it feels awkward, it might read awkward.

Emoji: Go for it! But make sure you know exactly what the emoji you're using means, and don't overdo it.

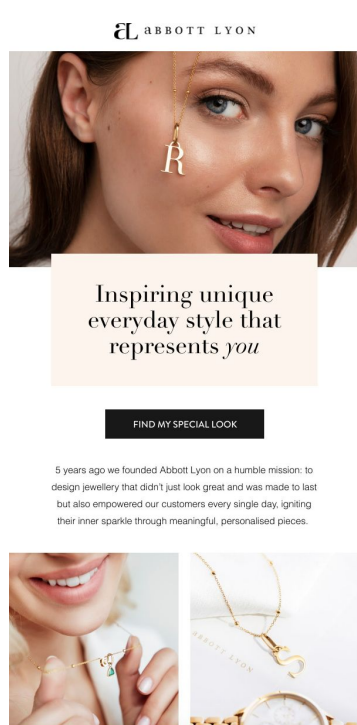
Tone of voice checklist

Everything we say should achieve (at least one of) the following:

- Help them feel personally connected to the brand
- Lift our customers up and make them feel seen and heard
- Make it 100% clear we care about them and their Abbott Lyon experience

Abbott Lyon

As their rebrand comes into full effect, Abbott Lyon is rolling out their new tone of voice across all comms. You can see the difference here between the old and new emails. The one on the left is from before the brand overhaul, and the one on the right is one I worked on with the new tone of voice.



Abbott Lyon

A piece of work I really enjoyed while developing Abbott Lyon's tone of voice guidelines was adapting them for the customer service team. I worked closely with the Chief Operations Officer to fine tune all his team's messaging, and make suggestions for challenging conversations.

Developing their new tagline, **Made more you**, has been one of my biggest accomplishments. The brand's main USP is personalisation, and I think it perfectly captures that. I also helped them find ways to apply that tagline to a variety of campaigns: Inspired by Stacey, made more you (collaboration with influencers); Made by you, for them (gifting); Made more her, by you (Mother's Day).

Another milestone was creating all the copy for the brand's first bricks-and-mortar retail space. I worked on one-liners for the walls, a press release for the launch, and a set of tone of voice guidelines for the in-store team. It was a varied project that allowed me to write both short and long, and you can see some examples of the short to the right.



Moss

At Moss, I was also involved in a complete brand overhaul. I was part of the working group that created the new brand identity, the new approach to all comms, and of course, the new tone of voice.

This is the brand statement I wrote:

Here at Moss, we're all about reinvention. Our 170+ years in tailoring have taught us how to take time-honoured codes and help you make them your own, whether you're wearing a pair of joggers or a full tux.

That individualistic approach is central to what we do, and we've been moving through the decades, always working to inspire the people we dress. We're authentic, too, focused on our ethos of doing everything with style and consideration.

Moss is here to help you transform your wardrobe and feel like the best version of yourself in the moments that matter to you.

And here is the organising principle I put together, as well as comms I wrote for the relaunch:

Organising principle

Tailoring

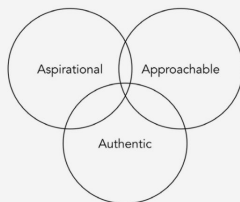
Our brand organising principal is Tailoring. This means that we think about Tailoring for every asset we create.

Tailoring to us means:

- Attention to detail
- Craft and quality
- Clean, sharp, elevated design
- Sense of purpose
- Individuality
- Confidence
- Simplicity
- Reinvention

Brand attitude

The 3 As



WE'VE CHANGED, AND WE'RE CAPTURING THAT GROWTH WITH
A NEW NAME: MOSS. BUT DON'T WORRY - WE'RE STILL
FOCUSED ON ALL THE THINGS YOU'VE COME TO EXPECT
FROM US.

Moss: Meet the new Moss Bros.

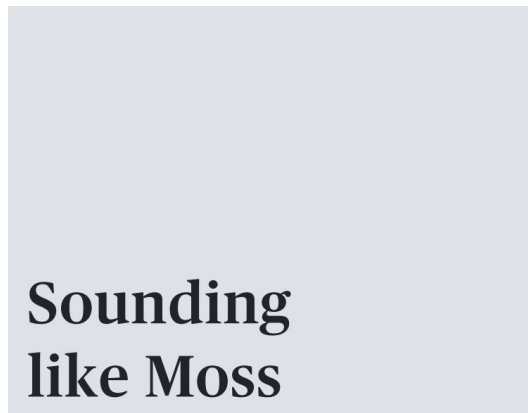
[FIND OUT MORE](#)



Moss

My mission when reworking the tone of voice guidelines for the new Moss was to elevate the brand and up its “cool” factor, but not stray too far from its storied past. We felt there was a better way to highlight our heritage while also reminding our customer that we could dress them for any occasion, not just the special ones. I believe I achieved that, particularly with the tagline **Made for life**.

Here are examples from the previous tone of voice guidelines to show the changes I made and how they impacted messaging:



We want to stand apart. We're not Tyrwhitt, we're not M&S, we're not Suitsupply.
We're our own thing - and we're proud of it.

Just as is unmistakably Moss, our words should have the same impact. This guide sets out how we sound when we write as a brand. It'll help us maintain a consistent voice when we speak to our customers and to each other.

If we are consistent in our writing, our voice will fit our brand.

Like when what you're wearing fits just right, we are our most confident and authentic when we are comfortable in ourselves.

