

COPYWRITING

CAMPAIGN COPY & CREATIVE CONCEPTS

Turning a brand truth into language people can remember.

ROLE Marketing Director

CLIENT Herbalife + DK Law

DISCIPLINE Copywriting

SELECTED WORK BY

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SOURCE MATERIAL

Herbalife BIG IS BETTER + DK Law ZERO MEANS ZERO

01 / CREATIVE APPROACH

Two brands. Two voices. One copy discipline.

The work begins with a simple strategic question: what is the shortest, clearest expression of the brand idea that can survive across social, video, paid media and a live experience?

COPY PRINCIPLE A campaign line should be easy to repeat, flexible enough to scale and specific enough to belong to the brand.

CAMPAIGN	BRAND TRUTH	COPY JOB
Herbalife BIG IS BETTER	The brand brings wellness, nutrition and community together at a major Texas celebration.	Turn “big” into a positive platform for ambition, participation and collective energy.
DK Law ZERO MEANS ZERO	Safe driving requires absolute decisions before the vehicle moves.	Use repetition and zero-tolerance language to make responsible behavior unforgettable.

Deliverables represented

- Campaign platform and organizing idea
- Primary headline and supporting message hierarchy
- Organic and paid social copy
- Short-form video and event language
- Calls to action and modular copy extensions
- Tone and usage guardrails

02 / CAMPAIGN PLATFORM

Herbalife: BIG IS BETTER

CLIENT Herbalife

TERRITORY Wellness, nutrition, community and Texas-scale celebration

Texas gave the campaign a natural cultural truth: everything is bigger. The copy transforms that familiar expression into a declaration of what Herbalife chooses to be big about.

BIG IDEA BIG IS BETTER when it means a bigger commitment to wellness, nutrition, ambition and community.

Core copy

WE'RE BIG ON WELLNESS.
WE'RE BIG ON NUTRITION.
WE'RE BIG ON COMMUNITY.
AND WE'RE CELEBRATING IT IN TEXAS,
WHERE EVERYTHING IS BIG.

Copy ladder

ROLE	COPY
Master line	BIG IS BETTER.
Support	Big goals. Big energy. One unforgettable Herbalife celebration.
Invitation	Bring your ambition. Bring your team. Bring your biggest energy to Texas.
CTA	GO BIG IN TEXAS.

GUARDRAIL “Big” describes the scale of commitment and community, never a person’s body or appearance.

03 / SOCIAL, VIDEO AND EVENT

BIG IS BETTER: copy in market

Organic social caption

We're big on wellness. Big on nutrition. Big on helping people reach for more. Now we're bringing that energy to Texas, where everything is bigger. Get ready to learn, connect and celebrate with the Herbalife community. #BigIsBetter #HerbalifeTexas

Paid social

ELEMENT	COPY
Primary text	Your next big move starts in Texas. Join a Herbalife celebration built around wellness, nutrition and community.
Headline	GO BIG ON WELLNESS.
Description	Big ideas. Big energy. Big community.
CTA	LEARN MORE

15-second video copy

BIG GOALS.
BIG ENERGY.
BIG ON WELLNESS.
BIG ON NUTRITION.
THIS IS TEXAS.
THIS IS HERBALIFE.
BIG IS BETTER.

EVENT LANGUAGE WELCOME TO THE BIGGEST WELLNESS ENERGY IN TEXAS.

Campaign reference: Herbalife Nutrition Extravaganza Highlights
[WATCH THE EVENT HIGHLIGHTS](#)

04 / ROAD-SAFETY CAMPAIGN PLATFORM

DK Law: ZERO MEANS ZERO

CLIENT DK Law

TERRITORY A zero-tolerance message for distracted and impaired driving

Road-safety messaging often disappears into statistics and warnings. ZERO MEANS ZERO creates a blunt verbal rule that drivers can understand before the engine starts.

BIG IDEA When it comes to driving safely, almost zero is not zero.

Core copy

ZERO TEXTS WHILE DRIVING.
ZERO ALCOHOL WHILE DRIVING.
ZERO DISTRACTIONS.
ZERO EXCUSES.
ZERO MEANS ZERO.

Copy ladder

ROLE	COPY
Master line	ZERO MEANS ZERO.
Support	One text is one too many. One impaired drive is one too many.
Commitment	Phone down. Keys to a sober driver. Eyes on the road.
CTA	DRIVE WITH ZERO EXCUSES.

TONE Firm, memorable and preventive. Never preachy, graphic or built around fear alone.

05 / SOCIAL, VIDEO AND ACTIVATION

ZERO MEANS ZERO: copy in market

Organic social caption

A message can wait. A drink can change the driver. A distraction can change everything. Before you move, make the decision: zero texts, zero alcohol, zero distractions. ZERO MEANS ZERO.
#ZeroMeansZero #DriveSafe

Paid social

ELEMENT	COPY
Primary text	Safe driving begins before the car moves. Put the phone away. Choose a sober driver. Remove the distractions.
Headline	ZERO MEANS ZERO.
Description	Zero texts. Zero alcohol. Zero excuses.
CTA	TAKE THE PLEDGE

15-second video copy

ONE TEXT? NOT ZERO.
ONE DRINK BEFORE DRIVING? NOT ZERO.
ONE DISTRACTION? STILL NOT ZERO.
BEFORE YOU DRIVE, MAKE IT ZERO.
ZERO MEANS ZERO.

ACTIVATION EXTENSION A digital and live “Zero Means Zero” pledge gives riders and drivers a simple commitment they can sign, share and repeat.

Campaign reference: DK Law Ride & Smile
[WATCH THE COMMUNITY EVENT RECAP](#)