



Philip Likos-Corbett

- ★ copywriter
- ★ communicator
- ★ creative
- ★ cult leader
- ★ concerned citizen

**This is my portfolio.
There are many like
it, but this one is
mine.**

**My portfolio is my
best friend. It is my
life. I must master it
as I must master my
life.**

**Without me, my
portfolio is useless.
Without my portfolio**

TRUELAYER

**fintech
company**

**This one's fun cos I've
done all sorts of
stuff.**

**I... repositioned the
brand, led on the
rebrand, established
tone of voice, wrote
webcopy, social copy,
email copy, UX/UI
copy, ran internal and
external events,
creatively directed,
managed 3 writers...**

*I started, so I'll
finish.*

**B2B saas
space**

**... managed 3 writers,
oversaw PR & comms,
wrote press releases,
managed our PR
agency, produced ad
creative, dealt with
localisation, wrote
speeches, panels,
presentations and
conducted exec
training. Which is
like, loads, right?**

the rebrand

TrueLayer began life as an API company, selling open banking access to developers. But that's not why it got **valued at a billion dollars**. The money was in the money, the problem was that no one thought of payments when they thought of TrueLayer. No-brainer, we need to reposition: open banking platform ➡ **payments network**. Shift the perception of people and create a brand identity that could communicate with **banks, businesses and everybody**. Something fit for the future and all those **unknown unknowns** that it holds. To do that, we dug into the very foundations and relay the whole thing again. Beginning, as you may have already guessed, with **the brand pillars**.

the brand pillars

a network built on open banking
a brand built on openness

open to innovation

OUR APPROACH TO TECHNOLOGY

future-facing · disruptive ·
ever-evolving

open to experience

OUR APPROACH TO THE WORLD

intellectually curious · creative ·
original

open to everyone

OUR APPROACH TO PEOPLE

empathetic · honest · inclusive



the vision

**A world
without cards.
One where
money flows
more freely.**

the value proposition

innovation

WHAT

We unblock money.

experience

HOW

By creating better payment experiences.

everyone

WHY

Because payments make practically everything possible.



the values

the voice

INNOVATION

**think
big**

As big as big gets
then a bit beyond.



bold

Get people pumped about
what's possible. Big words.
Strong verbs. Short sentences.

EXPERIENCE

**open
up**

Heart, mind, soul.
Question. Welcome.



brilliant

Hard data. Touch of magic.
The smartest thing you can do
is keep it simple. Make sense.

EVERYONE

**value
people**

Everyone & anyone,
everywhere always.



human

Conscious, genuine, sensitive.
Funny sure, but never forced.
Be helpful. Be human. Don't blag.

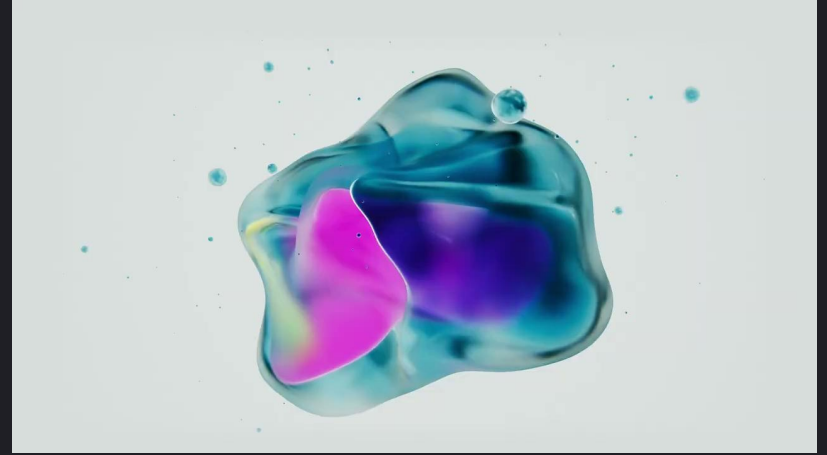


**here are some examples of living that
rebrand, you're gonna love them**

the product launch

Payment links was one of the first products to go live post-rebrand, so I wanted to go big with it, breathe some life into it. **Depart from what we've previously done.** Which is why I went for something a touch more mainstream, something that sends a signal about **our brand strategy:** we're pivoting into ecommerce, creating more value for consumers, and **we're like Elton John confident.** The product itself enables merchants to send links or QR codes to their customers: they either click or scan, are sent to their bank app where they confirm. **Money settles instantly.** It's super easy, it can be used across countless use cases. You can **program how you want people to pay you.**

designers: giorgio tonelli, joe landy



[LINK IF VIDEO DOESN'T LOAD](#)

CAMPAIGN STATEMENT

**Accept instant payments
anywhere.
Sell everywhere.**

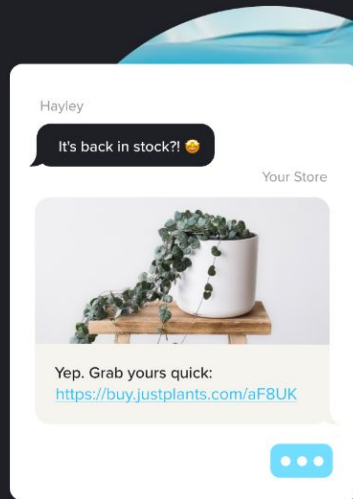
Turn every channel into your checkout.

New feature

Payment links

Let your customers make payments via multiple channels, including text, email, social or in-store. Payment links is the fastest way for you to create a payments page and start accepting instant payments right away.

→ [Learn more](#)



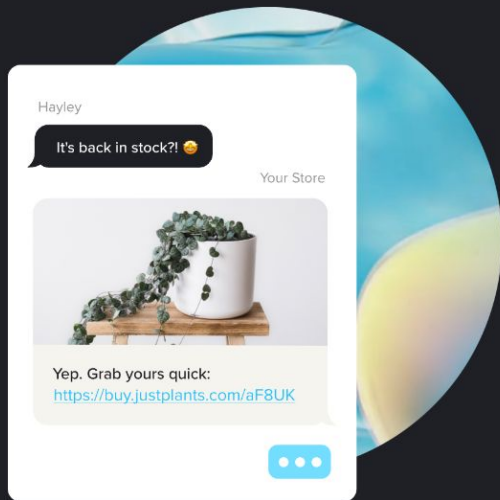
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plus a little storytelling using UI

the client party

**Something
exceptional.
Otherworldly.
Inimitable.
Unrepeatable.
Had to be
there.**



the ticket + the email



designer: luca bergeretti cavion

Dear John,

We trust this missive finds you most well.

You'll be pleased to hear that preparations of the Magistrate's Ballroom are proceeding wondrously. The conductor is terrifically pleased and installation of the other side is imminent!

As one can be often over-messed in modernity, leading many to a mishap, we've resupplied the details of the evening for your own personal record:

- Date: 23rd November 2023
- Time: 7:00 PM sharp
- Location: NoMad, London, WC2E 7AW
- Dress code: black tie

For further details or extra confirmations, a simple reply to this email will deliver the dues.

We're ever so grateful that you'll be our guest.

Signed,
Rudolf Buddle

Write of letters on behalf of the conductor

the hackathon

This is a **24-hour long event** where teams attempt to hack something together to a set theme. It's designed to bring everyone in the company together, **create a sense of community through booze and food and crappy presentations**, and hopefully, actually produce something that will **help the company achieve its vision**. I wanted to lean way into that vision to sell the new brand narrative internally, and so, naturally, turned to Terminator 2. I was responsible for **concept development, creative direction, copywriting and compèring** the evening. I had two brand designers and an events manager to help. As with most things, it started with a story, a story set in the future, a story that is right there 🍷

The year is 2053. TrueNet is finally winning its decades-long battle to bring down CardNet. In a last gasp attempt to salvage their position, the CEO of CardNetCorp commissions a T-1000 to go back in time and take down TrueLayer. Their target: 29th November 2023. The date of TrueHack 7. The day it all changed.

TrueNet, aware of CardNetCorp's plans, sends its own terminators back in time. Their mission: make the hack go ahead. At all costs.

designer: pasquale morelli



TRUEHACK 7

DAWN OF A NEW NETWORK

event poster

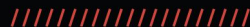
designer: pasquale morelli

DAWN OF A NEW NETWORK

CHANGING THE WAY
THE WORLD PAYS■



TRUEHACK 7
TRUEHACK 7
TRUEHACK 7



29-30 NOVEMBER 2023
TRUELAYER HQ, LONDON



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TRUEHACK7 MIXER

BLIND FATE



Meet the dreams of your team

London office + online
Tuesday 21 Nov
17:00 - 20:00

Free food. Free drink. Free laffs.

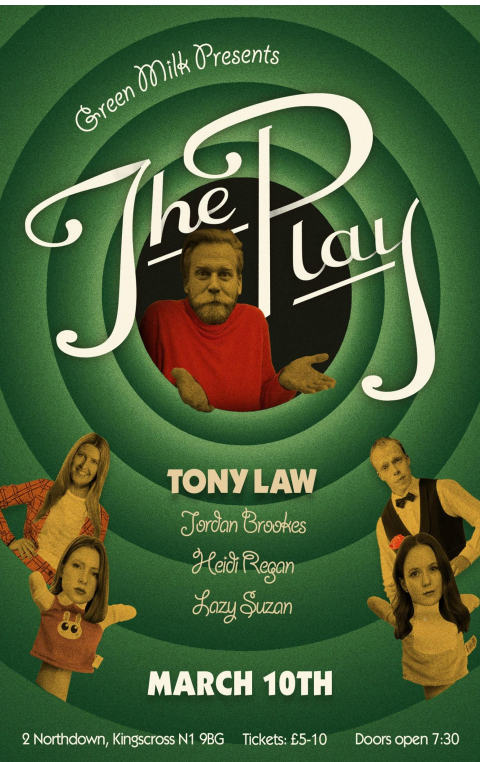
mixer poster

designer: luca bergeretti cavion

GREEN MILK

**We put
comedians on
stage and expect
them to make
you laugh.**

We're 90% successful.



designer: billy osborne

**comedy
night**

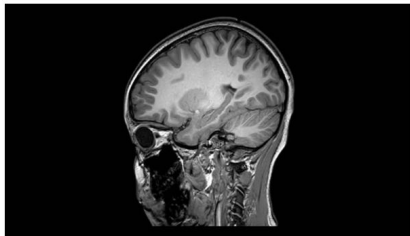
**Look. I ran a comedy
night.**

**Well, I didn't do the
stand up. I did the
copy and worked on
creative direction and
casually starred in
the podcast.**

**I even coded the
whole website.**

**here are three curated emails,
one of which is horribly cropped**

Transmission 15



- Occipital and temporal lobes engaged.
- Wernicke's area engaged.
- Frontal lobe engaged.

Message
Transmission begins.

...and most notably a lack of UV light and dietary inadequacies have lead to poor physical and mental health in the community's population. In order to combat the onset of morbidity, the mammalian brain requires engagement of the ventromedial prefrontal cortex and the release of endogenous opioid neuropeptides.

It has been noted that in this species the release of these peptides can cause communal expressions associated with the telecephalic and diencephalic centres concerned with respiration, as well as stimulation of the mesial thalamus, hypothalamus and subthalamus. When combined with narcotics, physical arousal, complex narratives or a combination of all three, this results in rhythmic and audible contractions of the diaphragm, enforcing a sense of community and diminishing thoughts of morbidity.

Suggested Prescription

- 4 cigarettes.
- 3 hours of alcohol consumption.
- 2 hours of communal audiovisual stimulation in a darkened environment.



[Purchase Prescription](#)

weird words work

43.1% open rate 8.5% click rate

Why We're Investing All Of Our Money In Crypto And Why You Should Too.

Dear Investor,

Take a look at this chart. Just a quick look is all you need and you'll immediately see why we're putting all of our money into crypto.

And so should you.

Starting in January 2017, you could have turned \$10,000 into \$569,512 in just 14 months. Now don't act like that doesn't get you hot.

But it likely scares you too, doesn't it? That's because you're weak.

Don't worry. Most people are. But you're with us now, and we're here to help you make the money your family deserves. If not, you can GTFO our mailing list.

The Green Milk Bitcoin Conference



Join us and a panel of Bitcoin experts as we divulge the secrets of our multimillion dollar successes, and you too can finally feel the sweet sensation of being rich with all over you.

- Discover how to create your own portfolio.
- Understand the risks of MAD HYPE.
- Free Telegram tutorial for the ladies.

Featuring Speakers:

Joseph Morpurgo

Head of Cyber Security at Bitfinex.

One of the largest whales on Telegram, @Morpo, as he likes to be called nowadays, is here to discuss risk aversion and futures trading. **DON'T** look him in the eyes.



Christopher Bliss

Fut scientist and literary star.

Having just completed his latest novel 'Crypto and Cryptids: Finding the Bitcoin War', Christopher is here to regale us with tales of his days spent scouring the deep web for 'warms'.



Beth Vyse

Founder of 'Women on the Web'.

When not championing the rights for women to use the 'Internet' (her phrase, not ours), Beth is a staunch advocate of Bitcoin's genderless counterpart 'fcoin'.



Sunil Patel

AKA, The Blockchain BadBoy

One of the most critical minds in the world of crypto, Sunil's recent treatise on Bitcoin's ability to literally cure cancer at the planck length has now been translated into 42 languages.



pitched the night as a crypto conference, which seemed like a really funny idea until people turned up on the night thinking it actually was a crypto conference

Come aboard, we're expecting you...



The boat departs on the 10th of February.

BOOK YOUR CABIN!

short, sweet, much success

49.7% open rate
12.8% click rate

WORLD MOBILE

**telecoms
startup**

One night this bloke called me up around midnight. He asked me, “do you write whitepapers?” and I answered, “I do write whitepapers.” And he said, “ok, cool, you see I’ve got this idea, yeah.” And then like 5 years later they’re launching zeppelins in Zanzibar.

**the branding of a
blockchain
business**

**Naming. Logo
design.
Strategy.
Comms. Copy.**



world mobile



designer: nicholas soper

**Designed to resemble
the coils in an old
phone cord. Growing
as it goes. Colours to
express
multiculturalism. Up
and to the right.
Scale, size,
aspiration.
Continuation.
Progress. Like a
wave, inevitable.**



strategy

**Connect the
unconnected
by bringing the
sharing
economy to
telecoms.**

It's a long story, I'll keep it short. These guys had some technology and a whole heap of experience in telecoms, they just weren't quite sure what to do with it. Which is where I came in: to build a brand and shape conversations about TV white space, tokenisation and Sub-Saharan Africa into a sellable story. Something that would make sense outside of those WhatsApp calls. I did this by eschewing all that technical talk and focusing instead on the human story: what that connectivity that we take for granted means to our mate in Mozambique and what it's like to live offline. Which is important, because 50% of people on this planet still don't have access to the internet and that's fucking unacceptable.



the story

**It's all about
mobility.
Closing the
digital divide.
The last mile
gap. Humans.**

the brand pillars

1. voice

To talk. To listen. To express, impress and all the rest. People have the right to be heard.

2. identity

Uniqueness should be celebrated and elevated, not shared, stolen and sold without consent.

3. freedom

Access to education, economic opportunities and online services must be open to everyone, everywhere. No exceptions.





Together, let's connect the world

We're building a decentralised, blockchain-powered mobile network that will disrupt the telecom industry and activate a global sharing economy.

[Join the movement](#)

[View case study](#)

Identity is powerful

Every World Mobile user will gain a digital ID to gain access to online banking and economic freedom.

Unlike legacy mobile networks, we don't believe we should profit from our users' data, but rather give our users the opportunity to benefit from their own data.



human stories about connectivity



[LINK IF VIDEO DOESN'T LOAD](#)

- the hijabi dj
- Ismael, the kitesurfer
- the internet is a human condition

video: marcus valance

OTHER WRITING

(man's got range)

**other
reading**

**It's getting a lot, init?
Don't worry, I am not
gonna spin you any
more stories. The
rest is just a
collection of pieces
that you can read if
you wanna read some
pieces that I've
collected that I've
written. They're good
though, don't get me
wrong.**

travel



Big words from the little cafe by the sea

It's March in Attica. The air is warm and the sea is calm as I look out over the water to the mainland. At nine-thirty the cafe is already redolent with the musky smells of a kiosk back shelf and strong coffee. The voices are already loud, forceful and in full flow.

[Read more ↔](#)



Enter Milan

Milan is a big city. A city that will empty you. You are punched by cars, trams, subways, pedestrians, tourists, chancers, bums, tat-sellers, fine women and gorgeous men the second you poke your head into its grey skies. Pallid ochre and sooty fuchsia buildings line the streets

[Read more ↔](#)

articles



Let's talk about cocaine

"See I've been thinking, the thing is. Ah fuck, man, it's like this. If cocaine was free everything would be fucking great, wouldn't it? I mean, imagine it; everywhere you go there's free coke. You go to bars and there's just a table full of the stuff. Fuck. Imagine it..."

[Read more ↗](#)



An open letter to love

There is an indifference to you. A pernicious contempt for your desires, and a deep unhappiness with your need to permeate my brain. I find myself sleep walking through the throes of your passion, unable to allow you that sceptred place in my mind.

[Read more ↗](#)

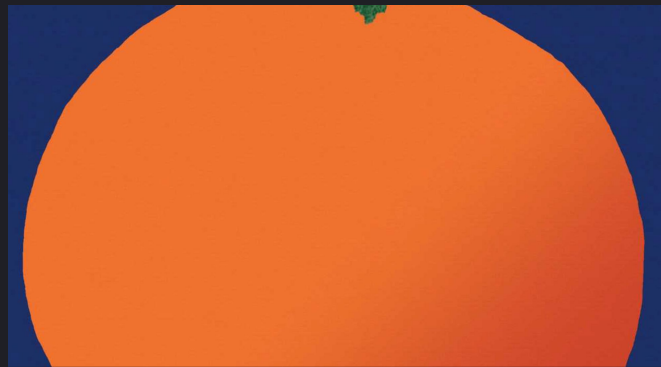
other



551-2

The engines stop. Judder. There was a life that was never yours out on the black sea, where souls were lost and still are, where there was and is not you, stood on deck, looking out on the waters that churn and will churn without you. There where sweethearts are...

[Read more ↗](#)



The Satsuma Complex (a book review)

A terribly written brilliant read. Set yourself on some sort of sunlounger, or the adjunctive part of some Peckham bar and let Bobby's brain pour straight into yours. Just don't pause to actually question the quality of the copy. Because this book isn't about that.

[Read more ↗](#)

Well, that's it. Do you like me?? If you want me, you can email me at philipos.likos@gmail.com, or, if you're feeling incredibly brave, you can call me on 07879 558 481. I won't answer. If not, have a lovely rest of your life. Just remember, the key to happiness is never