



How to be
Vikki Ross
for a day

#TwitterTakeover by
@MarthaToulouse



8th of June

Tweets

Tweets & replies

Media

Likes



Vikki Ross @VikkiRossWrites · 9h ...
Morning!

Today's the day [@MarthaToulouse](#) takes my tweets for 24 hours so please tune in, say hola and get to know her!

[#TwitterTakeover](#) [#copywritersunite](#)

Say Hola.

First tweet

Anything good
starts with a dance



Vikki Ross @VikkiRossWrites · Jun 8

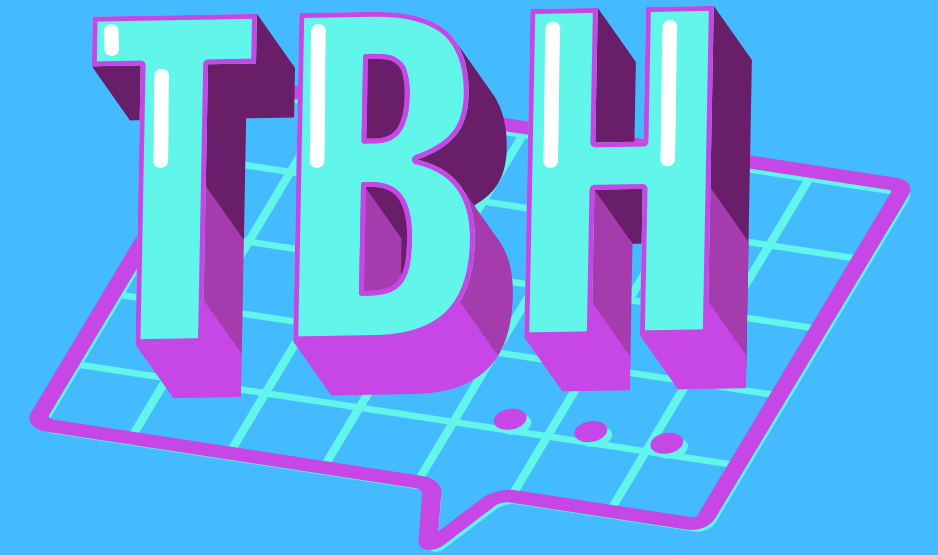


.@MarthaToulouse: Hola, I'm Martha 🙌 Senior Copywriter in London taking over @VikkiRossWrites account. Make the most of Vikki fluent in Spanish for a day.

#TwitterTakeover



Honesty.
next



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: Tbh I abandoned [#Twitter](#) for [#Instagram](#) shhhh... but this is a great way to come back.

No pressure taking on Vikki's Twitter feed 🌟😊

Thanks for the challenge @VikkiRossWrites! [#Copywriting](#) sensei.

[#TwitterTakeover](#) [#copywritersunite](#)



Volume up
please!

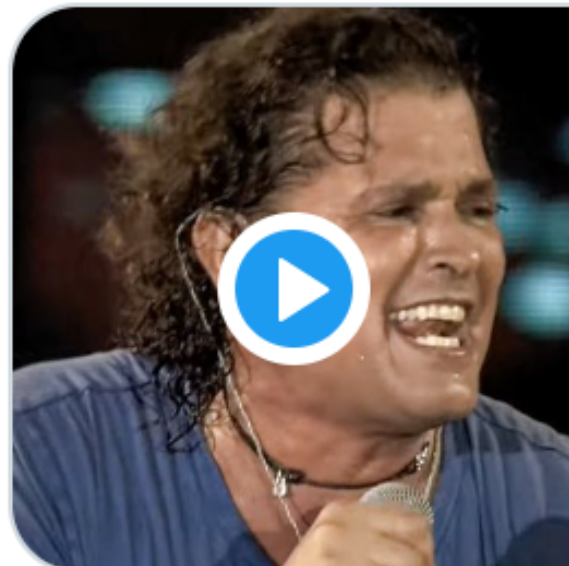


Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse: First things first. We need some music here.

Can you work with music in the background?

#ColombianMusic 🎉 “Ella es my fiesta” by @carlosvives

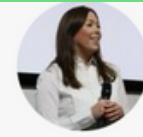


youtube.com

Carlos Vives - Ella Es Mi Fiesta (En Vivo Corazón P...

Music video by Carlos Vives performing Ella Es Mi Fiesta. (C) 2014 Sony Music Entertainment US Lat...



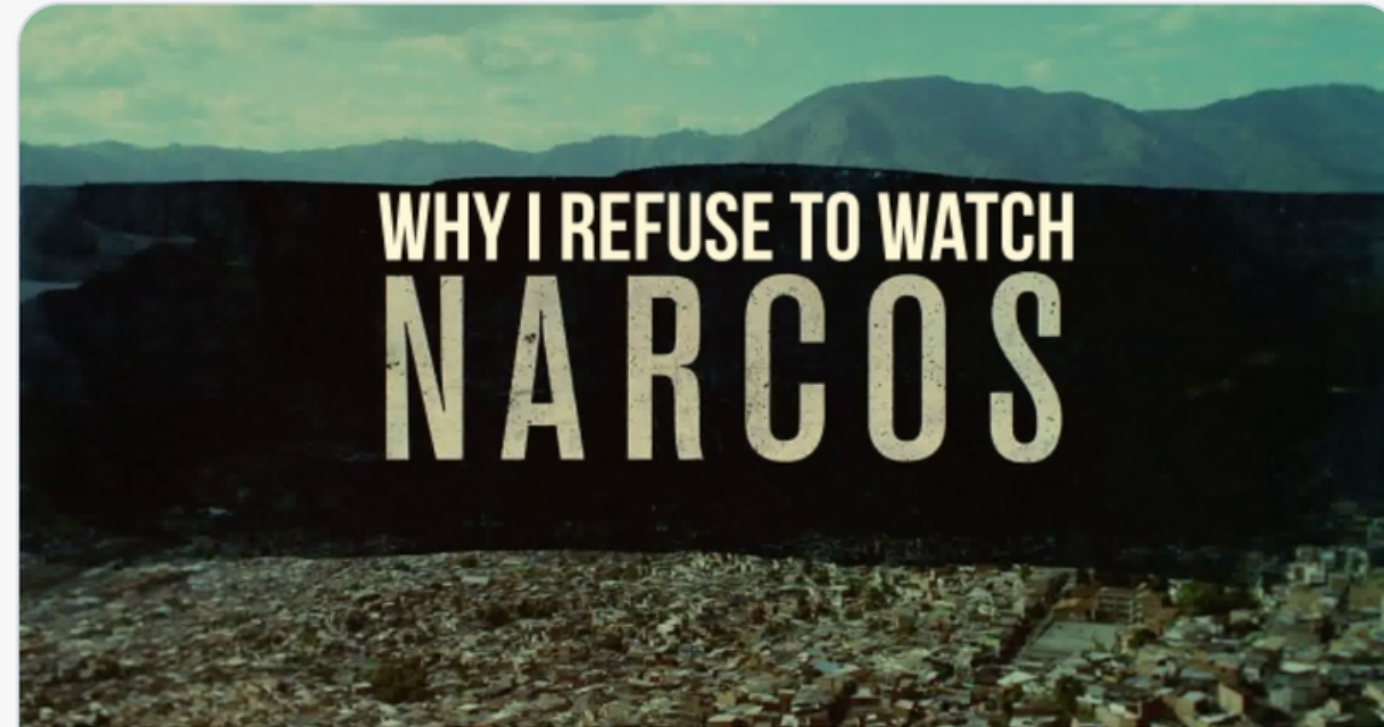


Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: I started as a [#Copywriter](#) at [@SanchoBBDO](#), JWT, and [@DDBColombia](#).

And please don't mention [#Escobar](#). If you wonder what I think of [#Narcos](#), my answer is this:



[marthatolosa.com](#)

Why I refuse to watch "Narcos"

Because I'm bored. I'm bored of people only relating Colombia to drug trafficking and jungles. Yes... it's a stereotype, yes... most of countries...

A world of Stereotypes

Glory to God!



↻ You Retweeted

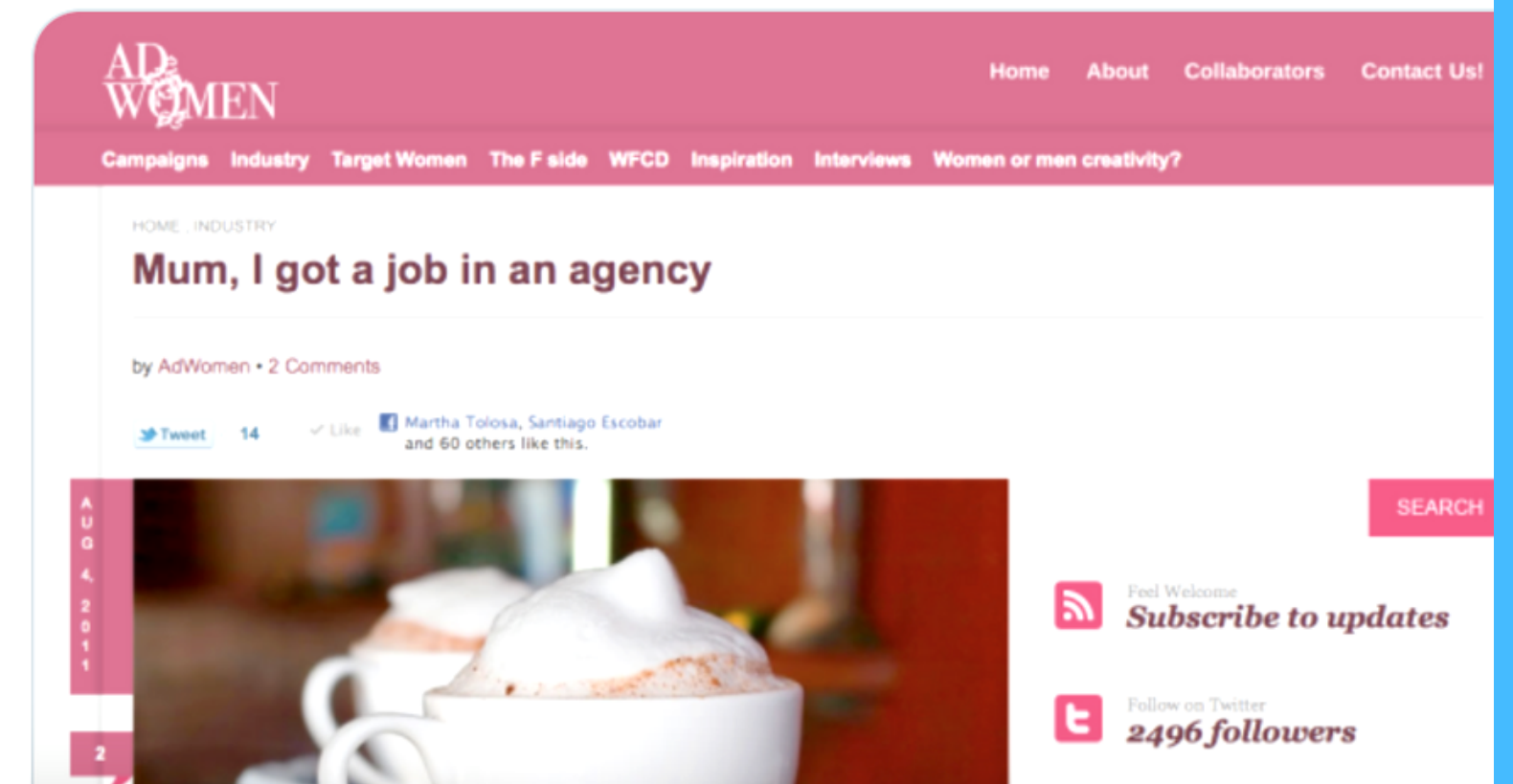


Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse:

- “Mum, I got a job in an agency in London”
- “Martha Lucía really? Congratulations!!!! Glory to God!”
- “Mum, in the coffee shop”

Read my [#truelifestory](#) from 2011:



Creative Comeback



Vikki Ross @VikkiRossWrites · Jun 8

...

.@MarthaToulouse: #CreativeComeback is the best thing that's happened to my UK working life. All you need is an open door and your confidence back.

Forever grateful to @CreativeEquals @Diageo @dandad @TheWordBaker for bringing #diversity to the industry.



Vikki Ross @VikkiRossWrites · Jun 8

...

.@MarthaToulouse: I met @lucyyates at #CreativeComeback. Brit+Col creative duo. She is de one check-in mai grammar, as my British husband hates doing it. We've worked with @AnomalyLondon @VaynerMediaLDN @Snapchat @OLIVER_Agency
marthatoulouse.com/marthaandlucy
#freelance #creativeteam

Start
reading
from the
end



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: Thinking about my previous tweet. NEVER show a bad idea. If you are not sure, take it out.

The exception to the [#ruleofthree](#).

Plus you won't be blaming the client for choosing it.

[#copyadvice](#) [#copywritersunite](#)



1



8



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: We are all idea machines with tons of ideas BUT let's control ourselves and present only THREE.

[#theruleofthree](#) [#copyadvice](#) [#copywritersunite](#)



2



1



7



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: Write like you speak. Otherwise, it's boring and brands start sounding like lorem ipsum.

[#copyadvice](#) [#copywritersunite](#)

Di ver si ty



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: There are so many inspiring Latinos influencing the global creative industry:

@esplendidalaura 🇦🇷

@chinipolar 🇲🇩

@sebawil 🇦🇷

@juancarlosortiz 🇨🇴

...to name a few. We are invading!



↻ 3

♥ 7



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: 'Why advertising needs more than just Toms, Franks and Pauls'.

I love this article by Laura Visco @esplendidalaura @72andSunny

thedrum.com/opinion/2015/1...

[#nonnativeCopy](#)

#copywriters unite

↳ You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse: I write better than I sound. 😊
Ask the family when we are playing Balderdash.

Confessions of a #nonnativeCopywriter 🙄

#copywritersunite



↳ 2

♥ 5



↳ You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse: Every time I write #WFH, I double-check I didn't write #WTF.

Confessions of a #nonnativeCopywriter 🙄

#copywritersunite



↳ 1

♥ 7



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse: Get feedback from people who don't work in the industry. We are writing for the people out there, not for the CD.

#copyadvice #outsidethebox #copywritersunite



1



1



6



You Retweeted



Vikki Ross @VikkiRossWrites · Jun 8

.@MarthaToulouse: I'm one of those annoying Copywriters with ideas for the visual. So bear with me.

#teamwork



4



5



18



Gracias totales!



Vikki Ross @VikkiRossWrites · Jun 8



.@MarthaToulouse: Gracias Totales! Thanks for the chance @VikkiRoss 🖋️
🙏 You are a wonderful human sharing your #copywriting wisdom and the spotlight with others.

#TwitterTakeover #copywritersunite
youtube.com/watch?v=jizxMm...
#SodaStereo 🎵

