



STEP INTO COMFORT. STEP INTO STRIDEX.



STRIDEX RUNNING SNEAKERS

PRODUCT LAUNCH COPYWRITING

Copywriting Portfolio
Spec Project by:
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2025

❄️ Humphrey writes ❄️
Copy That Convert



Client
StrideX (Fictional Brand)

Industry
Fashion & Footwear

Objective
Develop persuasive product copy that highlights comfort, durability, and style while encouraging customers to purchase.

Headline
Walk Further. Feel Better. Every Step Counts.

PRODUCT DESCRIPTION

Blisters. Sore feet. Shoes that lose their shape after just a few weeks.
You deserve better.
Meet StrideX Running Sneakers—designed for people who expect more from every step. Whether you're walking across campus, heading to work, hitting the gym, or exploring the city, StrideX delivers cloud-soft comfort without compromising on style.
The lightweight, breathable upper keeps your feet cool throughout the day, while the cushioned insole absorbs impact to reduce fatigue. A durable, non-slip outsole provides confident traction on every surface, helping you move with ease wherever life takes you.
More than just a pair of sneakers, StrideX is built for people who live life on the move.
Because comfort shouldn't be a luxury.
It should be your everyday experience.
Step into comfort. Step into StrideX.

FACEBOOK AD

Finally, Sneakers That Keep Up With You.
Still dealing with sore feet or shoes that wear out too quickly?
StrideX Running Sneakers combine cloud-soft cushioning, breathable materials, and a durable non-slip sole to keep you comfortable from morning to night.
Whether you're walking to class, commuting to work, or chasing your fitness goals, every step feels lighter.
 Shop today and discover comfort that lasts.

INSTAGRAM CAPTION

Comfort shouldn't be a luxury.
It's what carries you through every class, every workout, every adventure.
 Lightweight Comfort  Breathable Design  Built to Last
Move farther. Move stronger. Move in StrideX
#StrideX #WalkInComfort #EveryStepCounts #SneakerStyle

CALL TO ACTION

Order your pair today and experience the comfort your feet deserve.

Copywriting Framework Used

AIDA

✓ **Attention**

Blisters. Sore feet. Shoes that lose their shape...

✓ **Interest**

Introduces StrideX and explains what makes it different.

✓ **Desire**

Shows how the customer benefits in everyday life.

✓ **Action**

Order your pair today...

Skills Demonstrated

- Product Copywriting
- Emotional Copywriting
- Feature-to-Benefit Writing
- Social Media Advertising
- Call-to-Action Writing
- Brand Messaging

STRIDEX

WALK FURTHER. FEEL BETTER. EVERY STEP COUNTS.

Engineered for performance.
Designed for comfort.
Made for every move you make.



LIGHTWEIGHT
Move freely
without limits.



CUSHIONED COMFORT
Cloud-soft support
with every step.



BREATHABLE DESIGN
Stay cool. Stay fresh.
All day long.



DURABLE & NON-SLIP
Built to last.
Grip every surface.



STEP INTO COMFORT. STEP INTO STRIDEX.

Skills Demonstrated

- Copywriting
- Content Writing
- Brand Messaging
- Social Media Marketing
- Creative Writing

Expected Marketing Impact

This copy was designed to:

- * Increase product interest
- * Highlight customer benefits over features
- * Build emotional connection
- * Encourage purchase through a strong CTA

Copy Created by
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Aspiring Copywriter