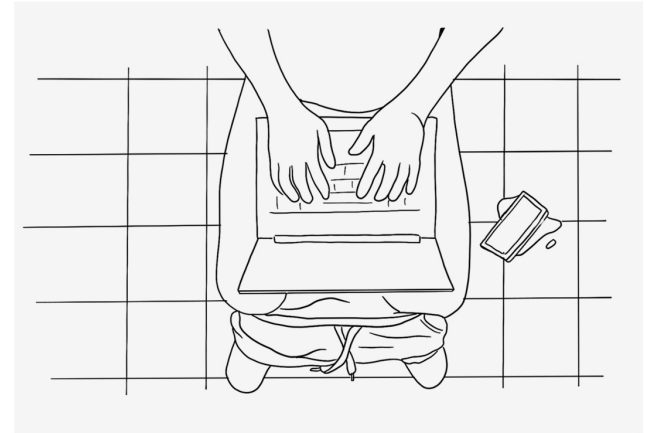
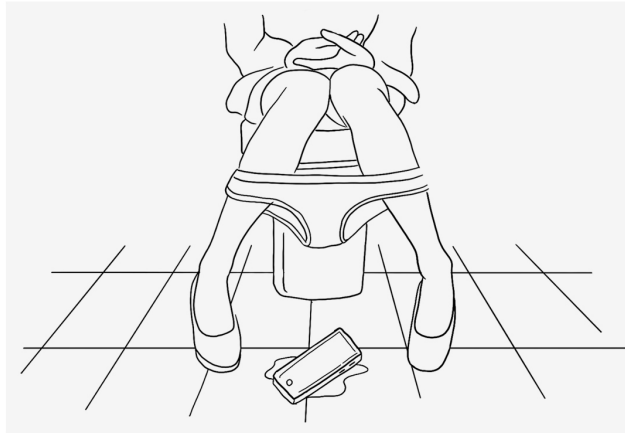


New Brand - Photo Shoot Ideation



YOU'D BETTER SIT DOWN FOR THIS

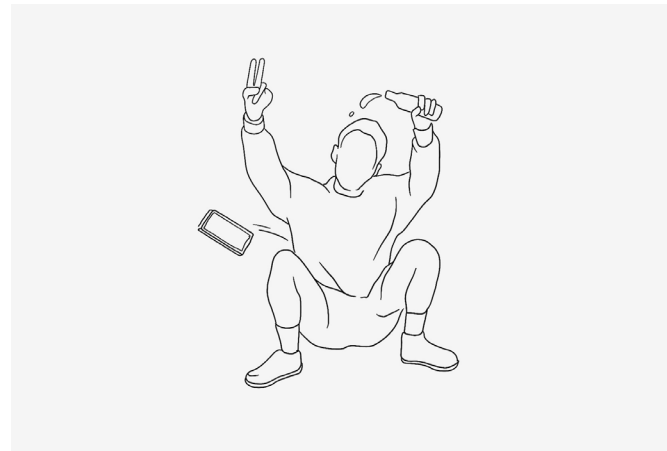
SUB COPY: Our built-in formula kills up to 99.99% of microbes. Spread it.

LONG COPY: Rude fact. Your phone can carry 10x more bacteria than a toilet seat. Now, we don't like to put our cases on a pedestal, but our antimicrobial cases kill up to 99.99% of microbes.

PRIORITIES

SUB COPY: Let it go! Our cases maintain protection, drop after drop.

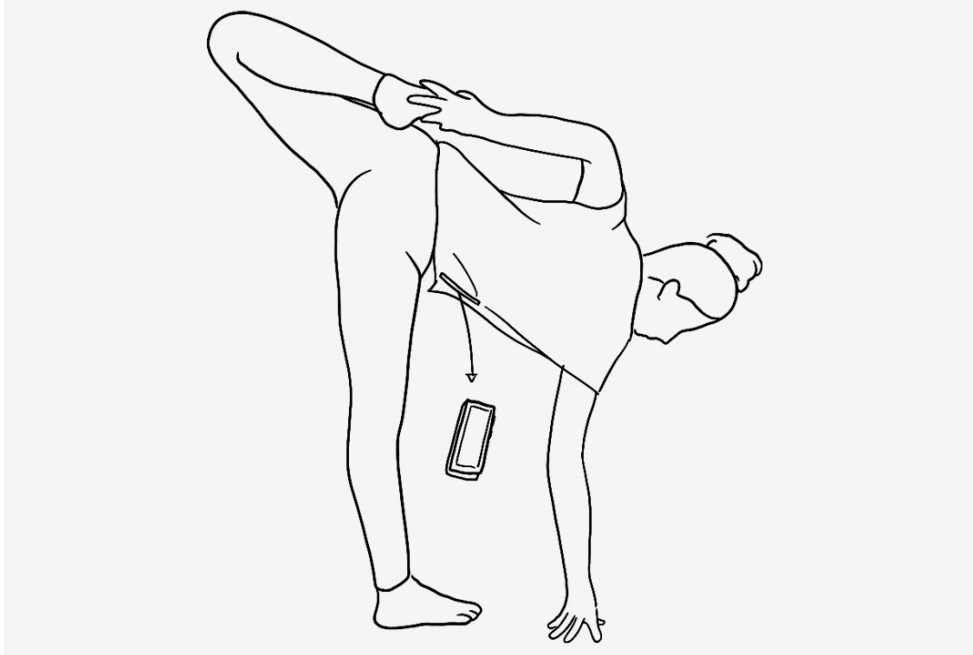
LONG COPY: Change your case, not your priorities. Developed by our in-house scientists, our cases are independently tested to maintain 12ft (3.6m) drop protection, drop after drop.



DROP THAT

SUB COPY: Survives 12ft (3.6m) knocks, multiple impact shocks and dance floor drops.

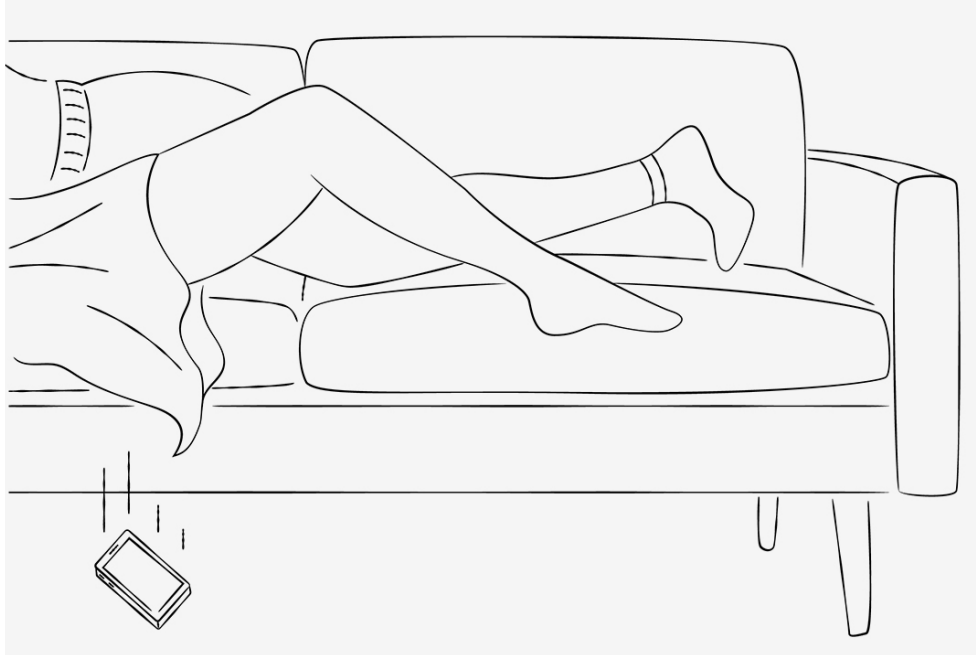
LONG COPY: The Bey, Kelly and Michelle of the phone world, our cases are survivors. In fact, with your moves and our unmatched 12ft (3.6m) drop protection, some might even say it's destiny...



KILLER MOVES

SUB COPY: Keeping it fresh. Our antimicrobial cases kill up to 99.99% of microbes.

LONG COPY: Our antimicrobial cases kill up to 99.99% of microbes, leaving you phone hygienically clean drop after drop. So, even if you're not killing it on the dance floor, at least your tech is.



USE PROTECTION

SUB COPY: 12ft (3.6m) multi-drop protection. Happy endings, every time.

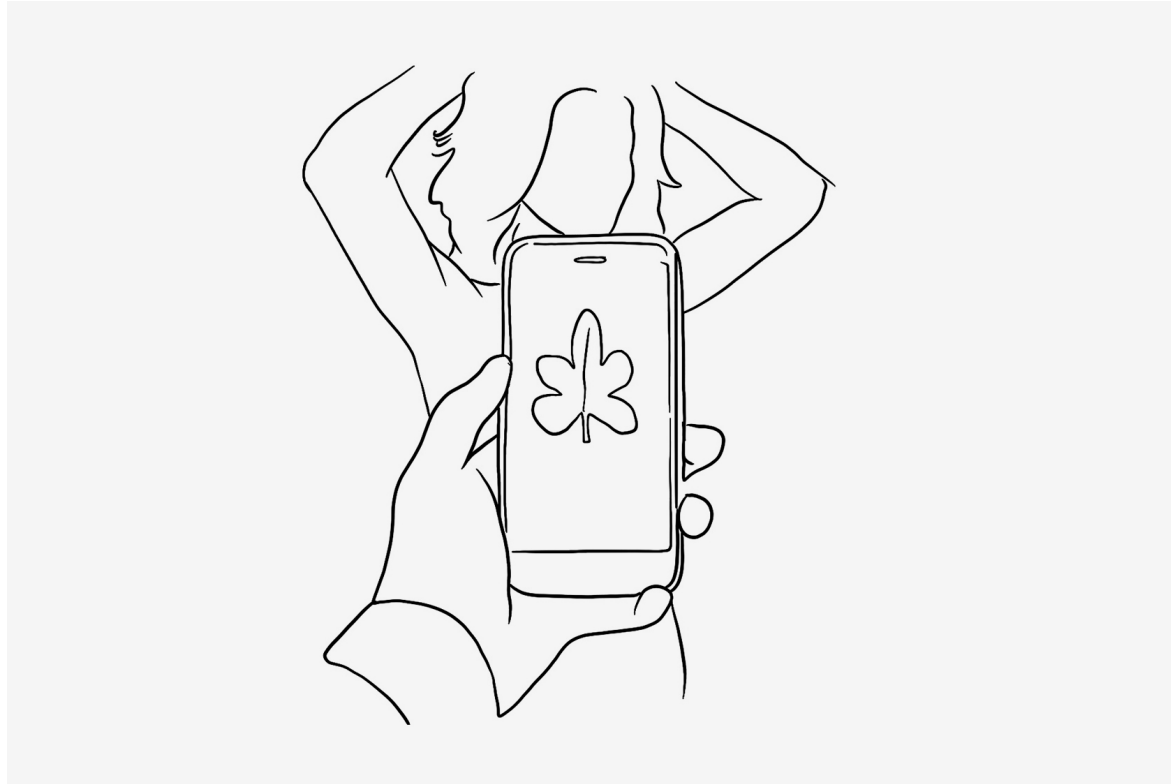
LONG COPY: Just like the Discovery Channel, we're all about the science. Developed by our in-house scientists and tested using methods approved by the UK's National Physical Laboratory, our cases outperform every other case on the market.



DOWN-TO-EARTH PHONE PROTECTION

SUB COPY: Super natural science. 100% biodegradable + 10ft (3m) drop protection.

LONG COPY: Here's the dirt on your phone case. 1.5 billion phone cases are thrown away each year. By the end of 2021, all Tech21 products will either be 100% recycled, 100% biodegradable or made from responsibly sourced materials.



NATURAL NEVER LOOKED SO GOOD

SUB COPY: Nature calls. 100% biodegradable cases that leave no trace.

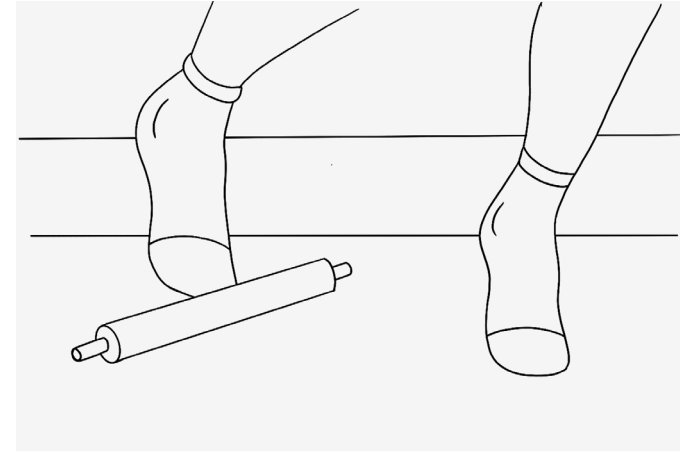
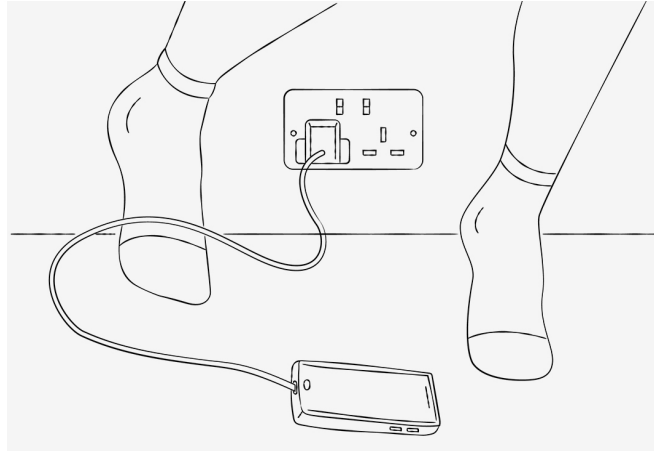
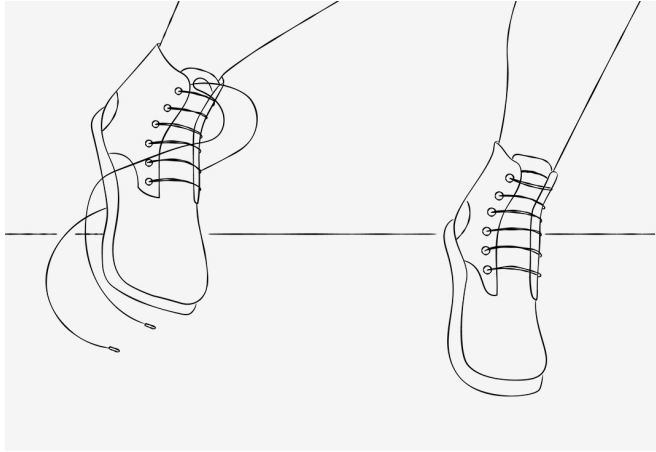
LONG COPY: The naked truth behind your phone? 1.5 billion phone cases are thrown away each year. Our Eco range are going back to nature, with 100% biodegradable cases that leave no microplastics, residue or chemical trace.



LET-IT-GO PHONE PROTECTION

SUB COPY: Happily-ever-after 12ft (3.6m) multi-drop impact protection.

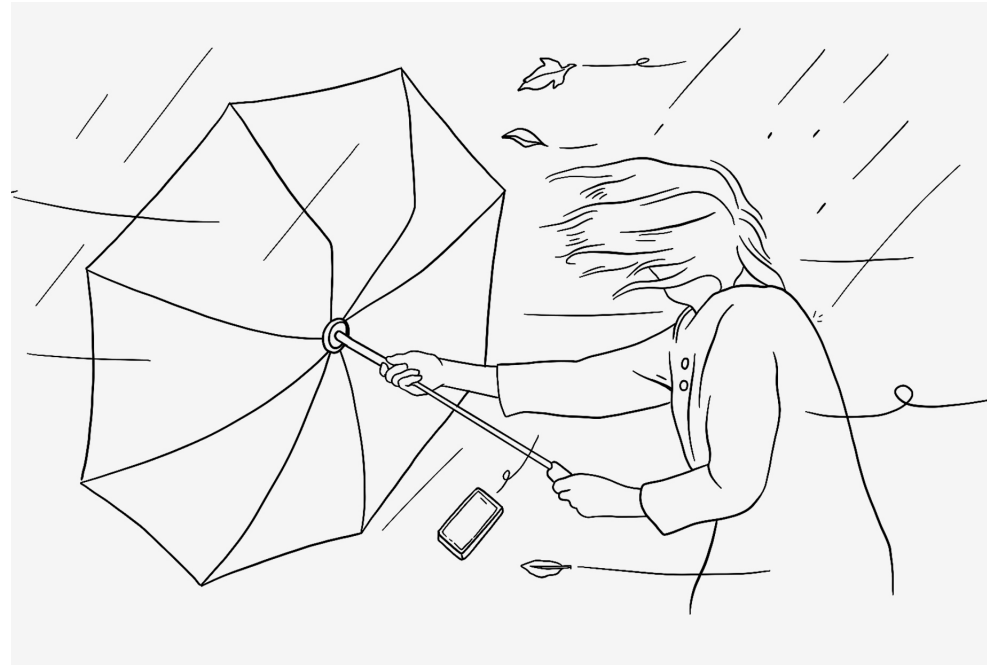
LONG COPY: You don't need a princess dress and a magic wand for this happily-ever-after. Unlike other cases that weaken over time, our patented multi-drop technology continues to protect your phone, drop after drop. So let it go on repeat - just like your 5-year-old.



DON'T TRIP OUT

SUB COPY: 12ft (3.6m) impact protection, drop after drop? We're on the case.

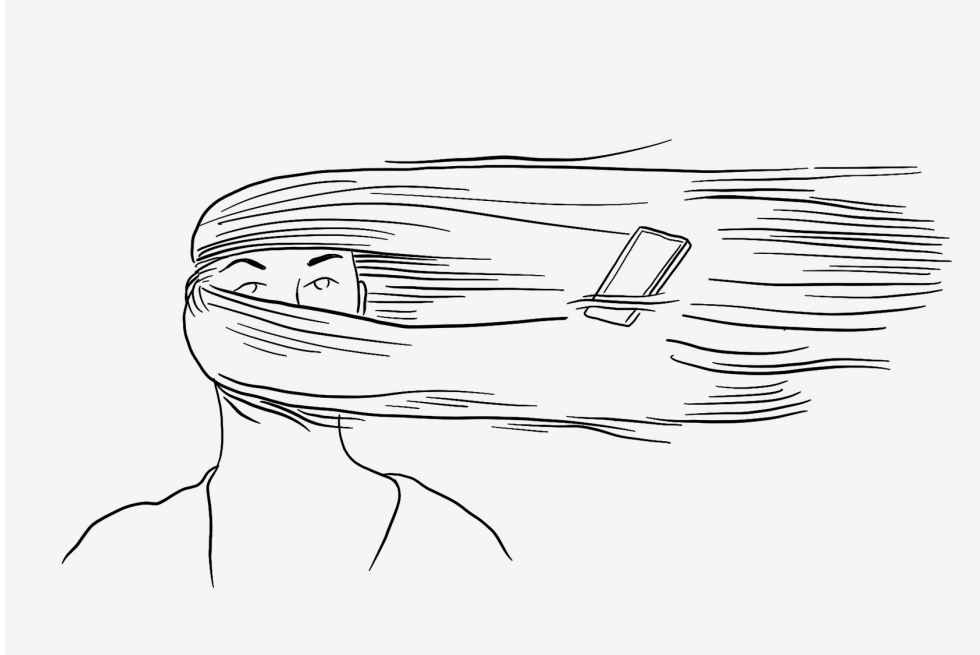
LONG COPY: You need a broken phone like we need to step barefoot on a piece of Lego. (Never). Unlike other cases that weaken over time, our patented technology continues to protect your phone - drop after drop.

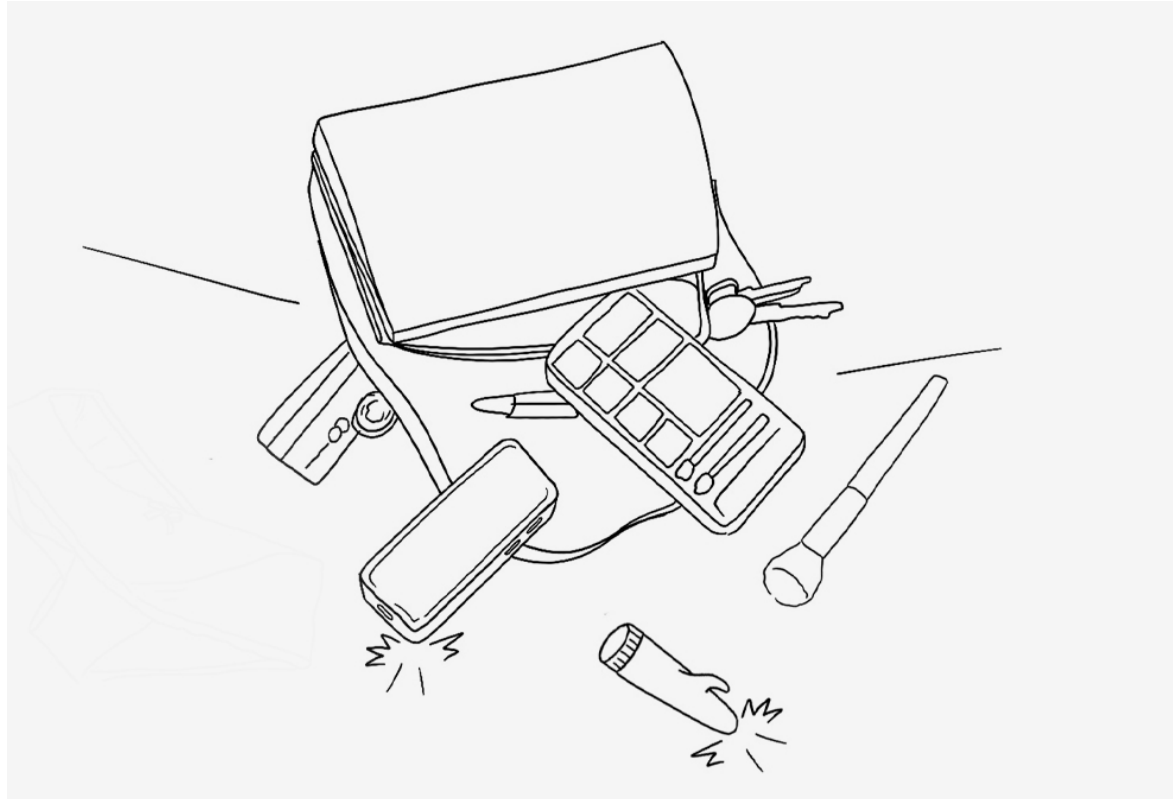


FORCE OF NATURE

SUB COPY: Super natural science. 100% biodegradable + 10ft (3m) drop protection.

LONG COPY: Prepare to be blown away. There's some seriously super natural science behind our 100% biodegradable Eco range. The same 10ft (3m) drop protection you're used to, minus the environmental impact.

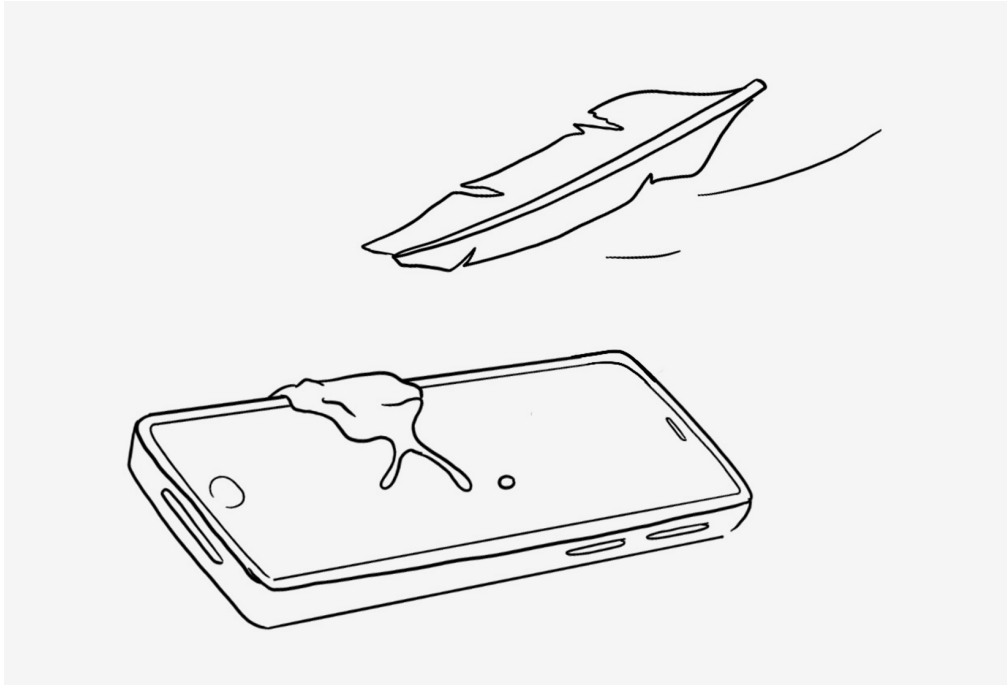




GOOD VIBRATIONS

SUB COPY: Absorbs 90% of impact energy, outperforming every case on the market.

LONG COPY: Our cases are unshockable. Our in-house fall guys and material girls (no one actually calls them that, they're just like regular scientists) carry out 3 million calculations over 20 tests on our cases.



OH... CRAP

SUB COPY: Kills up to 99.99% of microbes, leaving your phone hygienically clean - drop after drop.

LONG COPY: Our antimicrobial cases kill up to 99.99% of microbes, leaving your phone hygienically clean - drop after drop. So whatever crap life throws at you, just relax. You're already totally killing it out there.



HANDLES ANYTHING

SUB COPY: Outperforms every other case in independent testing. It's how we roll.

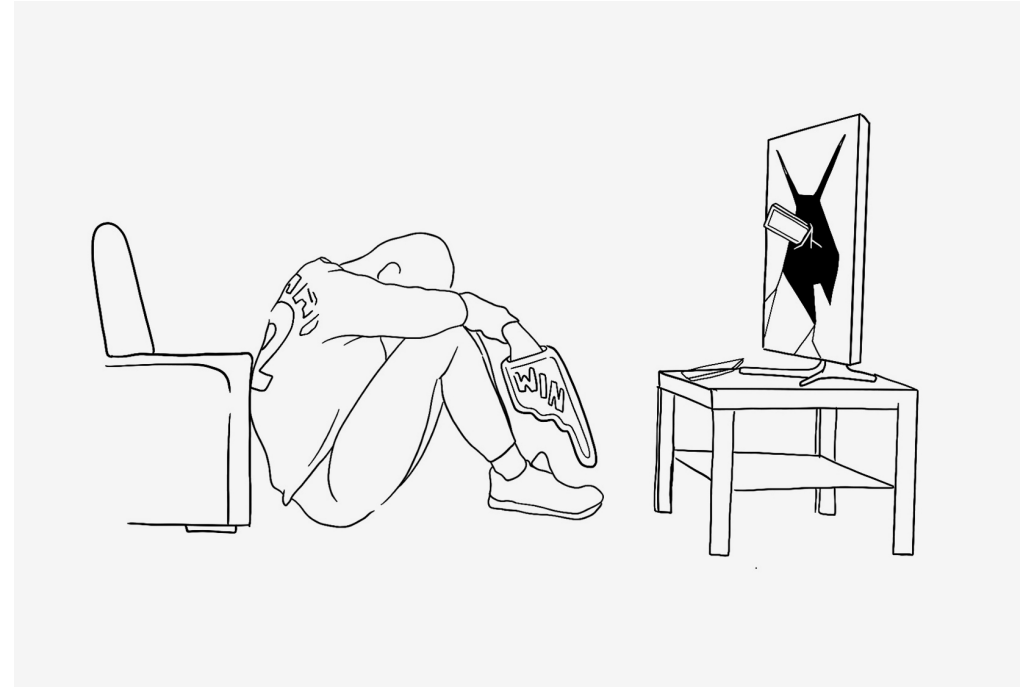
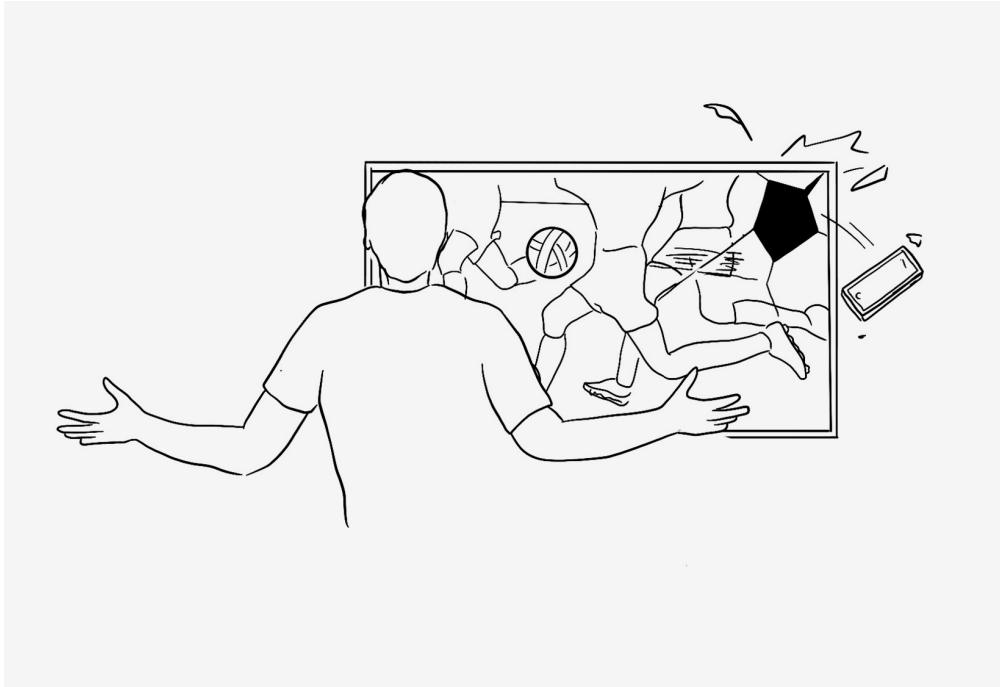
LONG COPY: All the gear and all the idea, we're the only case manufacturer to have our own in-house scientists and materials team. It's just how we roll. (Can amend this copy when know what feature we're pushing?)



I WILL SURVIVE

SUB COPY: Survives 12ft (3.6m) knocks, multiple impact shocks and dance floor drops.

LONG COPY: How many times is it okay to drop your phone on a night out? (We're asking for a friend). Tell them our cases are independently tested to maintain 12ft (3.6m) drop protection, drop after drop.

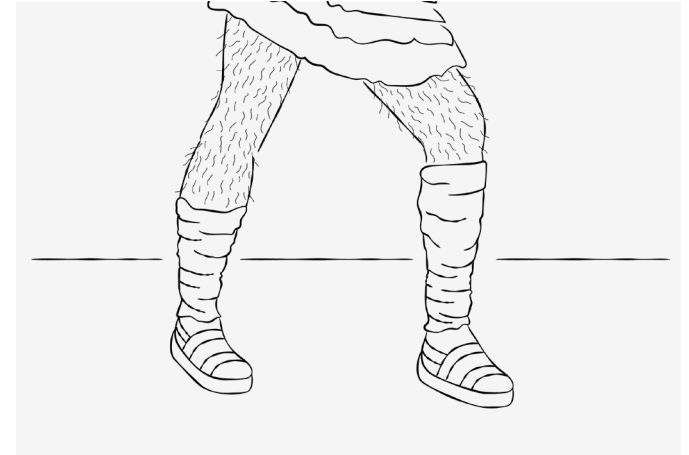
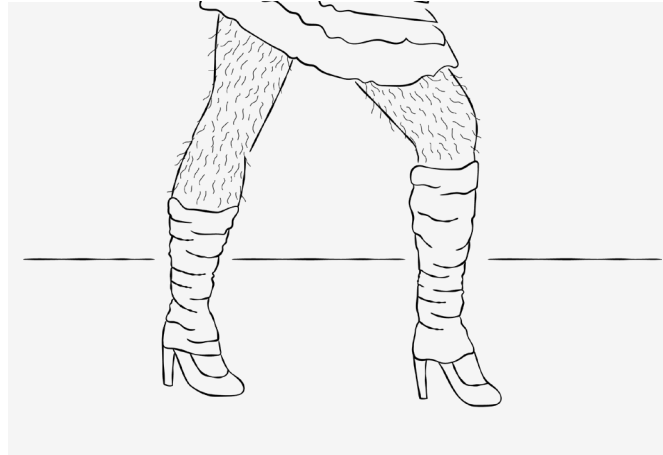


EXTRA TIME PHONE PROTECTION

WHAT THE #%*! WAS THAT PHONE PROTECTION

SUB COPY: 12ft (3.6m) impact protection. Game changer.

LONG COPY: There there, at least your phone is still on point. Designed to survive 12ft (3.6m) knock ons, drop kicks and touch downs, our patented cases keep your phone going into extra time - time after time. Players gonna play.



RETRO RULES

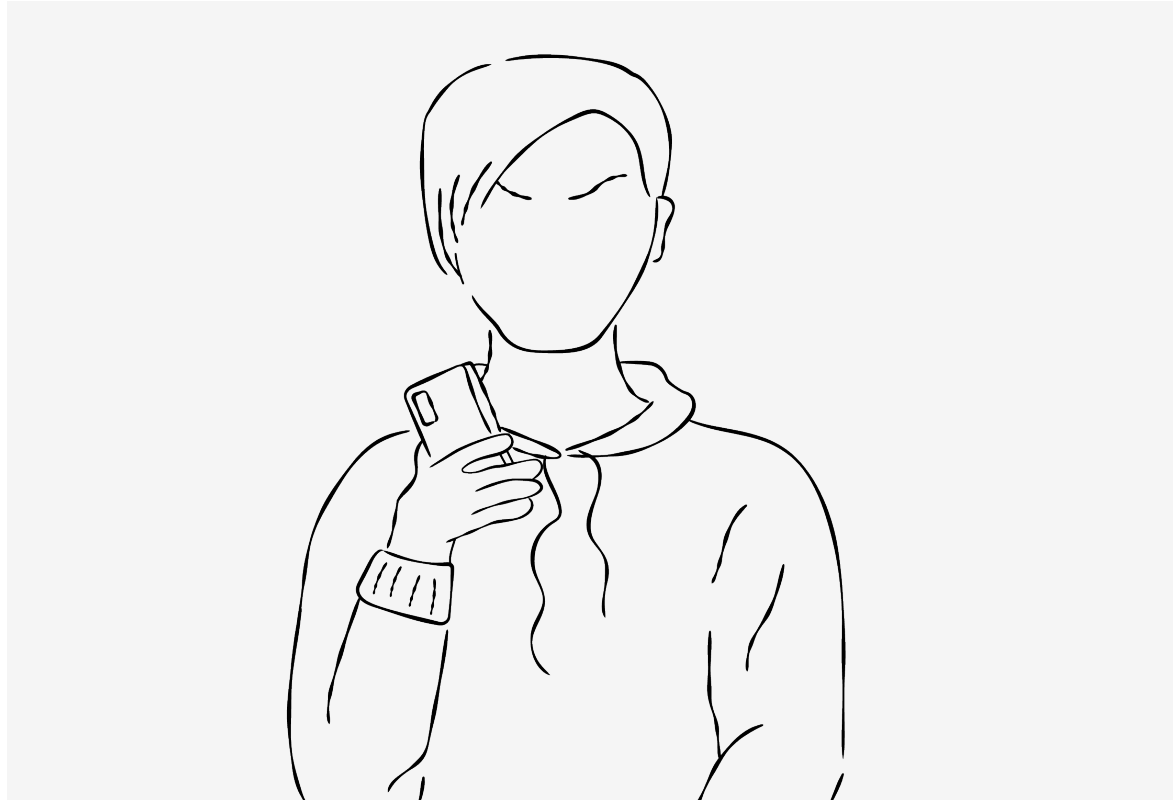
SUB COPY: 100% recycled from old cases. Hardcore.

LONG COPY: The 90's called, they want your old phone case back. 100% recycled from old Tect21 cases and materials, our reincarnated cases are making a comeback - and they're stronger than ever. Happy and hardcore, get 8ft (2.4m) drop protection - minus the environmental impact.

THE COMEBACK QUEEN

SUB COPY: 100% recycled from old cases, stronger than ever.

LONG COPY: Your old case is back! And it's more fabulous than ever. Our 100% recycled range are made from old Tect21 cases and materials. Helping to turn back time for our planet, get 8ft (2.4m) impact drop protection - minus the environmental impact. Still got it.



SEEING RED

SUB COPY: Outperforms every case on the market. Fighting talk.

LONG COPY: Your phone has seen it all. Wake ups, break ups... 2am make ups. The last word in phone protection, our cases are independently tested to maintain protection, whatever scuffles it gets into.