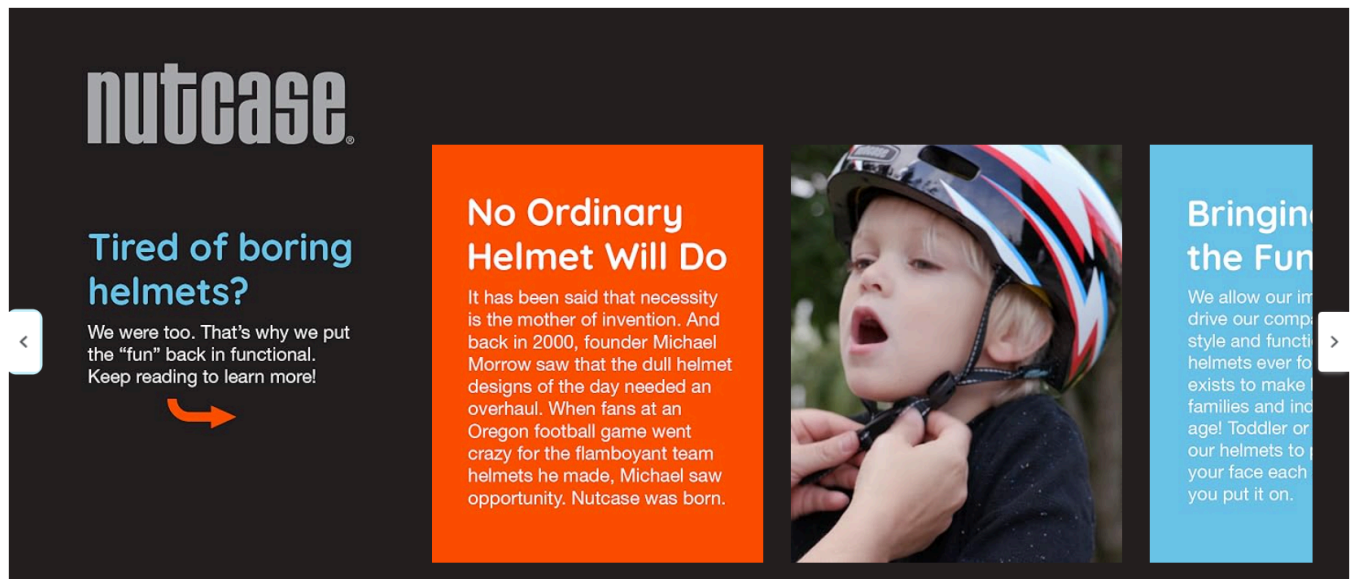


Nutcase Brand Story Copy

One of my favorite brand stories I wrote was for Nutcase. My strategy behind this brand story carousel was to incorporate a concise mix of USP, founder story, and keen dedication to safety while keeping the copy in Nutcase's light and playful tone.




nutcase

Tired of boring helmets?

We were too. That's why we put the "fun" back in functional. Keep reading to learn more!

No Ordinary Helmet Will Do

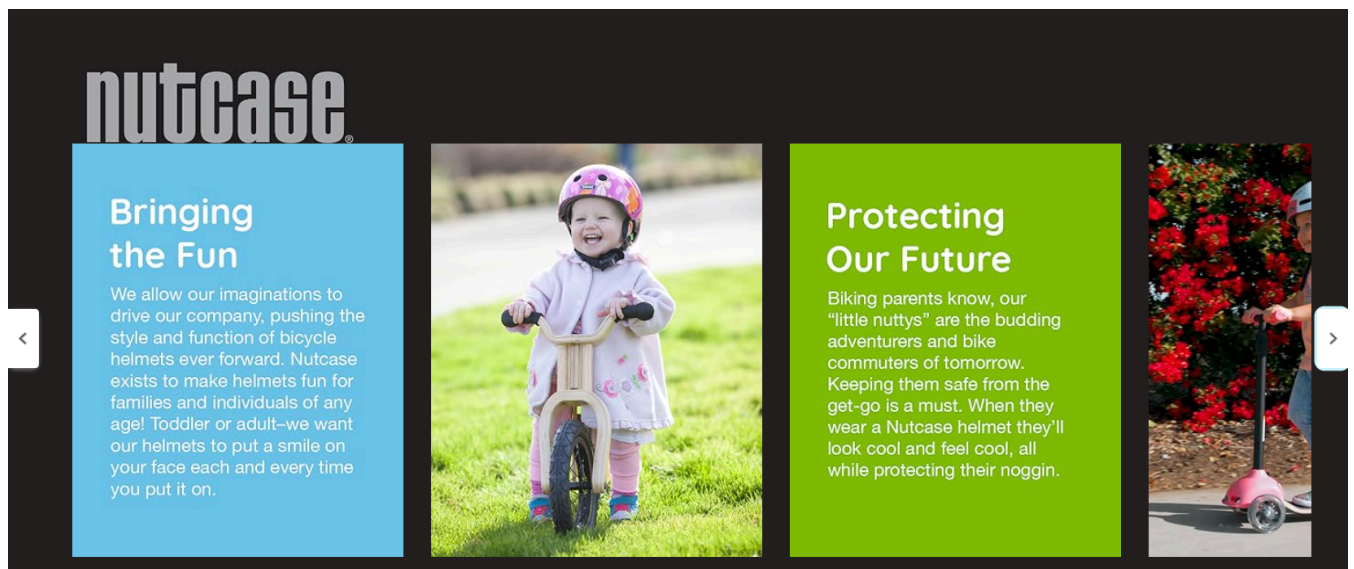
It has been said that necessity is the mother of invention. And back in 2000, founder Michael Morrow saw that the dull helmet designs of the day needed an overhaul. When fans at an Oregon football game went crazy for the flamboyant team helmets he made, Michael saw opportunity. Nutcase was born.



Bringing the Fun

We allow our imaginations to drive our company, pushing the style and function of bicycle helmets ever forward. Nutcase exists to make helmets fun for families and individuals of any age! Toddler or adult—we want our helmets to put a smile on your face each and every time you put it on.


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Protecting Our Future

Biking parents know, our "little nuttys" are the budding adventurers and bike commuters of tomorrow. Keeping them safe from the get-go is a must. When they wear a Nutcase helmet they'll look cool and feel cool, all while protecting their noggin.



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A Helmet for Everyone

Whether you cycle to work, ride for exercise or BMX for adventure, our helmets offer stylish protection and comfort. No matter how old you are or what you ride, we have a helmet that fits your head and suits your soul.



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