

PROJECT BRIEF

This mockup is for demonstration purposes only.

PROJECT SCOPE

Editing

Brand Voice

Copywriting

Messaging

BRAND VOICE

Conversational / Outgoing / Knowledgeable

CREDITS

Osaka Food Tours

RESEARCH SOURCES

Trip Advisor (reviews)

Osaka Food Tours (tour descriptions)

THE CHALLENGE: IMPROVE CLARITY & ALIGN WITH BRAND VOICE

Clarify the purpose and scope of the contact form (used for questions and getting advice, not making reservations) and alleviate customer anxieties to prevent spamming in alignment with the brand voice.

THE SOLUTION: STAY CASUAL WHILE ADDING SPECIFICITY

I revised the description to emphasize approachability (“Got questions?”), target a concern that might be stopping some customers from booking immediately (“Not

sure what works with your itinerary?”), and show enthusiasm for providing the best possible service (“We’re here to help!”).

I added “Guaranteed reply in 3-5 business days” to manage customer expectations and reduce spamming from customers who were anxious to finalize their travel plans.

UPDATED

Contact Us

Got questions before you book a tour? Not sure what works with your itinerary? We're here to help! Guaranteed reply in 3-5 business days.

Name *

First Last

Email *

Select Tour *

☐ Deep Backstreet Osaka Tour

☐ Osaka Food & Drinks Tour

☐ Hotspots & Hidden Gems Tour

☐ Kuromon Fisherman's Market Tour

☐ Others / Private Tour

How Can We Help? *

SUBMIT

ORIGINAL

Contact Us

Did you want a Private Tour? It's available for all our tours. Did you have any other questions?

Name *

First Last

Email *

Select Tour *

☐ Deep Backstreet Osaka Tour

☐ Osaka Food & Drinks Tour

☐ Hotspots & Hidden Gems Tour

☐ Kuromon Fisherman's Market Tour

☐ Others / Private Tour

Comment or Questions *

SUBMIT