Ken Williams

Copywriter, screenwriter, producer and director. Basically, I'm full of notions.

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I'm a copywriter and scriptwriter with 20 years' experience across TV, social, CRM, digital, radio, print and film, for food, retail, travel, fashion, automotive and drinks brands. I've written millions of words for Ocado, written for Expedia, Hotels.com and Vrbo, and make award-winning films on the side. I work quickly, I'm organised, and I like a brief with a problem in it. In-house, agency, freelance, remote or on set.

Selected work

Ocado Christmas, Easter and summer campaigns

Concept, line and script for the Christmas teaser "Get everyone round". Feaster ("It's tasty season") for Easter. "Let summer come to you" social films with M&S Food. Everything Squeaky Bum for the Premier League run-in.

Ocado Brand, launches and partnerships

Writer on most of the Nigella Loves Ocado partnership launch. Led the launch of Ocado Zoom, the one-hour delivery service. Lead copywriter on the "4 Kitchens" campaign across TV, print, radio and online. Tone of voice and writing style for AI voiceover.

Expedia Group The Travel Edit and Made to Travel

CRM, social and content across Expedia, Hotels.com and Vrbo. Headline for the Made to Travel campaign with Liverpool FC: "Groningen. Southampton. Glasgow. Home."

The Gentlemen Baristas Brand voice

Brand strategy, manifesto and roastery brochure for the London coffee house group, plus the launch of their home-compostable coffee pods: "Taste. Not Waste."

Morena Morena Launch and live content

Launch press ads for the Observer Magazine, and producer of a live recording of The Dawn O'Porter Show podcast with Gok Wan, Melanie C and Jo Elvin.

Skills

Concepts and campaigns
Headlines and lines
Scripts: TV, social, radio, film
CRM and email
Brand voice and tone of voice
Social and content
Writing for AI voiceover
SEO
Directing and producing

Brands

Ocado, Ocado Zoom, Ocado Technology, M&S Food (with Ocado), Expedia, Hotels.com, Vrbo, Liverpool FC (with Expedia), Nigella Lawson (with Ocado), Bentley Motors, Mitsubishi, Guinness Bar Academy (Diageo), Debenhams, Pangaia, The Gentlemen Baristas, Morena Morena, Suicide Aware, 4Walls, The Residency.

A few lines

Drying is a love language. I think it's your turn.

Espresso delivery. Never latte.

Pool and the gang.

Bakers gonna bake bake bake.

Where I've written

Ocado Group Senior writer and digital specialist

Campaigns, CRM, social scripts, launches and tone of voice, for Ocado Retail, Ocado Zoom and Ocado Technology.

Expedia Group Writer

CRM, social and content writing across all platforms for Expedia, Hotels.com and Vrbo.

Diddlydory Writer and creative director

Social, scripts, content and creative direction for clients and start-ups including The Gentlemen Baristas, Morena Morena, 4Walls, The Residency and Suicide Aware.

Debenhams Copywriter

First SEO strategy, product copy, menswear and homeware content, and the online voice for Designers at Debenhams.

96FM and C103, Cork Presenter, producer and radio copywriter

Overnight music show, breakfast show producer, a radio documentary in Kazakhstan on Soviet nuclear testing, and over 1,000 radio ads.

Film

Through my production company, Stanley's Deathpark, I write, direct and produce short films and documentaries with Denis Fitzpatrick. Our work has been broadcast on RTÉ and Aer Lingus, and screened at festivals around the world.

Hert of the Town Feature documentary. Director and producer

A season inside Hertford Town FC. Premiered to a packed house at Beam, Hertford, in 2026.

Gustav Short. Writer and co-director

World premiere at the Galway Film Fleadh. Palm Springs ShortFest. Best Director, Richard Harris International Film Festival. Best Film, Assurdo. Best International Director, Portland Comedy Film Festival. Young Directors Awards shortlist.

The Break Short. Writer and director

With Barry Keoghan and Jon Kenny. Opening film, Cork Film Festival. Broadcast on RTÉ. Over 100,000 views on Omeleto.

The Daisy Chain Short. Writer and co-director

Narrated by Fiona Shaw. Shortlisted for Best Film and Best Director, Kinsale Sharks. Broadcast on RTÉ.

Blanket Short. Writer and co-director

Shortlisted at the Kinsale Sharks. The Shiny List, 2025.

Lift Documentary. Writer, director and producer

A powerlifting granny from Cork. Premiered at IndieCork.

The Final Fairytale and Cultured Shorts. Writer and co-director; producer

International One Minute Wonder, Cardiff Mini Film Festival. Best Actor, Press Play Film Festival.

Awards

Best Director, Richard Harris International Film Festival

Best Film, Assurdo Film Festival

Best International Director, Portland Comedy Film Festival

Young Directors Awards shortlist

PPI Radio Awards Gold

Kinsale Sharks shortlists

Side projects

Factoclock. A clock that teaches you something new every minute. Over a million visits, now rebuilt by me as thefactoclock.com.

Poem of the month. A poem to past and present colleagues on the first of every month, for 16 years.

Hertford Skies. A photography project on Instagram.

Elsewhere

Non-league football volunteer. Failed round-the-world traveller. Owner of too many trainers.

Work, films and words at kenhasnotions.com