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Writing Portfolio

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Content for Clients

As a versatile copywriter, I'm called upon to write content for a whole host of different websites, sources and for a number of different reasons. Therefore, I need to remain flexible and open-minded!

I also need to ensure that I'm aware of basic SEO (Search Engine Optimisation) should it be necessary to my client. This means that I have to pay specific attention to certain phrases and words within my content to ensure that Google picks up on what I've written.

The following selection is a broad mix of content I've written for clients since April 2015, and for reasons of privacy and SEO, I've withheld the exact name of each client (unless I have been given prior explicit permission to offer so).

Air Conditioning Repairs

With air conditioning, whether it be at home or at the office, or if you're providing clean air or cooling to employees or colleagues, the last thing you need to worry about is fixing any faults. After all, you'd like your air conditioning to work without a hitch! Here at (Company Name), while we assure that our products are of optimum quality from the day of installation, we are always on hand to carry out air conditioning repairs as and when you need us.

After all, there is unfortunately no real way to know as and when a fault or need for repair could take place – while our systems are robust and tested thoroughly before and after installation, there could be any number of reasons as to why you will be in need of air conditioning repairs – outside damage, wear and tear, or even malicious sabotage – you don't like to think about the unthinkable, and neither does anybody else!

In any case, we like to think that it's better to be safe than sorry, and whether you've had an installation for your home or as part of your office or business, we can be on hand to provide air conditioning repairs as and when you need us. We have the team, the expertise and the parts to ensure that every job is undertaken quickly, seamlessly, and without disruption to your home or work. After all, if we witted the product, you can rely on us to fix any problems. All you need ever do is call us and we will be with you to repair any damage, machinery faults or unexpected behaviour as quickly as possible. After all, our products are built to last, and we would like to know if you have any concerns along the way!

If you're looking for air conditioning repairs, or would like to have a system installed that comes with quick callouts and dedicated fault response, why not consult us today and we'll be happy to discuss your concerns – commercial or residential, it's important that we know about any problems you may have so that we are able to get your cool air installation back up and running as soon as possible!

Mobile vs Responsive Design

With more and more of the world's internet users moving away from their desktops and laptops to mobile phones and tablets, it's only understandable that the world of web design has had to make a few changes to accommodate for such great a shift! Gone are the days of designing one web page that will fit a monitor or wide screen, leaving mobile browsing in the minority – the world is becoming more mobile, and with technology on a chain of never-ending evolution, there needs to be a flexible and efficient way to bring any and all websites into the mobile age.

There are two schools of thought, or ways, in which this is tackled. School one is the **Mobile Site**. The Mobile Site is a 'lite' version of a main web page, which, while it will bear the main functions and features of the desktop page's counterpart, may seem a little watered down by comparison. The Mobile Site is built completely separate to the desktop site by a server and, as such, may leave out one or two components that you may need to go hunting for on the main page. As functionality goes, Mobile Sites are great news for big corporations as they are automated and provide an attractive and easy-to-use solution for shoppers and browsers on the go.

On the other hand, there is **Responsive Design**. Responsive Design is, while a relatively new concept, becoming big business for websites large and small. While the Mobile Site is generated by a server, Responsive Design will allow any website to transform and fit to provide a user-friendly and attractive experience to any device on the market. Think of Responsive Design as like liquid, and a device as a container. No matter what container you use, the liquid will pour in and fit the container each and every time. It's this flexibility that has allowed Responsive Design to become a high commodity, particularly when it comes to talk of planning for the future. After all, Responsive Design will readily anticipate any future devices, meaning that your website will never be obsolete again.

But which, in practice, is best to use? Who is the victor in the battle of Mobile vs. Responsive Design? While Mobile Sites are attractive and easy to generate, there is the underlying niggling factor of Search Engine Optimisation (SEO). With any webpage, if you want to climb Google's rankings and get seen, you will need to make sure that your content is optimised to be picked up on by certain keyword combinations during searches – and as a mobile site is a fairly different entity to the desktop site, this essentially means double the work for the content provider. With Responsive Design, you only need to optimise keyword once – as the coding will allow your page to flow into absolutely any device on the market.

While you will have to manage two separate entities and SEO campaigns with a Mobile Site solution, take into account that this will also mean that you need to use two different domain names entirely – on via '**http**' and another via '**m**' (mobile). This can skew your traffic and can make the user experience a little haphazard – and while you can always request a redirect from the desktop page to the mobile optimisation upon picking up on the device being used, you should also consider that many users prefer the full experience, and that minimisation and ease of use isn't necessarily the experience that your users are looking for. In the battle between Mobile vs. Responsive Design, the victor is becoming a little more obvious.

When it comes to Responsive Design, not only is your website ready for any future devices that roll off the assembly line, but it allows you to control one site, full stop. Therefore, you're not only making things easier on the content producer, but you're also giving your users the full experience on each and every single device available. With the vast majority of users drifting away from the PC and the Mac, it's surely common sense that their experiences are optimised, and without detracting from the preferences of desktop users.

Therefore, Responsive Design is a winning combination – and here at **(Company Name)**, we can help bring a new or existing site into the future with fluid, dynamic and flexible code that your users will thank you for in the long term.

REVIEW: GoPro Hero4 Silver

If you're the outdoorsy type and a bit of an adventurer like me, in all fairness, that's probably why you're reading my blog. But on the same lines, it's likely you'll also have considered getting your hands on an 'action cam' to take snaps and videos of some of your riskiest climbs or most weathered treks. Normal digital cameras, and certainly not smartphone snappers, aren't nearly as up to the job as some of your more specialised devices out there. The GoPro Hero range has already been marked as one of the frontrunners in versatile capturing whatever the condition, and the GoPro Hero4 Silver looks to bring the range into a new generation.

The Hero4 Silver, like its predecessors, is built to provide quick capture and high-quality video with the ability for you to stagger framerates and watch footage back in slow motion. For wildlife capture or action shots, it's a range that has continued to provide fantastic value for money. Certainly, for its price tag, if you are going to be capturing as much of the world as possible, it's certainly worth the price of admission. With 4K video available for you to capture – even at night, with new capabilities having been brought in for this generation – you really won't be running the risk of blurry footage or clipping. All footage can be easily edited and mixed to your heart's content, making it all the more impressive for such a small device.

The big draw of the Hero4 Silver is its touchscreen. Unlike its predecessors, this model has made the switch to an immersive touch experience which allows users to preview and edit footage well in advance of completing capture, making the whole process far more efficient – and, for anyone afraid of going in for an action cam for the first time, very user friendly. It's a superb little video maker that really sets the benchmark for how far we've come since having to cart around camcorders and cassettes around in the early 1990s.

However, despite this, there is still a matter of durability and weatherproofing. Some reviews have established that the Hero4 Silver will need additional casing or covering in order for it to be truly resistant against certain elements, meaning that without shelling out for extra bits and pieces you'll be unlikely to want to take the gizmo too far into the ocean. This is perhaps a little disappointing for a piece of kit that is clearly marketed towards trekkers and adventurers – but anyone serious about their filming will no doubt want to splash their cash on the best upgrades and apparel in any case.

For the money, the GoPro Hero4 Silver is a wise and smart little video camera that will easily be a loyal companion on your adventures for years to come. While it may not have improved on some of the issues its predecessors suffered with – again, relating to resistance and battery life – this really doesn't diminish its quality as a forerunner in the action cam stakes. It's small, it's powerful, and it's impressive and easy to use. Best of all, it's under £300, and it's an extremely wise investment. I suggest giving it a look.

ALL THE FUN OF THE (WEDDING) FAIR – WHAT’S IT ALL ABOUT?

If you’re recently engaged, or if you’ve had the ring on your finger for a while and are just getting around to arranging the minor (and major) details of your upcoming nuptials, it’s highly likely that you’ve been advised of, or are considering, attending a wedding fair – which, if you’re starting with a blank slate and are looking for a plethora of ideas and people to help make your day go off with a bang, is a fantastic idea – just make sure you have enough space for all the world’s business cards!

For many, the wedding fair can be quite overwhelming, and it’s clear to see why! A wedding fair is an exhibition for suppliers and traders who, essentially, deal in wedding ceremonies! From caterers to car hire, toastmasters to tableware – if you’re lucky (or not as the case may be!), you could come away with your entire wedding sorted out and paid for if you’re not careful! If you are looking to see the market for wedding supply and are maybe even willing to put in an offer or two on the day, then a fair is absolutely worth your consideration.

However, don’t let it all get to you unless you’re absolutely ready – with suppliers and traders of all manner of ceremonial and traditional wares lining up for your interest, you are in fact in a very strong position – as it’s your wedding, you can make it as unique as you want to be – meaning that you can of course pick and choose from whichever stalls take your fancy – and don’t be afraid to show interest by taking a business card or details for a website or social media page. You don’t have to show your interest with money, and this is certainly advisable if you are midway through budgeting for the day!

If you are keen to get as much sorted as possible via a fair or exhibitors’ event, then it is advisable to go as prepared as possible – i.e., draw up a list of considerations and a checklist of things that are essential to your ceremony. It’s very likely that you will see a whole host of fantastic creations and ideas that may inspire you there and then – but by sticking to an organised list of essentials (that you can even budget for ahead of time if you are so advanced at this!), you can factor in the interesting extras at a later date. Pay for the essential and business card the extras!

No wedding fair is the same as the next, nor are they essential to building a wedding ceremony. They are a fantastic idea for couples who are struggling for ideas or are looking for suppliers and an easy way to tackle taking on the various components of the big day. However, if you’re looking for a more unique ceremony, you can either pick and choose at will what you’d like to be involved, or – and this is controversial – maybe even avoid fairs altogether!

RUBBER ROOFING

If you're considering rebuilding your roof, or installing a new one entirely, you may not have considered your options when it comes to the type of material. You don't necessarily need to go with slate to get a durable and effective covering for your home – in fact, when it comes to value for money and shelf life, you may find that rubber roofing is perhaps your best option!

One of the big benefits of rubber roofing is that it is above and beyond the most environmentally-friendly option available for your home. This is due to a composition of recycled materials – in particular rubber and sawdust that has been used prior – and, in comparison with slate roofing and felt roofing, you're guaranteed much more in the way of durability and longevity. If being eco-friendly is a concern for you and you are keen to avoid re-installing a roof within the short-term, rubber roofing should certainly be considered.

Such durability also comes with an extensive warranty, meaning that rubber roofing suppliers will be more likely to offer you insurance and support for a lengthier period of time (in some cases, you may be looking at around twenty to thirty years!). In any case, while rubber tiling is durable enough to be guaranteed for decades to come, they're also extremely easy to repair and mend if need be – often merely a case of requiring a new layer of rubber or sealant in places where needed!

Rubber is also a fantastic insulator – meaning that having rubber roofing could provide even further savings for you later on in the long term. Not only is rubber extremely durable, it's also weather-resistant, easily-maintained and helps provide much-needed warmth through colder months and seasons. While felt and slate roofing may be reasonably cheaper in terms of shingles and fittings early on, the long-term benefits for rubber installations are far and away more economic for the homeowner.

With rubber roofing, you can also be guaranteed of a greater versatility in style and appearance – with slate or felt roofing, you run the risk of a plain or standardised look – while this is not necessarily a problem for many homeowners looking to refurbish their roofing, if you are keen to go for an interesting or unique look for your house, there are a variety of colours and styles available that will make your home stand out amongst the neighbourhood – and maybe even add an essential bit of interest or value on top of your home!

While you may find short term or initial pricing on slate roofing to be a little more affordable than a rubber option early on, it is clear that rubber roofing has a longer shelf-life, is healthier for the environment, and provides both warmth and resistance that is necessary for your home at even the most turbulent of times. While all types of roof tiling may have their benefits separately, rubber roofing is certainly worth your consideration if you are looking for a long-lasting and easy-to-maintain cover for your home.

WHAT ARE SPIDER LIFTS?

When it comes to accessing jobs that are hard to reach – whether it be public lighting, roofing or other building maintenance – you will need certain equipment to be able to reach and complete the job to the best of your ability. While many opt for boom lifts and cherry pickers to access difficult jobs, an overlooked form of powered access available is the spider lift – which, amongst other solutions, you can hire from [\(Company Name\)](#).

The spider lift is a versatile one-tool, every-job solution – unlike the powered access you get from scissor lifts, boom lifts and cherry pickers alike, scissor lifts are fantastic for tackling tricky, hard-to reach jobs where a more basic tool may not be able to provide you with the access that you need. Spider lifts extend and contort to allow you to access tight spaces as well as work which may be well out of your reach, even with a basic cherry picker. If your job or workload consists of consistently tricky or unique tasks that powered access built for more specific work can't help you with, consider hiring a spider lift for that extra reach and added assistance.

Spider lifts are also fantastic value for money – particularly via rental - when comparing to setting up scaffolding or hiring multiple powered access vehicles and lifts, one spider lift will generally help you tackle multiple issues in one particular area no matter the height nor squeeze – and you only have to look at its shape and dexterity to see how versatile it is.

Spider lifts are ideal for large-scale jobs which require as much reach as they do height – where other lifts or powered access may provide you with extensive vertical support straight up, but spider lifts can provide additional horizontal reach from a wide distance – meaning that you can easily crane out to far roofing or scaffolding with relative ease.

Many firms and contractors note that spider lifts are incredibly cost effective on a rental basis, as they will often provide you with the ability to tackle almost any job no matter the height or distance – these lifts are built to be compact for storage but can extend out to a range that you may find difficult to source elsewhere. While other powered access solutions will be great at providing specific resolutions for specific jobs, spider lifts are particularly effective at covering a wide range of tasks.

If you have a range of tasks that required powered access but are unsure whether or not a static or vertical lift will satisfy the work you need to complete, why not contact [\(Company Name\)](#) for a quote on our available spider lifts, and we will be happy to arrange high quality, effective access for your operation at your convenience. Spider lifts will provide you with versatile and effective access to unique and complex jobs, and we will be happy to arrange such equipment for you at a rate to accommodate your company budget.

Content for OneNewsPage

Since May 2015, I've been a resident features writer and journalist for OneNewsPage.com – a premier hub for all the biggest news in one place – and since that time, I've written a host of entertaining and informative articles about a manner of topics, ranging from politics, to movies, science and nature, archaeology, space travel, social media, books, theatre, and food and drink – my specialist areas are entertainment, specifically movies and gaming, but as the following collection of articles will demonstrate, I can be called upon to turn my hand to a wide number of subjects and topics.

If you're interested in hiring a freelance article writer, blogger or journalist, please have a look at my examples over the following pages, or keep track of my latest articles – normally uploaded every two days at the latest – at <http://bit.ly/1OADCE4>.

I aim to quote each and every one of sources for my articles, which range from mass media to internet buzz articles. You can be reassured, however, that my content is completely original in its composition.

ADELE: ARTIST OF THE YEAR?

Since breaking through into the mainstream with her landmark debut album, 19, in 2009, British 'blued eyed soul' singer Adele has fast become a household name internationally, and has joined the ranks of multi-million record sellers worldwide without even the need for a surname! From her humble beginnings playing local clubs as a teenager right through to the colossal worldwide success of her second album, 21, in 2011, and her recording of her James Bond theme Skyfall for the movie of the same name – Adele has continued to court critical and commercial praise ever since.

Her latest collection, 25, would seem no different – spawning the headline track Hello, Adele's third album has quickly become the biggest-selling album of the year in the US with only a month left until 2016 rears its head – and after only a handful of days following its release. [Forbes reveals](#) that the UK singer's latest album has quickly overtaken Taylor Swift's 1989 to become the biggest-selling collection on the yearly record, selling over two million copies at the start of the week beginning 23rd November – making it an extraordinary achievement for any artist, let alone one with Adele's sharp ascent to chart greatness!

Adele's haunting vocals and personal lyrics often stand alone in the current musical climate – which, while it may have altered significantly since her emergence in 2009, may go some way to explain her lasting appeal. Certainly, it would seem that there is little to stop the Hello singer from making an impact on the charts each time she returns – and it certainly goes to show that there is still a wide spectrum of taste in the musical preferences of the buying public, not only in the US but the world over.

With just over a month before we say farewell to a year that has seen challenges to the pop music throne from a whole host of newcomers and artists that continue to trend (Justin Bieber having recently dominated the UK singles chart with several selections from his latest album, Purpose, which has likewise broken several records on its own), Adele's return to the charts and domination of sales is nothing short of remarkable – and it will be likely to continue well into 2016 – but will we hear from her again in another four to five years with an album entitled 29? Only time will tell!

SAMSUNG TO FLIP FLOP AGAIN?

When cellphones first evolved into popular public devices – as in that they were not solely used for business anymore – they went through a wide number of image changes ahead of evolving the sleek, widescreen devices we see today. The term ‘smartphone’ is almost becoming a misnomer, as the vast majority of cellphones used by the public are generally internet-ready and adapted for touch technology. While cellphones initially started out with more emphasis on the ‘phone’ aspect, our mobile devices have quickly becoming mini supercomputers, with old-school keypads and aerials disappearing – and screens have quickly consumed the entire front display!

However, as The Independent reports, Samsung appear to have decided to go back in time a little for a future device – opting for a classic flip-phone style, something which many people haven’t seen widespread since the middle of the last decade, at the dawn of cellphone technology hitting its stride. Flip-phones sadly went out of style some years ago in the wake of touchscreen technology and widening smartphones becoming the norm – and Samsung helped lead the way initially with wide, screen-heavy devices which also came with a stylus to help tap and trace out what you wished your personal device to do. However, even styluses have gone out of style!

Samsung’s new flip-phone, currently being touted as the SM-W2016, has been uncovered in recent weeks by industry insiders, who have found that the potential new handset possesses many of the attributes and features of its smartphone rivals, meaning that it may well be part of a new Samsung initiative to bring a ‘retro’ feel to their devices. Only time will tell if this is the case, however, it is a tantalising look at what may be a new trend for 2016 – have cellphones come far enough to go through a nostalgic renaissance?

Young people used to wide-screen smartphones will not be familiar with the satisfying snaps and openings of the old-school flip-phone, which means that if Samsung are indeed going to move forward with the design, it may appeal to a niche or even ironic market. No plans have been laid out by the manufacturer as yet, meaning that all we have for now is an image, a design name, and a concept. When Samsung does launch their new ‘old’ phone, however, be prepared for many to be elated and perplexed in equal measure – as nostalgia comes full circle!

WAS YOUR NEW YEAR'S EVE DISAPPOINTING? HERE'S WHY!

New Year's Eve, for many people around the world, is often the biggest and best excuse to get together with family and friends for a big celebration – after all, it's the one date in the year where all cultures, countries and religions join together to ring in the dawn of a new year ahead. With 2016 having recently reared its head, people worldwide – albeit in different time zones – rang in the arriving year and rang out the departing 2015 with fireworks and visual displays. However, according to recent studies, the recent celebrations may not have been all smiles and dazzling displays.

Using a formula to calculate human happiness, the University College of London undertook a study to see what variables mattered the most to people when it came to defining happiness at the end of a task – and discovered that people were generally happier when expectations for monetary gains and rewards were either low or not set at all. Therefore, from the UCL's findings, it can be safe to assume that people are generally happier with more spontaneous occasions and therefore do not run the risk of being disappointed. These expectations could well be applied to having a night out or celebrating something major – for example, New Year's Eve!

The study, [quoted in an article run by the Daily Mail](#), posited that the UCL used the formula to measure how important a task or opportunity was to an individual, therefore calculating just how important the end result would be – and when it comes to planning a big party such as a New Year's Eve bash, it may well be that many end up disappointed as they have built up too much of an image of 'the perfect party' in their minds. It's a simple concept that many have told themselves over the years – keep expectations low and you'll not run the risk of being sorely disappointed.

Therefore, with the UCL's formula, study and findings in mind, perhaps it is time that we opt to start being a little more ad-hoc when it comes to celebrating – even the bigger things – as, on the whole, things rarely turn out as exactly or as perfectly as people expect. So, the next time to have a big celebration planned or a night out on the cards, why not opt to go a little more with the flow and see if you enjoy it a little more?

DAVID BOWIE : THE WORLD MOURNS

Few musicians can claim to have challenged the world of popular music, and indeed our perceptions of what makes a pop star, as much as David Bowie. Even fewer can claim to have reinvented themselves so many times and yet remained so critically and culturally acclaimed over six decades of recording and performing – from his iconic recordings under personas such as Ziggy Stardust and Aladdin Sane, through to his command of sophisticated, alternative yet still chart-friendly tunes through the 1980s and 1990s, it is perhaps unlikely that anyone today will not have heard at least one David Bowie recording, even if they are unable to name it.

For those that are, The Thin White Duke's death from cancer at the age of 69, just days after the release of what would become his final studio album – Blackstar – and his own birthday – has sent ripples around the world, with mass media and social networks offering outpouring for the loss of one of music's most unique and tirelessly chameleonic performers. From his breakout song, 'Space Oddity', through to the stark 'Lazarus' – part of an album which, it has been revealed, was produced with Bowie in full knowledge that he had a terminal illness – it is likely that music charts worldwide will see a re-appreciation of his music filter back into sales and streaming data for some weeks to follow.

The death of an icon such as David Bowie may feel hard to accept – some musicians, artists and actors carve out such a lasting appeal that we forget that they are human – and Bowie certainly made his mark in a number of vivid and challenging ways throughout the decades, inspiring many to embrace unique music, unique clothing, and to break free from expectation – and certainly, if there was one thing David Bowie didn't do, it was be predictable.

Bowie was not only known for his outlandish personas and music, but also for his humble nature, opting to sit out of the limelight for much of his later life in the US. His return to the music charts with The Next Day in 2013 came as a shock to many following a long period of silence – and yet, on his return, he was welcomed and applauded once more. Whether or not you appreciated his music, it cannot be denied that David Bowie's legacy will live on throughout the decades, continuing to inspire many more in addition to those who owe him their careers already.

REMEMBERING ALAN RICKMAN

Known for performances with gravitas on the big screen and on the stage, celebrated British actor Alan Rickman passed away this week at the age of 69 – leaving behind a legacy of memorable performances that led to his becoming a household name and a number of characters who many will be unable to disassociate from his performance. For many, he was Professor Severus Snape in the Harry Potter series, a role handpicked for him by creator and author JK Rowling – who, along with contemporaries and fellow actors alike, was among many offering tributes to the actor, who passed away after battling cancer.

Rickman was a stalwart of the stage, having acted and directed a number of performances to critical acclaim alongside well-known big screen character performances over four decades. Certainly, he first came to popular attention as iconic villain Hans Gruber in action movie behemoth Die Hard, his dry, dour delivery providing worthy competition for Bruce Willis' earnest and wise-cracking John McClane – meaning that we have experienced over 25 years of Rickman at the very height of his prowess.

Rickman went on to garner more acclaim for his depiction of the Sheriff of Nottingham in Robin Hood : Prince of Thieves, a role which helped propel the movie to an iconic adventure film of its time, and helped cement his reputation as fantastic villain – the unmistakable and incomparable voice and delivery that led him to further Hollywood success – yet, he was just as capable and captivating in protagonist and even romantic roles, with Truly, Madly, Deeply and Love, Actually being two examples of just how versatile Rickman was as an actor.

The role of Severus Snape in the Harry Potter series was a masterstroke in casting on behalf of Rowling, as anyone who has read the original books would be hard forced to imagine anyone bar Rickman in the role – the sneering, dour but ultimately tortured professor who would provide a source of antagonism for the boy wizard up until the final story's ultimate revelations.

Regardless where you knew Alan Rickman from, his was a provocative and striking style of performance that remained incomparable up until his passing. In a week where the world has also lost the incomparable David Bowie to cancer at the age of 69, we sadly say goodbye to genuine talent and two genuine British icons before January has even left us – and yet, undoubtedly, their legacies will live on.

STAR WARS BATTERS THE BOX OFFICE!

Many predicted it would happen – and many didn't – but Star Wars : The Force Awakens has woken up the cinema-going public with colossal takings from box office sales in its first fortnight at the movies, destroying opening records around the world, and – to the surprise of some – knocking this Summer's Jurassic World out of the way to become the movie with the most successful opening weekend in cinema history worldwide. Some may have seen it coming – but the figures being lined up are truly spectacular.

A new Star Wars movie is, unarguably, something special – the franchise has become so beloved and revered over the years that, despite critical dissonance over its prequel trilogy, anything less than a public swarm on its opening weekend may have seemed disappointing – however, if critical and fan reception are anything to go by, it seems that the ticket sales that are still racking up worldwide are justifiable, with the only recurring criticism being that the movie is perhaps a little too close to plots of previous movies. In any case, it is clearly inspiring fans the world over to pop in for second viewings, 3D screenings, and more.

But just how big are we looking at in terms of revenue? The Force Awakens' opening weekend, worldwide, pulled in a monumental \$528 million, just outstripping the Jurassic Park revival earlier this year, which pulled in \$524.9 million – making the race for the title a real close-neck affair, but altogether proving the worth in Hollywood returning to beloved franchises once in a while – and while this might not say the same for reboots and remakes, it certainly seems that rested franchises may well be profitable to return to a decade or so down the line. Would a Back To The Future IV be profitable, for example? We may never know, but it is an interesting thought.

With China yet to see the movie open, many movie buffs and industry insiders are holding their breath to see whether or not JJ Abrams' take on George Lucas' franchise will be a reasonable challenger to James Cameron's earth-shattering box office giant, Avatar, when it comes to final sales figures. As reviews keep rolling in, and as faith finally appears to have been restored to the legend of the Jedi, we're not only excited to see what Disney has in store for us in future films, but also to see just how big a shockwave The Force Awakens will ultimately have on all-time records.

HELLO BARBIE... GOODBYE PRIVACY?

Many services and franchises are taking advantage of society's current fascination with social media and interactivity in different ways – from India's postal system taking interest in offering customers the chance to use selfies as stamps, through to taxi application Uber's recent one-day vaccination service – and it seems that the toy industry is no different. Mattel, certainly, have announced an addition to their most famous range with a technological twist!

Barbie is set for a makeover off a different kind with her latest incarnation, 'Hello Barbie', which will allow kids to talk directly to their doll - [Quartz reports that](#) anything spoken to Barbie will be recorded and then sent to be decoded via Wi-Fi in order for a response to be offered back to the child – meaning that the doll will also be able to learn aspects of the child's life and family in order to formulate specific and relevant responses. As [CTV News report](#), this new service has worried some parent groups that both the privacy and safety of their children may be at risk.

The service, ultimately, will see their child's recordings kept on file after decoding to continue providing a personalised experience – however, it has also been reported that there are concerns regarding advertising, and whether or not children may be at risk from targeted commercials without realising so. The Campaign for a Commercial-Free Childhood has in fact launched a petition to encourage Mattel to cease production of the new line, stating that Barbie could potentially advertise unfairly to children.

Mattel, however, have stated that they are committed to the safety and security of children, abiding by all relevant regulations and that the data stored via the toy will not be accessible to outside sources. The toy is expected to retail at around \$74.99 upon release, making it a premium choice for birthdays and holidays to come.

Whether or not Hello Barbie's production will be halted or slowed by the concerns will remain to be seen, however, it does raise concerns over the escalation of privacy with regard to technology, especially in terms of children – meaning that the progress of Hello Barbie onto toy shelves may well set a precedent for future toys or products in future, particularly in how the public reacts to them. Fans of Barbie, young and old alike – will simply have to wait and see if Mattel's intended product arrives as expected on shelves in the near future.