

client: western union

content type: homepage product component

- objective:**
- change headline and subheading to active voice
 - reduce word count to keep headline on one line and supporting description on no more than three lines
 - make overall message sound more conversational and friendly
 - reduce content "noise"
 - break links out of paragraph copy and apply color treatment to increase visibility
 - emphasize brand attributes: dependability, choice, helpfulness

BEFORE:	AFTER:
<p>The fast, convenient way to send a Western Union Money Transfer</p> <p>It's easy to send and receive money with Western Union. Choose to send money in minutes, the next day, or directly to a qualifying bank account, online, by phone, or from one of our 245,000 Agent locations worldwide. Use cash, a credit card, or a debit card to pay for your transaction. Compare our money transfer services</p> <p>3 ways to send money:</p> <p>Online From an Agent location By phone</p>	<p>Send money fast with Western Union</p> <p>You can depend on us to get your money where it needs to go. With over 245,000 Agent locations around the world, Western Union makes it easy to send and receive money quickly.</p> <p>Compare our money transfer services</p> <p>Choose how you'd like to send money:</p> <p>Online From an Agent location By phone</p>