Copywriting

Chapter 13

Chapter Outline
I. Chapter Key Points
II. Copywriting: The Language of Advertising
III. Copywriting for Print
IV. How to Write Radio Copy
V. How to Write Television Copy
VI. Writing for the Web
VII. Copywriting in a Global Environment

Key Points
• Explain the basic style used for advertising copy
• Describe the various elements of a print ad
• Explain the message characteristics and tools of radio advertising
• Discuss the major elements of television commercials
• Discuss how Web advertising is written
Copywriting: The Language of Advertising

- Four types of ads in which words are crucial
  1. Complicated message
  2. High-involvement product
  3. Needs definition and explanation
  4. Tries to convey abstract qualities

The Copywriter

- Copy
  - The text of an ad
  - Words people say in a commercial
- Copywriter
  - The person who shapes and sculpts the words in an ad
Advertising Writing Style

- Copy should be as simple as possible
- Should have a clear focus and try to convey only one selling point
  - Tone of voice
  - Grammar
  - Adese

Copywriting for Print

- Display copy
  - Elements readers see in their initial scanning
- Body copy
  - Elements that are designed to be read and absorbed

How to Write Headlines

- Attract prospects
- Work in combination with the visual to stop and grab the reader’s attention
- Identify the product and brand, and start the sale
- Lead readers into the body copy
How To Write Headlines

- Direct-action headlines
- Indirect-action headlines

How to Write Other Display Copy

- Captions
- Subheads
- Taglines
- Slogans

How to Write Body Copy

- Body copy
- Lead paragraph
- Closing paragraph
Print Media Requirements

• All media in the print category all use the same copy elements
• The way these elements are used varies with the objective for using the medium

Print Media Requirements

• Newspapers
• Magazines
• Directories

• Posters and outdoor advertising
• Product literature

How to Write Radio Copy

• Must be simple enough for consumers to grasp, but intriguing enough to prevent them from switching the station
• Theater of the mind
How to Write Radio Copy

- Voice
- Music
- Sound effects

The Practice of Radio Copywriting

- Keep it personal
- Speak to listener’s interests
- Wake up the inattentive
- Make it memorable
- Include call to action
- Create image transfer

How to Write Television Copy

• Moving action makes television more engaging than print
• The challenge is to fuse the images with the words
• Storytelling is one way copywriters can present action in a television commercial more powerfully than in other media

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<tr>
<th>Characteristics of Television Copy</th>
<th>Message Design</th>
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<td><strong>Characteristics</strong></td>
<td><strong>Message Design</strong></td>
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<td>Action: When you watch television, you are watching a walking, talking, moving world that gives the illusion of being three-dimensional.</td>
<td>Good television advertising uses the effort of action.</td>
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<td>Demonstration: Seeing is believing. Believability and credibility—the essence of persuasion—are high because we believe what we see with our own eyes.</td>
<td>Torture tests, steps, and procedures are all actions that are easier to present on TV than in print. If you have a strong sales message that lends itself to demonstration, such as “how-to” messages, then television is the ideal medium for that message.</td>
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<td>Storytelling: Most of the programming on television is narrative so commercials use storytelling to take advantage of the medium’s strengths.</td>
<td>TV is our society’s master storyteller because of its ability to present a plot and the action that leads to a conclusion in which the product plays a major role.</td>
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<td>Emotion: The ability to touch the feelings of the viewer makes television commercials entertaining, diverting, amusing, and absorbing. Real-life situations are often used to show the product in a situation where it has come alive on the screen. Humor, in particular, works well on television.</td>
<td>Emotional appeals are found in natural situations that everyone can identify with. Hallmark has produced some tear-jerking commercials about the times of our lives that we remember by the cards we receive and save. Stories can be riveting if they are well told, but they must be imaginative to hold their own against the programming that surrounds them.</td>
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Table 13.3 - Characteristics of Television Copy

Frontier Photoboard
Tools of Television
Copywriting

• Video
• Audio
• Voice-over
• Off camera
• Other TV Tools
• Talent

Planning the TV Commercial

• What’s the Big Idea
• What’s the benefit
• How can you turn that benefit into a visual element
• Gain the viewer’s interest
• Focus on a key visual
• Be single-minded
• Observe rules of good editing
• Try to show the product

Planning the TV Commercial

• Copywriters must plan
  – Length of the commercial
  – Shots in each scene
  – Key visual
  – Where and how to shoot the commercial
• Scenes
• Key frames
Scripts and Storyboards

**Script**
The written version of the commercial’s plan
Prepared by the copywriter

**Storyboard**
The visual plan or layout of the commercial
Prepared by the art director

BellSouth ‘Bedroom’ TV Script

Writing for the Web

- More interactive than any other mass medium
- Challenge is to attract people to the site and manage a dialogue-based communication experience
The Internet Advertising Bureau: Helping Advertisers Find the Best Role

Writing for the Web

- Web ads create awareness and interest in a product and build a brand image
- Focus on maintaining interest

Web Ads

- Banners – Most common form of online advertising
- Other Web formats
  - Games
  - Pop-up windows
  - Daughter windows
  - Side frames
Copywriting in a Global Environment

- Language affects the creation of the ad
- Standardizing copy by translating is dangerous
- Use bilingual copywriters
  - Back translation

Beautiful Just The Way You Are, Finds Ogilvy

Discussion Questions
Discussion Question 1

• Creative directors say the copy and art must work together to create a concept.
• Of all the ads in this chapter, which ones do you believe demonstrate that principle?
• Explain what the words contribute and how they work with the visual.

Discussion Question 2

• One principle of print copywriting is that the headline catches the reader’s eye, but the body copy wins the reader’s heart.
• Find an ad that demonstrates that principle and explain how it works.

Discussion Question 3

• Professor Strong has set up a debate between the advertising sales director of the campus newspaper and the manager of the campus radio station, which is a commercial operation.
• During the discussion, the newspaper representative says that most radio commercials sound like newspaper ads, but are harder to follow. The radio manager responds by claiming that radio creativity works with “the theater of the mind,” and is more engaging than newspaper ads.
• Explain what these media selling points mean. Would you rather write for a newspaper or radio?
Discussion Question 4

• Jingles are a popular creative form in radio advertising. Even so, there are probably more jingles that you don’t want to hear again than ones that you do.
• Identify one jingle that you really dislike and another one that you like.
• Write an analysis of why these jingles either don’t work or do work effectively for you.

Discussion Question 5

• A principle of TV message design is that television is primarily a visual medium.
• However, very few television commercials are designed without a vocal element.
• Even the many commercials that visually demonstrate products in action use an off-screen voice to provide information.
• Why is there a need to use a voice in a television commercial?