

Copywriting.
*Rhythm, melody
and poetry.*

The use of words in a rhythmic, melodic, poetic form can be extremely memorable when used in advertising and branding. It should strive to be clear, clever, interesting and original but it also needs to be compelling.

Guinness Surfer



<https://www.youtube.com/watch?v=w9ogzVyTtcw>

MoneySuperMarket, Dave's #EpicStrut



<https://www.youtube.com/watch?v=DaP9sN67QKI>

Ikea, There's No Bed Like Home



<https://www.youtube.com/watch?v=76eISN598mU>

The making of There's No Bed Like Home



<https://vimeo.com/101956658>

Copywriting is about communicating information, telling stories and making an emotional connection with your audience.

NHS recruitment campaign 2020 by MullenLowe



https://www.youtube.com/watch?v=nl2Gdrr5kyI&feature=emb_title

Sound familiar?

Rapping (or emceeing, MCing, spitting bars, or rhyming)

Definition: “spoken or chanted rhyming lyrics.”

Rapping is often associated with, and a primary ingredient of, hip-hop music, but the origins of the phenomenon predate modern hip-hop culture by many years.

Over a century before rap became popular on the global music scene, West African musicians were telling stories rhythmically, using just the beat of a drum for accompaniment. Meanwhile, folk artists from the Caribbean Islands were also telling stories in rhyme. These 'singing' poets from Africa and the Caribbean lay the foundation for modern-day rap music.

Many of today's rappers have the skills to write astonishing lyrics, and a select few have the ability to captivate the attention of the listener by developing an emotionally charged story that has the power to communicate emotions, inspire and alter perceptions.

Exact the same job as a copywriter!

Rappers use lots of literary techniques including double entendres (double meanings), alliteration (use of similar sounding letters), similes (comparisons) and metaphors (a comparison with something unrelated) and other forms of wordplay in their lyrics.

Most hip-hop listeners admire a rapper's lyrics for their use of complex vocabulary. In short, they admire the copywriting.

Storytelling and presenting images in a song format is an art of itself - a very highly regarded one. Many rappers have the skills to write high quality songs, but a select few have the ability to captivate the attention of the listener by developing an emotionally charged story, which in turn has the power to touch hearts and alter perceptions.

“Although I was not born and raised in the city of Compton, I find rap the most inspiring musical genre out there. It doesn’t matter if you are a baller or an advertising writer - rap can offer you guidance for all your life predicaments and solve all your wordsmithing problems. It is lyrically the most inventive music you can listen to and, most definitely, the one that can teach you how to find a cadence in your writing ...”

Carlo Cavallone
Global Chief Creative Officer,
72andSunny, New York.

“... there is an increasingly large presence of extremely intelligent Hip-Hop pushing the genre’s boundaries and transforming rap into academically and artistically viable poetry.”

Carlo Cavallone
Global Chief Creative Officer,
72andSunny, New York.

We would do well to learn from the craft.

Here's some examples ...

Eminem, Stan.

(Storytelling)



<https://www.youtube.com/watch?v=gOMhN-hfMtY>

The Streets, Dry your eyes.

(Emotion)



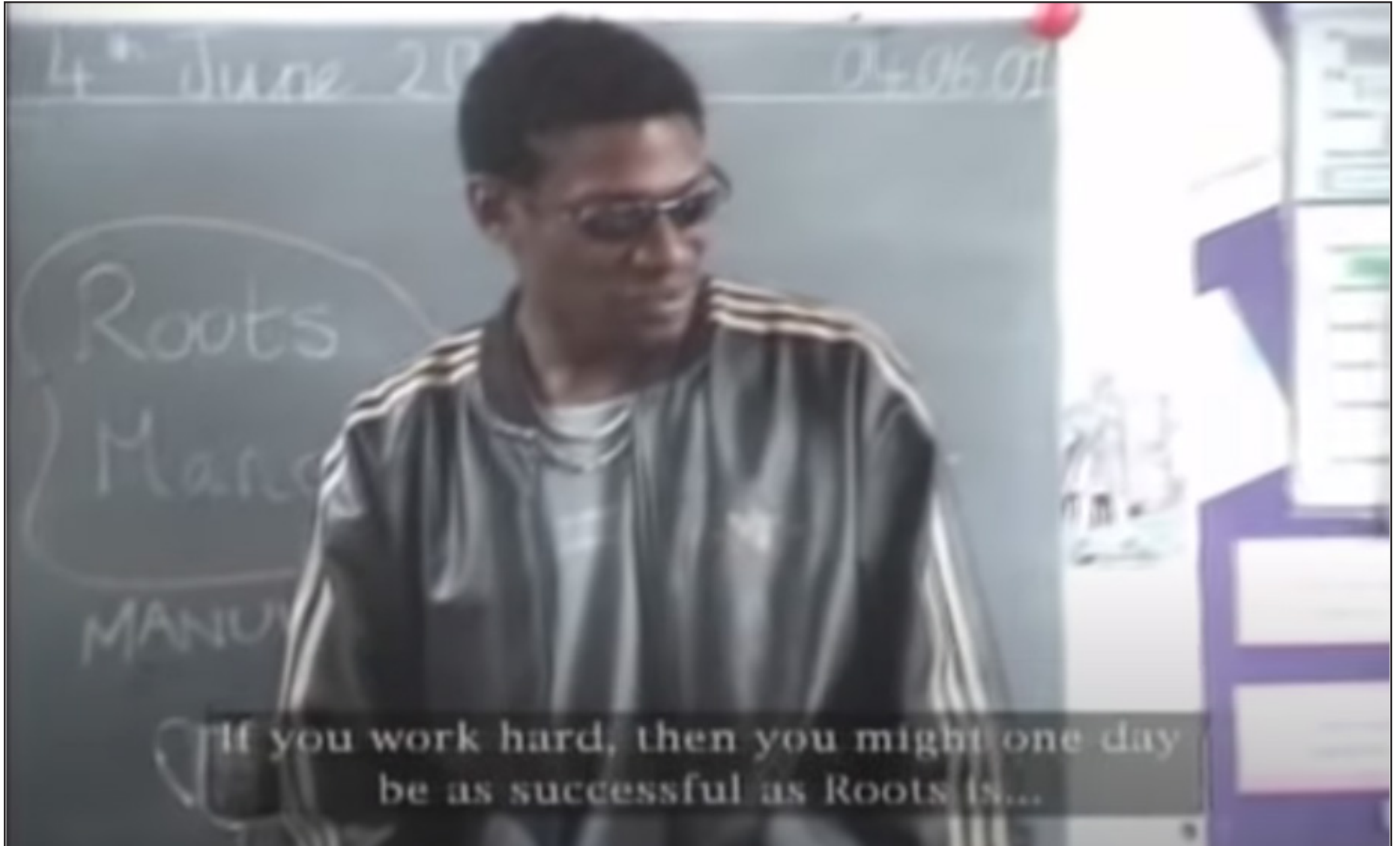
<https://www.youtube.com/watch?v=PyHr-4SeII>

Lady Leshurr - Queen's Speech Ep.4



<https://www.youtube.com/watch?v=FyodeHtVvkA>

Roots Manuva 'Witness the Fitness'



https://www.youtube.com/watch?v=NDWgtB_MD24

Ikea - The Hare TV Ad



https://www.youtube.com/watch?v=94jbcZh3_Rw

Question:

Are there any rappers in the house?