

Copywriting

an introduction

a start

the beginning

the exordium

first principles

a preface

praefatio

foreword

the prolegomenon

Words are powerful and can change the world.

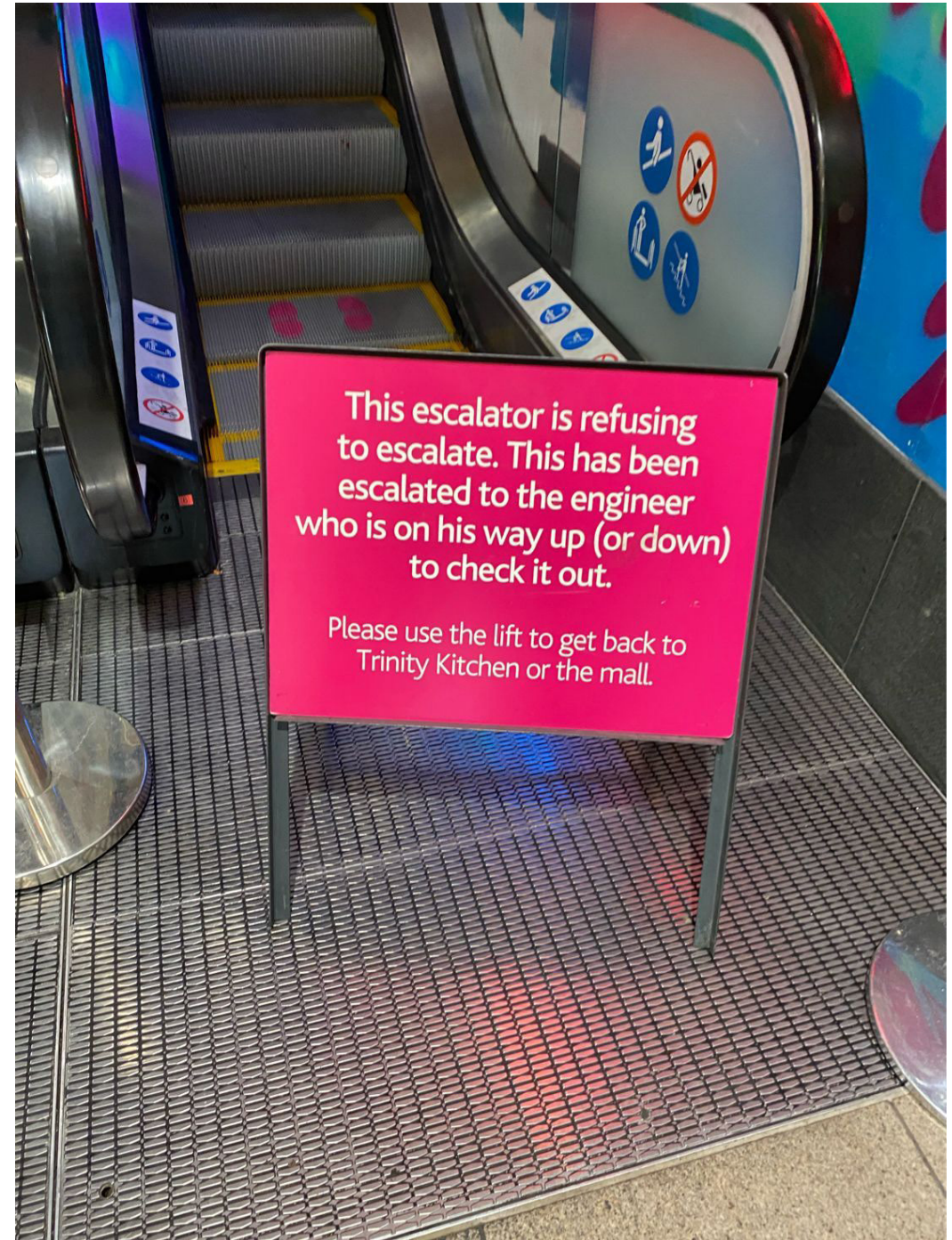


<https://www.youtube.com/watch?v=vP4iY1TtS3s>

The Reverend Martin Luther King, Jr.'s "I Have a Dream" speech, delivered on August 28, 1963.

Historical, brave, structured, repetative, rich, masterful, convincing and unequivocal.

Words are playful and can embellish a brand, turning a negative into a positive.



Lipsmackinthirst
quenchinacetast
inmotivatingood
buzzincooltalkin
highwalkinfastliv
inevergivin
coolfizzin

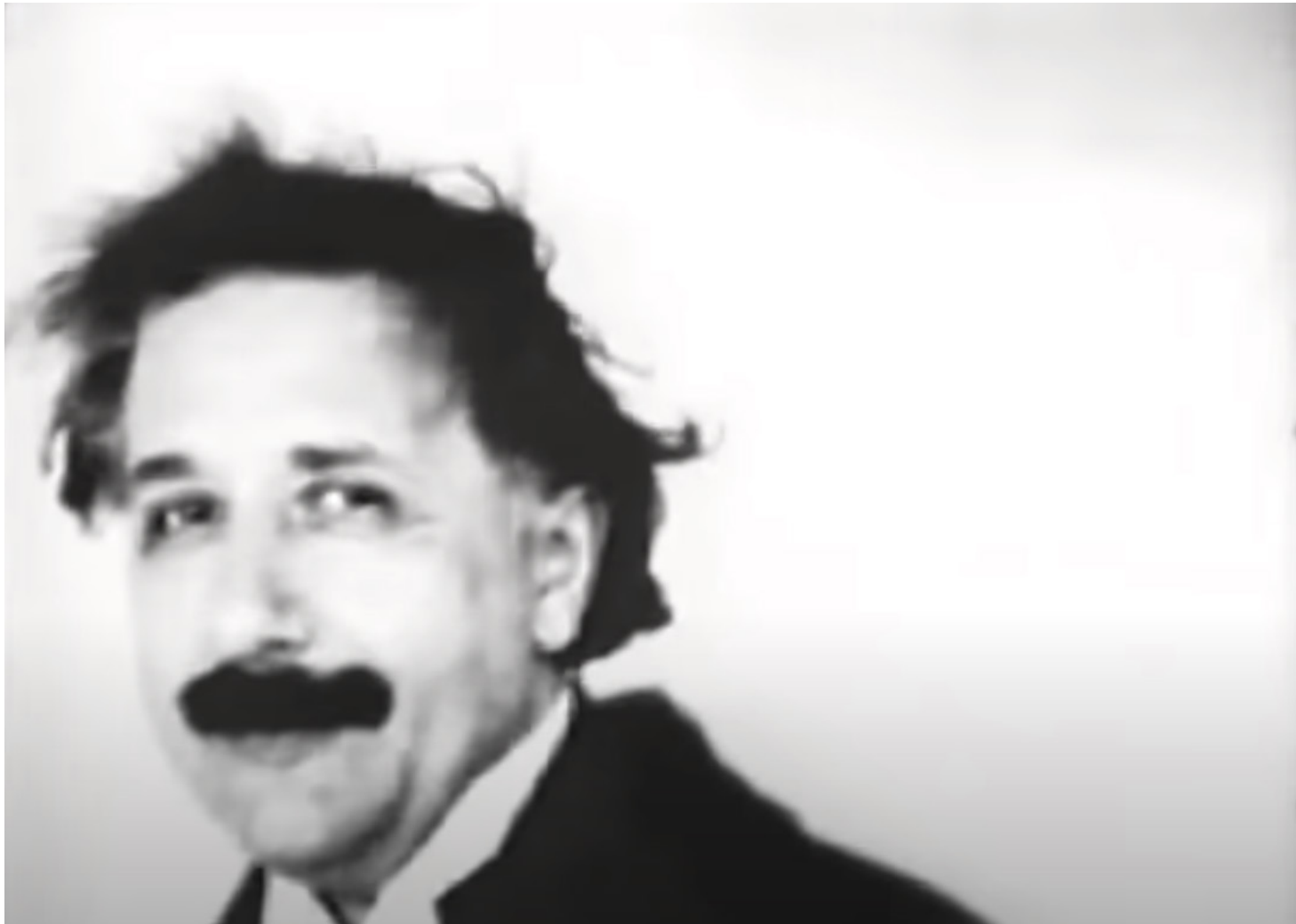


This is the copy written for the Apple *Think Different* campaign in 1997.

“Here’s to the crazy ones. The misfits. The rebels.
The troublemakers. The round pegs in the square holes.
The ones who see things differently.
They’re not fond of rules.
And they have no respect for the status quo.
You can quote them, disagree with them, glorify or vilify them.
About the only thing you can’t do is ignore them.
Because they change things. They push the human race forward.
And while some may see them as the crazy ones, we see genius.
Because the people who are crazy enough to think they can change
the world, are the ones who do.”

Rob Siltanen

chairman and chief creative officer at *Siltanen & Partners*



<https://www.youtube.com/watch?v=KQ4OP8AFZZI>

So what is copywriting?

Copywriting is writing copy for the purpose of advertising or marketing. The copy is meant to persuade someone to buy a product, influence their behaviours or beliefs.

“Copywriting is not about copying – it’s about communicating in an original way. You can put a sentence together, and your imagination is alive and well, so you have everything it takes to be a successful copywriter.”

Mark Shaw, *Copywriting

“If you are a writer of novels, or plays, or poetry you can write and take your own time, generally speaking. But in advertising you’ve got deadlines, you’ve got to have the idea, and it’s got to be a great one, and you’ve got to have it Tuesday morning”

David Ogilvy

How does copywriting differ from creative writing?

Poetry and fiction are flights of imagination with no client to bear in mind. Writing copy is about sticking to the brief whilst paying homage to the creativity and style of the poet and storyteller. It's not simply relaying a message, it's about making the message demand the attention of your audience.

Copywriting borrows from all styles of writing.

Can you name any?

Scriptwriting

Poetry

Fiction

Non-fiction

Technical information

Instructions

Music lyrics

Texting

Blogs

Notes

Love letters

Comedy

Lists of ingredients

Comic books

Quick Task

You have 20 minutes to write about Walkers Crisps in at least three of these writing styles.



CONGRATULATIONS

You are now copywriters!

The inspiration for great copy can come from anywhere so you need to develop an inquisitive ear and eye for words.

However, be mindful of your own personality in the copy you write. You are the mouthpiece for the client and it is the brands 'voice' we must hear. Inject your ideas and your original perspective, but write for the brand.

Your primary objective when writing copy is to create clear, easily understood, persuasive messages that target a defined audience and encourage them to do something, or feel something, for your client and/or their brand.

The good news is that you do not need to be a natural writer to be a good copywriter. But you do have to be creative and confident as this is what will make your copy compelling.

How do I get started?

The best way to write copy is to focus completely on the true nature of your target audience so that your messages are crafted with them in mind. Get this right and you will produce compelling copy for the reader.

Build a profile of your audience, develop an understanding of what they are like and what their situation is, and carefully choose a style of language they will relate to. By doing this you will be writing for a real human being, not just answering the brief. This will also direct you to the correct tone of voice. Use a crib sheet to collect and record this information.

“If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, the language in which they think.”

David Ogilvy

To create persuasive copy you need to:

- Sell the benefits not the features.
- Don't tell your audience what something does.
- Tell them how it will improve their lives.

This saves the audience having to work it out for themselves, especially if they are time poor, browsing or likely to be easily distracted. Working out the benefit is a logical process. Be sure to focus on the benefits that your audience desire and make them unique from the competitors and remember, less is often more.

So

keep

it

simple.

Grammar, punctuation, spelling and sentence structure are major considerations but there is a clear route through.

(What's that Mart?)

Just keep it simple.

Copy should be clear and digestible.
This is not dumbing down.
This is clarity of expression.

The role of well-written copy is to express ideas, concepts and messages in a clear and succinct way, in a tone that will resonate with your readers/listeners.

- Avoid long words (unless they embellish the message)
- Steer clear of complex sentences
- Be consistent with the writing style
- Use the correct spelling
(use spell checker and your friends/family to proof read)
- Establish a consistent style
(e.g. use of initial capitals and punctuation)
- Take time to craft your copy
(simplicity takes skill, patience, attention, hard work and many drafts)

Copywriting is not the same as English literature or English language, so you don't have to be a purist. You can eeeexxxaaggggeeeerrraaaate words. You can make words up like 'booblewazoconographication'.

Culture undergoes constant change which means our language does as well. What was alien a few years ago can be common parlance today. Some examples are selfie, brexit, fake truth, catfishing, woke, GOAT, bae, hangry, ghosting, etc.

And remember, normal English language rules do not apply. Advertising is a creative practice. You can start sentences with 'and' or 'but'. You just need to resonate with your audience.

You can interrupt the writing flow, experiment with sentence structure (sentence experiment with structure).

But if you are breaking the rules, just remember, always aim to be communicative and creative.

Well-written copy is not enough in itself to create persuasive messaging. Your well-crafted typography will provide the icing of the cake. It will enhance meaning, strengthen the tone of voice and make the words relevant to your target audience. We will look at the role of well crafted typography in a forthcoming lecture.

Armed with both the ability to write effective copy and design expressive typography you will be able to consistently create effective and original messages for your clients.

How to Write

The better you write, the higher you will go in Ogilvy & Mather.
People who think well, write well.

Good writing is not a natural gift. You have to learn to write well.

Here are 10 hints:

1. Read the Roman-Raphaelson book on writing* Read it three times.
2. Write the way you talk. Naturally.
3. Use short words, short sentences and short paragraphs.
4. Never use jargon words like *reconceptualize*, *demassification*, *attitudinally*, *judgmentally*.
They are the hallmarks of a pretentious ass.
5. Never write more than two pages on any subject.
6. Check your quotations.
7. Never send a letter or a memo on the day you write it.
Read it aloud the next morning— and then edit it.
8. If it is something important, get a colleague to improve it.
9. Before you send your letter or memo,
make sure it is crystal clear what you want the recipient to do.
10. If you want ACTION, don't write. Go and tell the guy what you want.

Confessions of an Advertising Man by David Ogilvy

Some inspiration ...

The Economist magazine masthead

The logo for The Economist magazine, featuring the words "The Economist" in a white, serif typeface centered on a solid red rectangular background.

The
Economist

Economist billboard advertisement

Great minds
like a think.

The Economist

Economist print ad

To err is human.
To er, um, ah
is unacceptable.

The Economist

Tesco print ad



**Eggs.
Value for 52p.
Or Finest Free Range for £1.95.
Tricky.
It's six of one.
And half a dozen of the other.**

TESCO | *Every little helps*

Prices apply to selected UK stores.

Tesco print ad



55p
per kilo

**A carrot.
A bribe.
An incentive.
Call it what you will.
But we're dangling it in front of you.
At 55p per kilo.**

TESCO | *Every little helps*

Swiss Life pensions,
investments and
risk cover products.

*I'll love
you till the
end came
unexpectedly.*

*For all life's twists and turns:
Flexible financial plans.*



Swiss Life pensions,
investments and
risk cover products.

*I never
want
children
are great.*

*For all life's twists and turns:
Flexible financial plans.*



Dixons
(John Lewis)

**Get off at the fashionable end
of Oxford Street, drift into the
achingly cool technology hall
of London's most happening
department store and view
this year's must-have plasma
courtesy of the sound and vision
technologist in the Marc Jacobs
sandals** then go to **dixons.co.uk**
and buy it.

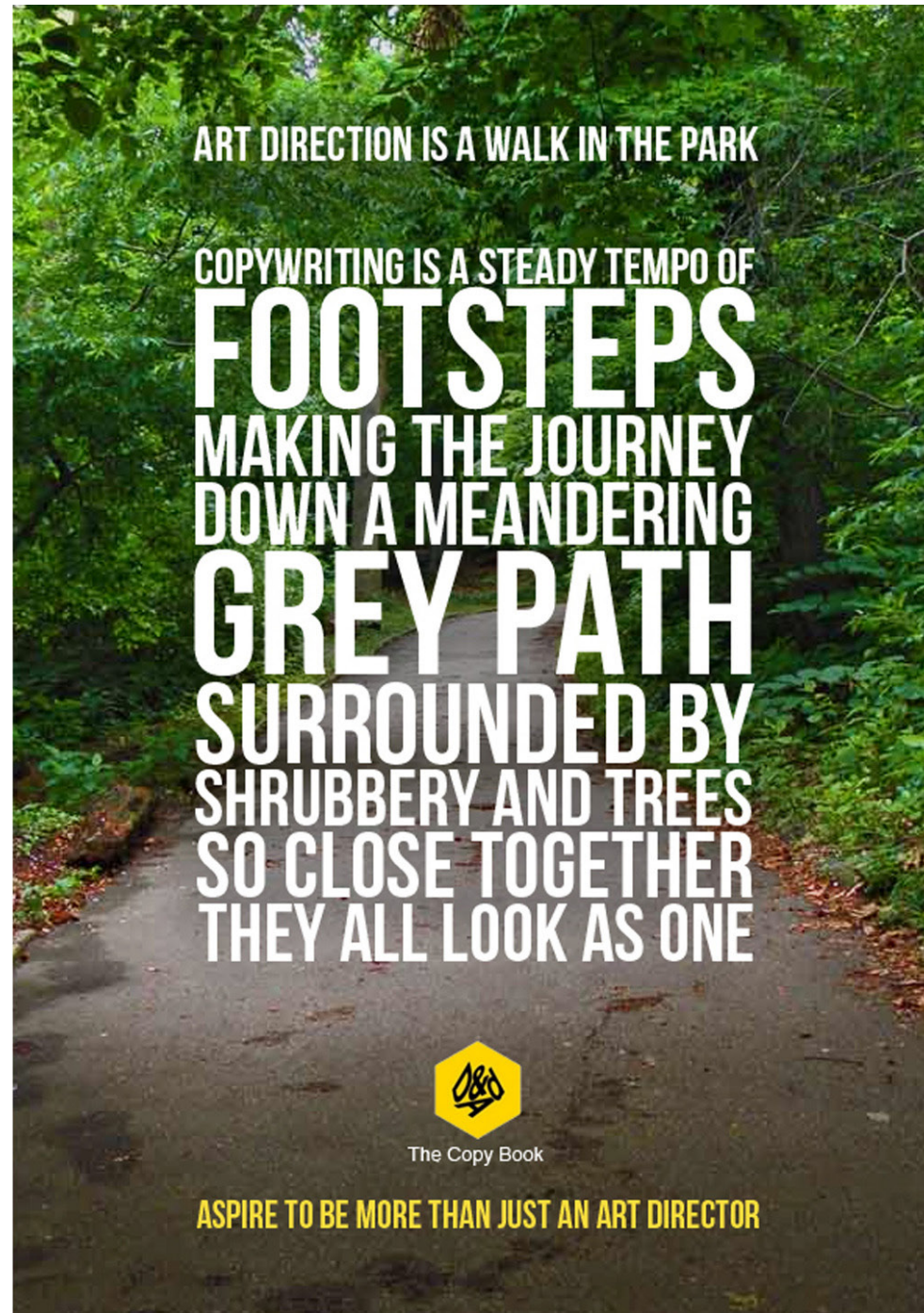
Dixons.co.uk
The last place you want to go

Dixons
(Selfridges)

Get off at Knightsbridge,
visit the discerning
shopper's fave department
store, ascend the exotic
staircase and let Piers
in the pinstripe suit
demonstrate the magic of
the latest high-definition
flatscreen then go to dixons.co.uk
and buy it.

Dixons.co.uk
The last place you want to go

D&AD Copy Book
print ad



ART DIRECTION IS A WALK IN THE PARK

COPYWRITING IS A STEADY TEMPO OF

FOOTSTEPS

MAKING THE JOURNEY
DOWN A MEANDERING
GREY PATH
SURROUNDED BY
SHRUBBERY AND TREES
SO CLOSE TOGETHER
THEY ALL LOOK AS ONE



The Copy Book

ASPIRE TO BE MORE THAN JUST AN ART DIRECTOR

D&AD Copy Book print ad



D&AD Copy Book print ad

ART DIRECTION IS A BREEZE

COPYWRITING IS A
CARELESS RUSH OF AIR
CARESSING YOU
WHILST CREATING A FLEETING
MOMENT OF MUSIC
WHISTLING PAST FROM
EAR TO EAR
AND SMOOTHLY RUSTLING
THROUGH YOUR HAIR



The Copy Book

ASPIRE TO BE MORE THAN JUST AN ART DIRECTOR

Copy pervades every area of creative advertising (and indeed every area of life). It is written, spoken, sung, used to create straplines and brand names. It is informative, entertaining, compelling, outrageous, challenging, funny, stupid, angry, comforting, revolutionary and can explicitly communicate human truths.

‘The pen is mightier than the sword.’

Edward Bulwer-Lytton 1839, from the play *Cardinal Richelieu*.

Nike tagline



Based on murderer Gary Gilmour's last words, *Campaign* magazine described this as "arguably the best tagline of the 20th century," saying it "cut across age and class barriers," and linked Nike with success. Still relevant today

French Connection UK branding

fcuk®

McCain TV commercial



<https://www.youtube.com/watch?v=aJ9fjN1az9g>



<https://www.youtube.com/watch?v=TnSN42BgT94>

First Choice commercial



https://www.youtube.com/watch?v=plVvwUV_2uA



To discuss next week.

Every project starts with thorough research. It's how we gain a greater understanding of our subject and therefore helps inform our creative process. It's the fuel for great ideas.

Choose any museum and do some initial research on it. Then write a series of bullet points on what you think makes it better or worse than any other museum. You need to try and identify its' unique point of difference.