COPYWRITING
(As per the Revised Syllabus of T.Y. BMM w.e.f. 2016, Semester V, University of Mumbai)

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PREFACE

It gives me immense pleasure to present the “Copywriting” book to the teachers and students of Bachelors of Mass Media, Third Year, Fifth Semester. This book meticulously follows the revised syllabus pattern of Mumbai University which has been proposed in the current academic year, i.e., June 2016.

An ongoing goal of this book has been to provide students with plenty of copywriting practice which will help in enhancing their writing skills, discover novel ideas, use their imagination and explore their curiosities.

First few modules give clear idea about the basics of copywriting, creative thinking, idea generation and transcreativity. The concepts are elaborated with an example and have been kept livelier by sharing the stories of successful campaigns worldwide. This will help students to get more practical knowledge and develop their skills of creative imagination.

The next modules are very interesting which speaks about how to write a copy for various mediums and audiences, appeals and execution styles, and most importantly the briefs which will help students to know the appropriate format and will maintain the authenticity and uniformity of the content/copy/material. It also includes the essential facts and rules of copywriting.

This approach combines the information of textbook with practicality of a workbook which arise the interest of students as well as of teachers.

Suggestions and feedbacks related to the book will be appreciated.

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Author
ACKNOWLEDGEMENTS

First and foremost, I would like to thank the Almighty. In the process of putting this book together, I realized how valuable this gift of writing is for me. You have given me the power to believe in my passion and pursue my dreams. I would have never done this without faith in you, the Almighty.

I would like to express my gratitude to many people who guided me through this book; to all those who provided support, talked things over, read, wrote, offered comments, allowed me to quote their remarks and assisted in editing, proofreading and design. This includes my Bhavan’s colleagues who are like family to me, have optimistically allowed me to take this opportunity and helped me in every step of it.

Prominently, I would like to thank my family that includes my mother (Mrs. Sneha Arora), father (Mr. Sanjay Arora) and brother (Mr. Mukesh Arora) for having faith and allowing me to take up this challenge knowing that I won’t be able to spend time with them and special thanks to my Grandmother (Mrs. Sunita Arora) and niece (Anshika Arora) for supporting me and encouraging me throughout my career and authoring this book. I really appreciate my family member’s efforts and patience.

I must mention Mr. Dilip Shenai and Mrs. Parinaaz Doctor for helping me in the process of selection and editing. I would also thank Mr. S.K. Srivastav, Himalaya Publishing House Pvt. Ltd. who encouraged me to complete this book in a short span of time.

Mrs. Sanchayita Banerjee and Mr. Sunil Almeida, two of the best professors I learned under. Very big thanks to Banerjee Ma’am for her guidance and support throughout my journey of writing this book. A huge inspirational personality whose comparison can never be made.

Special thanks to Mrs. Sandhya Nabar, an adorable personality, without whom this book would never find its way.

Lastly, I would like to thank my friend cum colleague Mrs.Yashashree Mhatre, who has been a strong support throughout and has helped identify the potential in me.

Author
COPYWRITING

Max. Marks: 100 (Theory: 75, Internals: 25)

Objectives:
- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising – headline and body copywriting.

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| MODULE VI | Writing Persuasive Copy | ● The CAN Elements (connectedness, appropriateness and novelty) | 4 |
● Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling

MODULE VII Writing Copy for Various Media

- Print: Headlines, sub-headlines, captions, body copy, and slogans
- Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS’s
- Outdoor posters
- Radio
- Digital: e-mail, web pages

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MODULE VIII Writing Copy for Various Audiences

- Children, Youth, Women, Senior Citizen and Executives

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MODULE IX How to Write Copy for


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MODULE X Various Types of Advertising Appeals and Execution Styles

- Rational appeals
- Emotional appeals: Humour, Fear, Sex appeal
- Various advertising execution techniques

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MODULE XI The Techniques Evaluation of an Ad Campaign

- Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives
- Learn to appreciate the aesthetic aspects of the ad—how the ad looks, its layout, colour scheme, typography, balance, etc.

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Guidelines for Internals:

Producing the following:

(c) 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, pre-production and post-production quality.

(d) A poster on any one social issue.

(e) Every student should be instructed to maintain a scrap book where they write copy for one brand every week.
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INTRODUCTION TO COPYWRITING

Pointers

- Copy is a derivative of the Latin “ad copies”, Greek “ad copium”
- Copywriter is a seller who plays with the words creatively and markets the product artistically
- Copywriting principle is a true art not to portray but to evoke

Copy Essentials

“Copywriting does not just concern writing: It is about reaching into the hearts and minds of a marketplace through building bridges between what you market and what your consumer needs.”

– Jonathan Gabay

Introduction

Copy is a derivative of the Latin “ad copies” meaning “to provide” which in turn may be traced back to Greek “ad copium” meaning “to nourish” or “to give”. In a modern context it was adopted by the advertising industry as a means to describe the process of writing text with the intent of “providing” the consumer a particular service or product.

Writing copy in today’s fast-pace, information laden society involves communicating key information in short explode through mediums such as text-messaging and audio scripts involving video and podcasting - copywriting skills and techniques are evolving as fast in the new ways and according to the market. Today’s copywriter must be able to communicate clearly in three punchy sentences as well as create 40 page sales letters for direct mailings. The copywriting plays important role in advertising and has expanded exponentially in the last few decades.

In 1866 Claude Hopkins, one of the founding fathers of copywriting was revolutionary in his idea to research consumer and
their needs before writing copy and to do test marketing before launching a widespread campaign. Today, the Internet revolution has brought ever-changing business Web sites, inexpensive e-zines, search engine optimization (SEO), blogging and social networking sites, such as MySpace and Facebook - all of which are rapidly changing the way the world communicates.

Society’s behaviour is changing faster than at any time in history. As the behaviour has changed, so too has the field of advertising. Instantaneous global communication, instant messaging and new media, such as youtube.com, are just a few ways copywriters have had to adjust their communication styles and messages to connect with buyers/readers.

What is Copy?

In advertising copy means, a written material, in contrast to photographs or other elements of layout. It is the language of advertising.

Copy in advertising refers to the text and words used in print ads which help readers to persuade and also to raise brand awareness.

Eg: MOTO G now only available on flipcart.
   “CLEAN UP INDIA”, initiated by CNN IBN

Copy in television and radio manifest in dialogues, announcer scripts and few punch lines which help audiences to get entertained and stay loyal towards the respective show.

Eg: 93.5 Red FM announcer Maliksha’s “Don’t be Horny” campaign.

What is Copywriting?

Copywriting is an art of using words in persuasive manner which motivates the readers/audiences to take productive action.

Copywriting is also done for the purpose of promoting the brand, spreading awareness about the brand. It plays a vital role in social campaign and helps convincing the audiences on certain point of view.

It is also a process of expressing the value and benefits a brand has to offer. Copywriting is ubiquitous, so you find it on big posters, local newspaper ads, and every clever slogan and whenever to want to sell something you put postcards near newsagent window you use copywriting again.
Who is Copywriter?

Copywriter is a seller who plays with the words creatively and markets the product artistically. They mainly deliver the words and verbal content that accompanies the visual elements.

Copywriters produce the written words or “Copy” for advertisement; this could include anything from slogans and text for printed ads and leaflets, to radio jingles and scripts for TV commercials. They should have imaginative and excellent writing skills which will help them to get their message across and catch people’s attention. They should have a good business sense and good understanding of advertising industry which will help to write successful advertising campaign.

Who Needs Copywriters?

The market is immense. Every company, small and large, has to promote itself and get the business through leaflets or direct mail letters. And every new product needs a pack that will persuade to buy it.

These days all organizations need to communicate. That includes hospitals, local authorities and charities. So the opportunities for the copywriter are infinite.

Because organizations constantly alter, their literature and ads needs modification regularly. That keeps copywriters busy.

Work Activities of Copywriters

- Working as a team with an art director, who would provide the visual images to go with the copy/words.
- Presenting ideas to the client.
- Writing clear, concise and grammatically correct copy have good interpersonal as well as excellent communication skills.
Copywriting

- Proof-reading copy, checking spellings, grammar and facts
- Think creatively: In context with appealing names, slogans and phrases for the products.
- Accuracy is essential.
- Brainstorming visual and copy idea with other members of the creative team and understand others point of views and take broad feedback.
- Modifying copy until the client is satisfied.
- Overseeing the production phase.

Responsibility of Copywriter

Copywriters create attention-grabbing, informative text, also known as copy that describes and promotes products. They may write copy for print ads, billboards, catalog descriptions, blog entries, television commercials and radio commercials. Copywriting takes many different forms, from concise slogans to detailed sales proposals.

Copywriters are responsible for the linguistic content of adverts. They work across a range of media and formats, interpreting account briefs to compose advertorial content such as slogans, catchphrases, tweets and scripts for TV and/or radio adverts. Typical responsibilities include:

- Producing copy for above the line advertising, which uses mass media like TV, cinema, interactive media, posters and radio scripts to promote brands.
- Below the line advertising, which uses less conventional methods that focus on direct means of communication, like brochures, leaflets, press advertisements and direct mail.
- Discussing the client’s core message, and target audience, taking advertising brief from the client and generating original copy ideas that grabs attention of the target audience.
Introduction to Copywriting

- Should be highly creative and imaginative and curious about client’s product or services.
- Should write and present a variety of copy options to clients (a consecutive series of frames depicting the script and drawings that may be used).
- Be able to work under pressure and manage workloads effectively.
- Must have interest in popular culture and in new trends of advertising and techniques.
- Should understand different language styles that appeal to various target markets.

Specific Duties

- Interpreting account briefs.
- Researching clients, their competitors, and the target audience.
- Producing original, clear, and credible ideas/messages/scripts, and presenting these to clients and colleagues.
- Monitoring campaign effectiveness.
- Liaising with clients and colleagues, and meeting project teams to consider advertising requirements.
- Updating and amending campaigns according to feedback.
- Supervising junior staff.
- Writing reports.

Attributes of Good Advertisement Copy
(Principles of Copywriting)

1. It is concise: Brevity is the soul of wit. Most readers are attracted towards the shorter advertisements. Being concise is not reducing words or chopping sentences. It is the meticulous work of eliminating and substituting the words without jeopardizing the meaning. It cuts to the core; it is to the point to cover all.
   Eg: headline “Everyday growth everyday horlicks”
   Effortless photo books made with love – Montage

2. It is clear: A clear copy is one which is easily and quickly read and grasped by the readers. It is unambiguous and self-explaining. It is one that clicks immediately. Clarity gives clue to interpretation. The manner in which a copy is interpreted is
dependent on factors like local traditions, habits, customs, and nationality.

E.g.: If you don’t have an I-phone well, you don’t have an I-phone - Apple

3. **It is apt**: A copy is apt that matches the needs and counts of the prospects. Writing an apt copy is the art of putting in the words that create strong desire to possess the product where the product features or the qualities satisfy the consumers’ desire to possess. Copywriter is to place himself in the position of a customer to make it appropriate. He is to use the most suitable USP.

   E.g.: don’t rely on something just because it fits – Volkswagen original parts.

4. **It is personal**: Copy must contain information and facts about the product or service but that is not the point to keep the focus on, the focus should be on the customer and their needs, wants, desires and their emotions towards the product which will help to sell it. A personal copy is specific where generality is dismissed to do away with ambiguity. A personalized copy is centered on the prospect. It presents something of interest to the prospect. It is an individualized appeal copy. It is written from ‘prospect’ to ‘product’ rather than ‘product’ to ‘prospect’. The copy has ‘you attitude’.

   E.g.: The ad for Lakme Deep Pore Cleansing begins with the headline “There’s a lot that shows on your face”

5. **It is honest**: Credibility or believability of an advertisement message is decided by the extent of honesty. An ad to be good must be truthful. Misleading and unprofessionally presented facts made in the copy only damage the reputation of selling house. One of the surest ways of winning the hearts of the consumers is to be honest. ‘Honesty’, here, implies ‘commercial honesty’ and not the ‘judicial’.

   E.g.: The honesty, sincerity and genuineness of Air Sahara comes across in its ad where the body copy says – as hard as we may try at this time of the year (winter), there are chances of flight delays due to weather conditions. Every step is taken to help passengers get to their destinations on time. To make this process easier, we need your help too.

6. **It is conforming**: Every ad copy is to conform to standards, rules, and regulations acceptable to the advertising media and the laws of the land. Anywhere in the world, no copy is
acceptable to any media that offends the morality, declines decency, and ravages religious susceptibilities of people.
That is why; we have not come across ads on cigarettes and alcohols on radio and television. No advertiser can violate the provisions of the Act of Names and Emblems, Drugs Acts of 1940, 50, and 54.

7. **It is provocative:** Grab the reader’s interest by presenting thought provoking questions in headline and move them to read body copy to get the answer.

*The ad for Deccan Chronicle uses an attractive female model asking a provocative question like – “Want to play the number Game?”* The ad actually talks about the impressive figures of circulation of the Deccan Chronicle.

8. **Its saves time:** Reader’s time is very precious so don’t waste your reader’s time trying to “warm them up”. If they get that far, there’s blood flowing already. People are busy creatures. If target loses interest, there is neither sale nor. Get on with it! Give them the answer.

9. **Its guaranteed:** A guarantee gives assurance to the reader that you are reputable and will live up to your promises.

*For example, in the Vim Bar TVC, the anchor promises that if “your” detergent is better than Vim Bar, you will get a year’s supply of your detergent free. This guarantee lends credibility to the offering and induces the viewer to act.*

10. **Its demonstrative:** Photos or demonstration plays the vital role to grab the attention of audiences, so use photos to demonstrate your product or service. If used correctly a picture really is worth a thousand words.

*Maybelline generally use photographs to demonstrate the benefits of using the product – long lasting kajal, lipsticks, smooth skin*

11. **Use graphics to get attention:** Using buttons, icons and arrows can help direct the reader’s attention to important details. If organized correctly they can also help sort facts or messages into categories.

*The ad for Toyota Qualis uses arrows to draw the readers’ attention to the unique features of the vehicle such as integrated bumper; wood finishes paneling, captain seats, etc.*

*Similarly, “Pure it” brand uses the machine to demonstrate the usage and show-case the features.*
12. **Offer testimonials**: Offer short, reputable testimonials. People want to hear the opinion of others about your product or service.

*Diana Hayden – Miss World 1996 offers testimonial for Loreal Hair color.*

13. **A memorable slogan**: Use a short, easy to remember slogan that a reader will walk away with on his or her lips.

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<tr>
<th>Slogan</th>
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<td>Finger lickin’ good.</td>
<td>KFC</td>
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<tr>
<td><em>Just Do It.</em></td>
<td>Nike</td>
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<td>Impossible is nothing</td>
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<td><em>Yeh Dil Maange More</em></td>
<td>Pepsi</td>
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<tr>
<td>Think different.</td>
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14. **Its responsive**: Many techniques a copywriter can use to get response speak out for readers, tell them to respond, give them a reason to respond offer them a bonus or freebie if they respond.

**Eg:** This can be done by using words like – order now, book now, order today, for a short time only, last chance, etc.

*Service – ICICI Bank – Two Wheeler Loans*

*Take Home Passion (Hero Honda Passion) by just paying Rs. 3999 only*

**Successful Story**

P&G - **THANK YOU MOM** campaign

Olympic games in Vancouver, C2010 winter Canada, P&G signed up to be a sponsor of the US Olympic team and debuted the first corporate campaign – ‘thank you mom’ with the very successful ‘kids’ and ‘you’ll never walk alone’ ads.

**Questions**

1. What is copy?
2. Who is copywriter? Discuss in detail the responsibility of copywriter? (Oct. 11)
3. Explain the work activities of copywriter?
4. Explain the principles of copywriting. (April 12, 12; Oct. 13)
5. How can an advertising copy be successful?