

Chapter 13

Copywriting

❖ WEB REVIEW QUESTIONS

1. There are four types of advertisements in which words are as crucial as, or perhaps more so than, visuals. What are those four situations?

- If the message is complicated, words can be more specific than visuals and can be read over and over until the meaning is clear.
- If the ad is for a high-involvement product, meaning the consumer spends a lot of time considering it, then the more information the better, and that means using words.
- Information that needs definition and explanation, like how a new wireless phone works, is better delivered through words.
- If a message tries to convey abstract qualities, such as justice and quality, words tend to communicate these concepts more easily than pictures.

2. What do we mean by “tone of voice” and why is it important in advertising? Find a magazine ad that you think has an appropriate tone of voice for its targeted audience (the readers of that particular magazine).

To develop the right tone of voice, copywriters write to the target audience. If they know someone who fits the audience profile, then they write to that person as if they were in a conversation. If they don't, then they may go through a photo file, select a picture of the person they think fits the description, and write to that person

3. What is adese and why is it a problem in advertising copy?

Formula writing, a well-known problem called **adese**, violates all the guidelines for writing effective copy. It is full of clichés, superlatives, stock phrases, and vague generalities.

Another type of adese is **brag-and-boast copy**, which is “we” copy written from the company's point of view with a pompous tone.

4. What is the difference between direct and indirect action headlines? Find an example of each and explain how it works.

Headlines can be grouped into two general categories: **direct** and **indirect action**. Direct headlines are straightforward and informative and often link the brand with a

benefit. Indirect headlines are not as selective and may not provide as much information but may be better at drawing the reader into the message.

5. What qualities make a good tagline or slogan?

To be successful, taglines and slogans have to be catchy and memorable.

6. What is the primary role of body copy and how does it accomplish that?

Body copy includes the elements that are designed to be read and absorbed. It is the text of the ad. It's usually smaller-sized type and written in paragraphs or multiple lines. Its purpose is to explain the idea or selling point. It develops the sales message, states the argument, summarizes the proof, and provides explanation. It is the persuasive heart of the message. You win the consumer over with the argument presented in the body copy.

7. What differences can you describe between newspaper and magazine advertising copy?

Newspaper advertising is one of the few types of advertising that is not considered intrusive because people consult the paper as much to see what is on sale as to find out what is happening in City Hall. For this reason, the copy in newspaper advertisements does not have to work as hard as other kinds of advertising to catch the attention of its audience or entertain. As a result, most newspaper advertising copy is straightforward and informative.

Magazines offer better quality ad production, which is important for brand image and high-fashion advertising. On the other hand, consumers may clip and file advertising that ties in with the magazine's special interest as reference information. This type of magazine ad can be more informative and carry longer copy than do newspaper ads. Copywriters take care to craft clever phrasing for the headlines and the body copy.

8. What does "theater of the mind" mean to a radio copywriter?

Radio's special advantage, referred to as **theater of the mind**, is that the story is visualized in the listener's imagination. The copywriter uses voice, music, and sound effects to help the listener visualize.

9. What are the primary tools used by the radio copywriter?

The tools are the audio elements that the copywriter uses to craft a commercial, which are voice, music, and sound effects.

10. What are the major characteristics of TV ads?

Television is a moving image that makes the medium so engaging. Words are fused with images to present a creative concept as well as a story. Television reinforces verbal messages with visuals or visuals reinforce verbal messages. Viewers watching a program can be very absorbed. Television can touch our emotions and show us how things look and work. Television can be very persuasive.

11. What are the two forms used by copywriters in planning a TV commercial?

Commercials are planned with two documents—a television script prepared by the copywriter and a storyboard drawn by the art director.