



ASP PRESENTATION

COPYWRITING

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COPYRIGHT V/S COPYWRITING?



Copyright is the ownership a person has of a creative work he has produced.

No one can reproduce it or use it without your permission.

It can be a book, an article, a photo, etc.



Copywriting is writing content created for promotional purposes, such as advertisements and brochures.

In publishing terms, copy is simply the industry term for words.

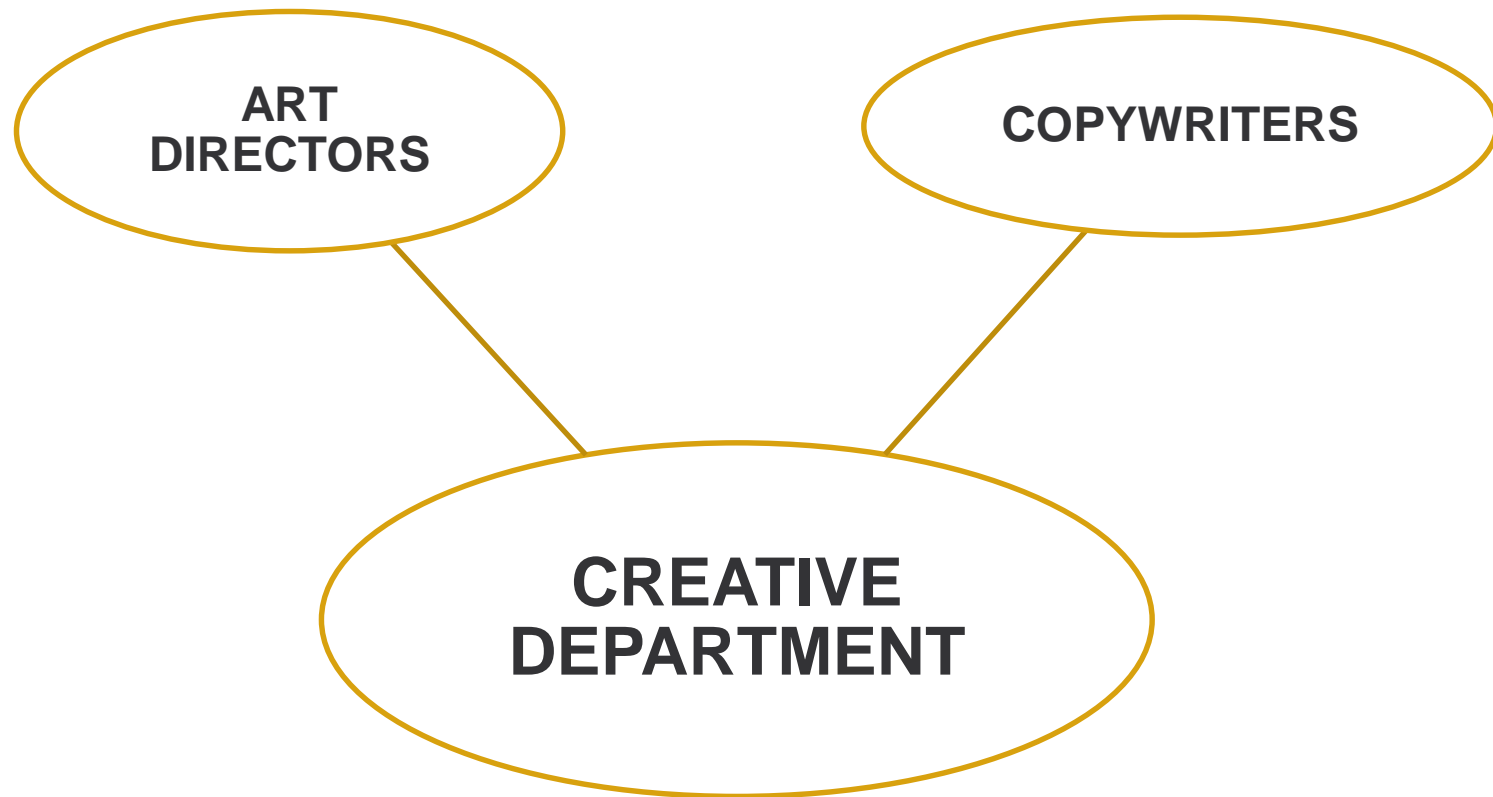
COPYRIGHT V/S COPYWRITING?

Copywriting is indirectly related to **Copyright**

**A person who provides text for publications
is a copywriter (not a copyrighter)**

**He or she owns the copyright
(not copywrite) to the work.**

ADVERTISING IS BOTH AN ART AND SCIENCE



Advertising agencies partner copywriters with art directors

HOW IS COPYWRITING A SCIENCE?



“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
Gabay's Copywriters' Compendium

The copywriter contributes in creating an **advertisement's verbal or textual content**, which often includes receiving the copy information from the client.

This should be **compelling and persuasive content**.

The art director has ultimate responsibility for **visual communication** and, particularly in the case of print work, may oversee production.

TYPES OF COPY

Display copy

Includes all elements that readers see in their initial scanning
Headline Call-outs Taglines Slogans

Body copy:

Elements that are designed to be read and absorbed
Such as Text of the ad message and captions

Display copy is copy in a type size larger than that of the body copy and is meant to entice readers into reading the body copy

DISPLAY COPY

**We don't hire Turks,
Greeks, Poles, Indians,
Ethiopians, Vietnamese,
Chinese or Peruvians.**

BODY COPY

**We hire individuals. We don't
care what your surname is.
Because ambition and
determination has nothing to
do with your nationality.**

Nor Swedes, South Koreans or Norwegians. We hire individuals. We don't care what your surname is. Because ambition and determination have nothing to do with your nationality. McDonald's is one of the most integrated companies in Sweden, with as many as ninety-five nationalities working for us. Join us at mcdonalds.se



IMPORTANCE OF COPYWRITING

Copywriting is important because it relates directly to how you communicate with your target.

1. The Copy Tells the Target What to Do

The most important reason that good copywriting is important is because it tells the target what to do as well as provide the target the proper motivation for performing the action.



2. The Copy Conveys a Message

Many commercials and ad campaigns are informational in nature. Copy is important to convey a message, but can only be effective if it is clearly written.

3. The Audience Will Remember the Copy

It is important to select the right copy for an ad or commercial because your **target will remember what you told them.**



Tiger Woods (Nike AD)

4. The Copy Makes the Target Feel an Emotion

In order to get your target to perform an action, you must get them to first feel an emotion. Some commercials use confusion, others humor, and still others create a **sense of fear** in the target.



Funeral Services AD



5. The Copy is Part of Your Overall Branding

The copy you use in your commercials and ads is part of your overall branding strategy. This means that your copy will reflect on your brand as much as will your color scheme, your uniform, and even your product or service.

iPhone 5

The biggest thing to happen
to iPhone since iPhone.

MORE EXAMPLES

**WE HEARD YOU LIKE BURGERS,
SO WE PUT BURGERS IN YOUR BURGER.**



HAVE IT YOUR WAY

come
as you
are.







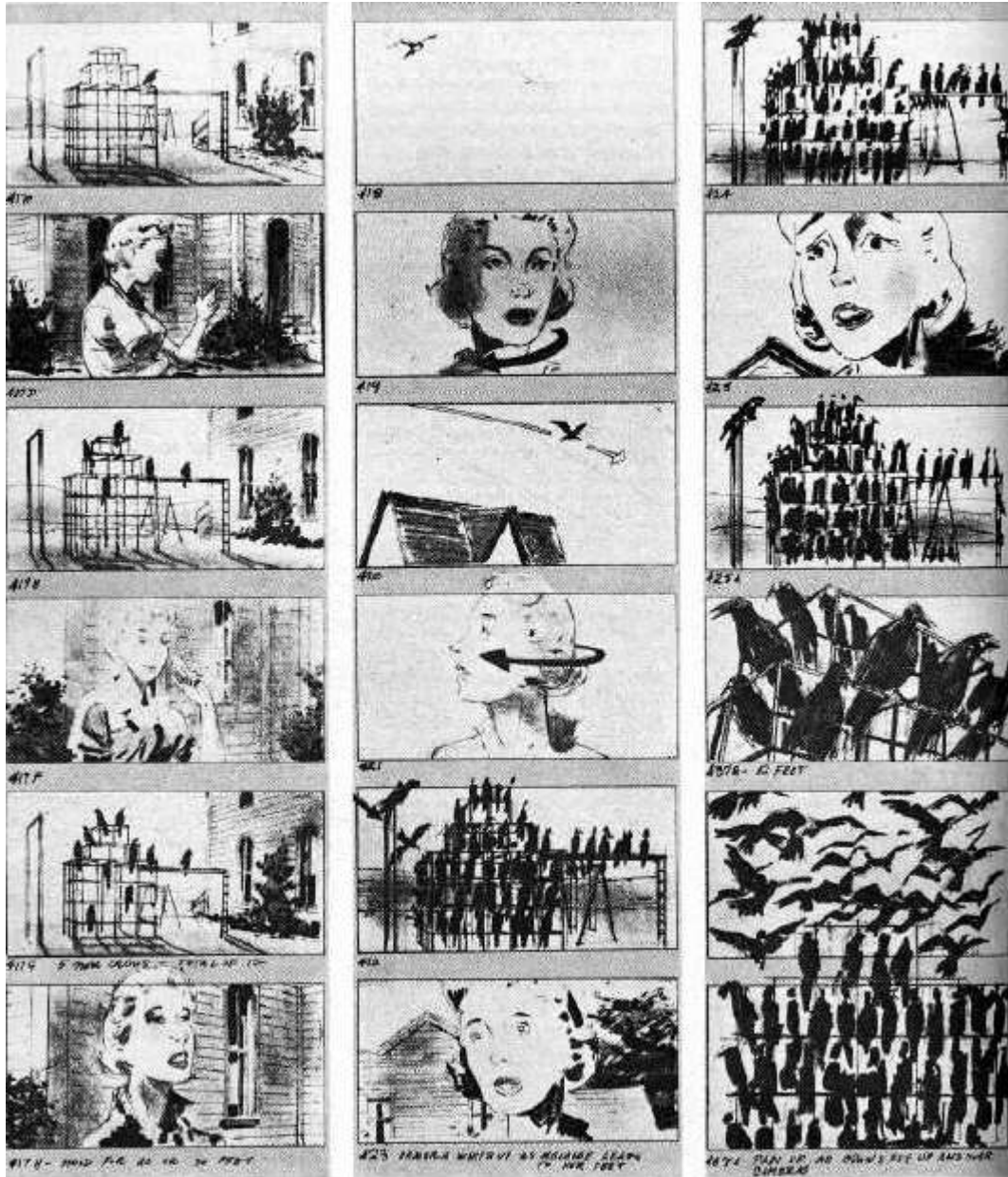
ADVERTISING STORYBOARD



An advertising storyboard is a technique used by advertising agencies to plan and present concepts for television commercials.

Think of the storyboard as a **visual script** or a blueprint for the “look” of the completed project.





Alfred Hitchcock
(**Master of Suspense**)
insisted that
every shot of every
sequence be carefully
storyboarded before
shooting ever began.

Hitchcock's films follow
the storyboard
very closely.

BASIC PURPOSE OF STORYBOARD

Storyboarding serves **two basic purposes**:

First, it acts as a process tool.

That simply means that the process of creating the storyboard helps visualize the final product.

Its **second** purpose is to act as a **communication tool**.

Since even small video or multimedia projects usually involve teams of people, and often clients or producers, we need some way to convey the look and sequencing of a project to many different people.

Like scripts, storyboards often undergo significant revisions as a project evolves, and as various specialists offer feedback.

STORYBOARD CONCEPT

Creative teams in advertising agencies plan commercials by developing initial **concepts**. A copywriter and art director work together to develop ideas to meet the objectives of the commercial.

When they have agreed on an approach, they use a **storyboard** to work out their ideas in detail. A storyboard template provides a series of panels which the team uses to portray each scene or frame of the commercial with a sketch.

The copywriter adds the appropriate words from the script to each frame.

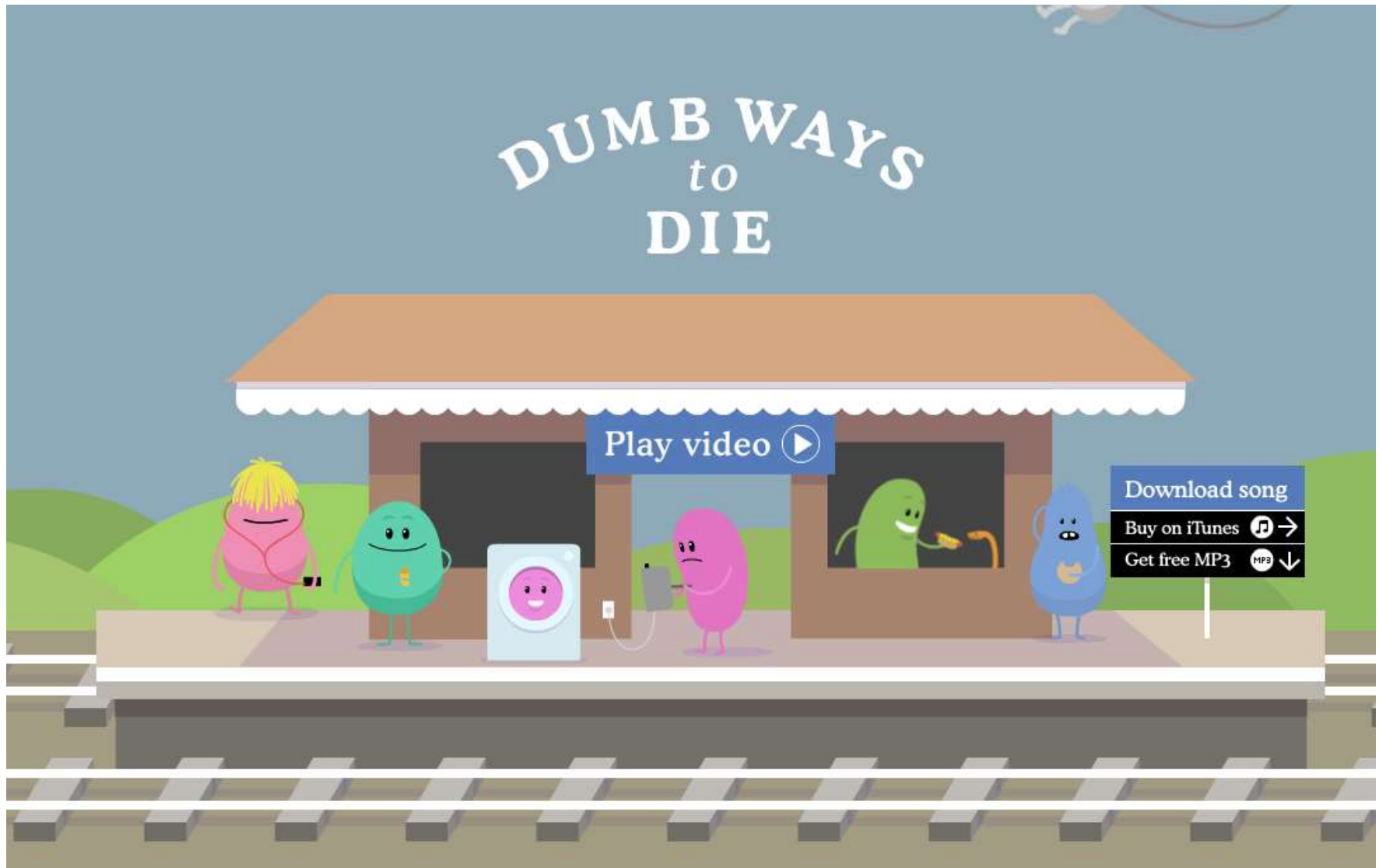
IMPORTANCE OF STORYBOARDS

The production version of the storyboard provides a **visual brief** to the director who will shoot the commercial.

The director uses the storyboard to **identify the number of actors needed**, together with the type of location and props required.

The director also checks the storyboard sequence to **ensure there are no missing elements** or scenes that would be difficult to shoot.

Attention to detail in the storyboard helps **prevent delays or hidden costs** at the production stage.



CASE: DUMB WAYS TO DIE

This AD transformed a boring topic and made it remarkably interesting.

Be Safe around Metro Trains

The campaign was devised by advertising agency **McCann Melbourne** and the campaign was co-sponsored by **Metro Trains Melbourne**.

It appeared in newspapers, local radio, outdoor advertising, throughout the Metro Trains network and on various online websites like Tumblr in the form of animated GIFs.

AWARDS EARNED

The campaign won seven **Webby Awards in 2013.**

It won three **Siren Awards:**

Gold Siren for best advertisement of the year

Silver Sirens for the best song and best campaign

It won the Grand Trophy in the **2013**

New York Festivals International Advertising Awards.

It won five Grand Prix awards,

18 Gold Lions, three Silver Lions, and two Bronze Lions

at the **Cannes Lions International Festival of Creativity**

(which was the most for the campaign in the festival's history).

COPYWRITING

“A combination of innocence, playfulness and vocal integrity”

- John Mescall (McCann Executive Creative Director)

Poke a stick at a **grizzly bear**

Set **fire** to your hair

Use your private parts as **piranha** bait

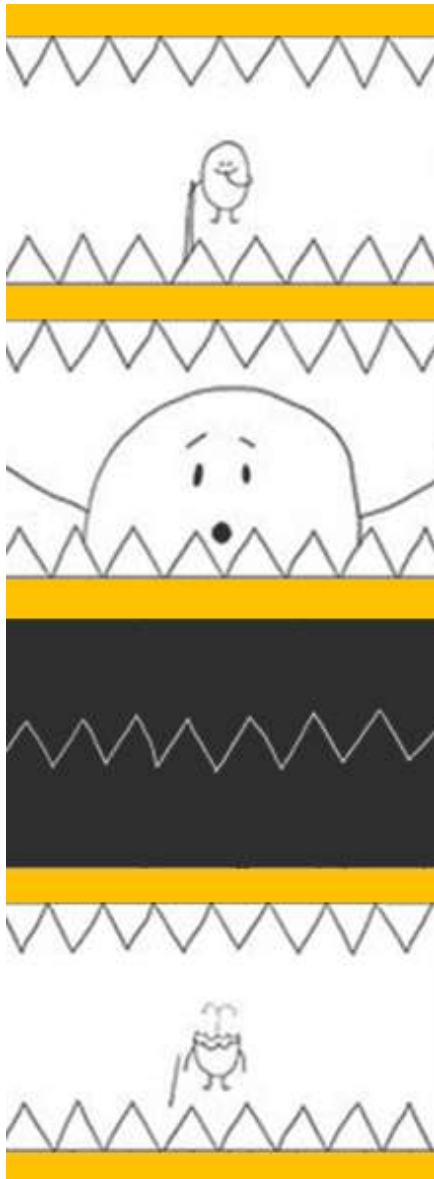
Run across train tracks ‘cos you’re late

DUMBEST WAYS TO DIE



The image displays a 4x4 grid of 16 comic panels. The second row is highlighted with a red border. The sequence of events is as follows:

- Panel 1 (Row 1, Col 1): A small character is standing in the center of the panel.
- Panel 2 (Row 1, Col 2): A small character is standing in the center of the panel.
- Panel 3 (Row 1, Col 3): A character with a large, round, black mouth is looking forward.
- Panel 4 (Row 1, Col 4): A large, solid black circle is in the center of the panel.
- Panel 5 (Row 2, Col 1): A character is standing on the left side of the panel, looking towards the right.
- Panel 6 (Row 2, Col 2): A character is standing in the center of the panel, looking surprised.
- Panel 7 (Row 2, Col 3): A large, solid black circle is in the center of the panel.
- Panel 8 (Row 2, Col 4): A character is standing on the right side of the panel, looking towards the left.
- Panel 9 (Row 3, Col 1): A character is standing on the right side of the panel, looking towards the left.
- Panel 10 (Row 3, Col 2): A character is standing in the center of the panel, looking surprised.
- Panel 11 (Row 3, Col 3): A character is standing in the center of the panel, looking surprised.
- Panel 12 (Row 3, Col 4): A character is standing in the center of the panel, looking surprised.
- Panel 13 (Row 4, Col 1): A character is standing on the left side of the panel, looking towards the right.
- Panel 14 (Row 4, Col 2): A character is standing in the center of the panel, looking surprised.
- Panel 15 (Row 4, Col 3): A character is standing in the center of the panel, looking surprised.
- Panel 16 (Row 4, Col 4): A character is standing on the right side of the panel, looking towards the left.



<https://youtu.be/IJNR2EpS0jw>

**BE SAFE AROUND
TRAINS**

