“Baat karne se baat banti hai”

“Built For The Road Ahead”

What does come in your mind? Remember, where did you hear these captions?

The first one is “**Airtel**,” Second belongs to “**Ford**”.

Some punchlines are eye-catching and grab attention at the very first time. Why?

It is because of the fascinating words that are used and arranged in a creative way. This chapter discusses the techniques of creative copywriting without creating an issue of copyright.

What is Copywriting?

Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea, or a person. The selection of words and its presentation largely depends upon the media through which it is planned to convey. For example, depending on whether it is a newspaper, magazine, hoarding, radio, television, or internet, the script will vary accordingly.

However, whatever is the type of media, the purpose of copywriting is the same i.e. promotion. Therefore, it should be persuasive enough to be instantly attention grabbing.

Elements of Copywriting

Copywriting has some essential elements required to develop a convincing ad. Following are the significant elements −

* **Heading** − Headline gives the first impression and lasts on readers’ mind, therefore, it should be eye-catching. Heading should tell – what it is all about your ad in a very few words, ranging from 3 to 30 words.
* **Body copy** − Write body copy in such a way that it seems as the continuity of the heading. Provide details of all the features and benefits that you are claiming for. The language should be promising and trustworthy.
* **Slogans** − Think of *"The ultimate driving machine"* (BMW); *“Just do it”* (Nike); *"Because I'm worth it"* (L'Oréal), what comes to your mind? The moment, you hear the slogans, you link it with the respective brand not only because you have heard it many times, but rather it works. A well-written and effective slogan is a trustworthy brand representative. However, your slogan should be small and crispy giving meaning to your brand.

A **slogan** is slightly different. It’s also a few words that bring your company to mind, but are intended to be less long lasting. The word slogan comes from a Scottish word meaning "battle cry." Your slogan goes with the battle you are waging **right now**. That means slogans are often used only for one product, or one campaign. A slogan may change regularly according to your campaigns to advertise a specific aspect of a product or service, while a company tagline is used consistently for a company as a whole. Because slogans change often, they are usually current and modern. It gives an impression of being new and trendy. Some marketers refer to slogans as product taglines, as opposed to company taglines.

* Example of Disneyland’s **slogans** from some of its campaigns:

"Where dreams come true"    
"I'm going to Disneyland”    
"Where the magic began"

* **Taglines** − Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, “she went in search of answers, and discovered a love she never expected,’ Book Name “Faithful” and Writer - Janet Fox. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.

A **tagline** is  a short, powerful phrase that is associated with your company name. It represents the tone and feeling you want for your products or services. It is often part of your company graphics e.g. the logo and letterhead. It stays with you all the time. It'll only change when you want to totally redefine your company. In many cases the tagline becomes so well known that it is instantly recognizable.

* Example of Disneyland’s **tagline**: **The happiest place on Earth.**
* **Jingle Lyrics** − More often accompanied with background music, iingle lyric is a short slogan, tune, or verse written to be easily remembered (especially used in advertising). For example, Fanta: "Wanna Fanta, Don’t You Wanna?" It should be small, crisp, and rhythmic (like a song) so that it registers with people at once and they remember it.
* **Scripts** (for audio and video ad) −Scripts are the descriptions of an ad that narrates the dialogues, actions, expression, and movements of characters. Since, script is a complete guidelines of an ad; therefore, it should be written meaningfully, orderly, and nicely.
* **Storyboard** An advertising storyboard is a technique used by advertising agencies to plan and present concepts for television commercials. A series of illustrations provides a representation of the finished commercial in its proposed sequence. The storyboard technique had its origins in the film animation industry and is a convenient method of showing a moving sequence without the expense of filming
* **Others** − (White Paper, Press Release, & other written material such as emails, articles, and blog (for the internet)): These are all promotional write-ups written purposefully to promote a particular product/service. So, while writing white paper, press release, articles, blog, or even an email you need to focus or emphasize ONLY on one product that you want to promote. You need to describe all features and offers of the respective product in simple and plain language.

Art of Copywriting

The basic purpose of an ad is to fascinate people. Only after catching people’s attention, an ad arises interest and desire to buy the product. Therefore, it should be an eye-catching and interesting. Copywriters play a very important in the advertising industry, as they are the ones to choose the right word or phrase to connect with the audience.

Copywriting is the art of creative and persuasive writing that goes a long way to sell the product or an idea. One of the most traditional, but successful techniques of copywriting is “AIDA” i.e. Attention, Interest, Desire, and Action.

Copywriting Techniques

Following are the techniques of persuasive copywriting −

* **Use Action Words** − Such as watch, look, ask, get, etc.
* **Use of Buzzwords** − Normally, buzzwords are eye-catching such as now, today, etc.
* **Use Exciting or Emotive words** − Such as amazing, wonderful, beautiful, etc.
* **Use Alliteration** − Use meaningful words of similar sound. For example, Don’t be vague, ask for Haig.
* **Use Colloquial words** − Colloquialisms in copywriting is pretty popular and effective. For example, ‘Pick ‘n Choose.’
* **Use Punctuation** − Proper use of punctuations and grammar is an important aspect so that you can pass the right message.

Pay Attention while Writing Headlines

* Try to keep headline as small as possible (5 to 10 words are ideal).
* Use meaningful and striking words to make heading persuasive.
* Try to use brand name in the headline.
* Stick with the typeface in a headline.

Pay Attention while Writing Subheading

* Subheading should support the headline.
* It should be appealing so that the reader is impressed to read the body copy.
* Use minimum, but meaningful and fascinating words in subheading.

Pay Attention while Writing Body Copy

* Try to keep the sentences in present tense.
* Use simple and familiar words.
* Keep the sentences small, and do not lose the link between the sentences.
* Use singular noun.
* Use active verbs.
* Convey message as if it is a new information to grab attention.
* Avoid using clichés and superlative words.

Protect Yourself From

* Using any vague word or sentence.
* Using many adjectives.
* Copying any others’ sentences (Copyright issue).
* Using unfamiliar words; your target audiences are not language expert.
* Be honest; do not promise something, which is not there.
* Do not use too many words (avoid wordiness); you have limited space.
* Your message should not be violating anyone’s right or feelings; you have to be honest and true.