

Copywriting Portfolio

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Brief 1 - Uber (Radio)

Rationale

Uber are a multinational on-demand private car hire company, providing a cheaper, more transparent alternative to taxi cab hire in Australia and 82 other countries around the world (Uber, 2017). Their new campaign aims to recruit more Uber drivers, targeted at men and women holding a full licence aged 25-50, as this demographic describes the majority of Uber employees (Uber Global, 2015).

The single minded proposition for this advertisement was “make your car work for you”. The following copy realises this through drawing attention to the many ongoing costs of operating a car, such as fuel, registration, insurance and tyres, and using the sound of a cash register to signify the money people are paying for each of these occurrences.

Following these, the line “most people work for their cars” is used to position listeners that the money they earn is being taken by driving. The ad finishes by using a call to action, in “Don’t be most people / Become an Uber driver today”, to make listeners feel empowered to change their current situation and start making their cars work for them.

Copy

CLIENT: **UBER**
PRODUCT: UBER DRIVERS
MEDIUM: 30 SEC RADIO
COPYWRITER: ADAM JACOB
DATE: 18 OCTOBER 2017

ANNCR: The fuel.
SFX: (CHA-CHING OF CASH REGISTER)
ANNCR: The rego.
SFX: (CHA-CHING OF CASH REGISTER)
ANNCR: The insurance.
SFX: (CHA-CHING OF CASH REGISTER)
ANNCR: The new tyres.
SFX: (CHA-CHING OF CASH REGISTER)
ANNCR: Regular services.
SFX: (CHA-CHING OF CASH REGISTER)
ANNCR: Most people work for their cars. Don’t be most people.
SFX: (CLEAN, MODERN ENGINE PURRS AND DRIVES AWAY)
ANNCR: Become an Uber Driver today and start making your car work for you, at uber.com.

Brief 2 - Queensland Health (Traditional Outdoor)

Rationale

Queensland Health are the government body that oversees medical practices in Queensland, and their product for this brief is child immunisation in affluent areas. Studies have shown that parents who do not immunise their children are significantly more likely to be highly educated in upper and upper middle classes, due to parents believing that only poor people need vaccinations (Hull, Lawrence, MacIntyre, & McIntyre, 2004).

The single minded proposition for this advertisement was “children from affluent areas need to be immunized too”. The copy visualises this through a fear campaign, by juxtaposing the trappings of a prosperous life, such as expensive cars, private school uniforms and expensive jewellery, with gross, easily preventable illness. The headline articulates the visuals by telling parents that the things they buy to keep their children safe won't keep them disease free, but a free vaccination can.

The ad will be presented on billboards for parents to see on their commutes while dropping off and picking up kids from school, or while travelling to and from work, and therefore the headline copy is limited to 10 words due to how brief exposures to the ads will be.

Copy

CLIENT: QUEENSLAND HEALTH
PRODUCT: CHILD IMMUNISATION
MEDIUM: BILLBOARD
COPYWRITER: ADAM JACOB
DATE: 18 OCTOBER 2017

VISUAL SETTING: (INTERIOR OF A HIGH END RANGE ROVER - LEATHER SEATS, CLEAN, OBVIOUSLY EXPENSIVE)

MOTHER VISUAL: (SITTING IN THE DRIVER'S SEAT IS A SMILING, ATTRACTIVE WOMAN DRESSED IN WHITE, IN HER LATE THIRTIES, WITH PERFECT MAKEUP AND EXPENSIVE LOOKING BUT SUBTLE JEWELLERY - BATHED IN A SUBTLE WHITE GLOW)

CHILD VISUAL: (SITTING IN THE BACK SEAT OF THE CAR IS A BLONDE CHILD AGED 8-10, WEARING A SMART SCHOOL UNIFORM FOR AN EXPENSIVE PRIVATE SCHOOL - HE IS IN MID COUGH, LOOKS EXTREMELY SICK AND IS BATHED IN A SUBTLE DARK LIGHT TO SIGNIFY ILLNESS)

HEADLINE: Luxury 4WDs won't stop your child from contracting preventable diseases.

LOGO: (QUEENSLAND HEALTH LOGO)

BYLINE: Find out more at health.qld.gov.au

Brief 3 - Shudder (Guerilla Campaign)

Rationale

Shudder is a streaming site specifically for fans of the horror genre, and the goal of this advertisement is to inform potential customers of the site, and to increase hype around the new experience. The target audience was defined as men and women aged 18 to 35 who would describe themselves as horror fans.

The single minded proposition for this advertisement was “a world of horror for the horror fan”, and the concept of creating an enclosed world of horror influenced the direction of the campaign. In order to allow people to get an idea of what the horror experiences on Shudder are like, the Shudderzones can provide an immersive experience lasting a couple of minutes that gives participants an idea of what the service entails, while increasing hype around the brand through the ephemeral and limited nature of the campaign.

Copy

Popup “ShudderZones” would be erected in busy areas in CBDs to increase visibility. They would be roughly 3m * 5m at the base and 2.5m high, with Shudder branding and website address on the outside.

Inside, participants would be assaulted by a flashing lights through the pitch black and horror visuals from Shudder programs projected onto each wall. Horror sounds such as screams, slashes and blood splashes would be played loudly over speakers, and additional effects such as blowing cold air and creating mist in the ShudderZone would further enhance the experience.

The combination of these effects would create an immersive world of horror for participants, who would be provided with further information on what Shudder is and how to sign up on exit from the building.

Brief 4 - Hemingway's Brewery (Billboard)

Rationale

Hemingway's Brewery are an iconic brewery in Port Douglas, and are looking to advertise their new Cairns store through a billboard advertising campaign. The target audience for this brief are people aged 25 - 35, who could be identified as hipsters and who seek out specialty craft beers.

The single minded proposition for this advertisement was "flavours as big as the legends that inspired them", and the advertisement that was made answers this through depicting the beers as literally the same size as legendary explorers, and using similar features such as old fashioned hats, large beards and hiking gear on both the explorers and the beers to make them seem more similar to the viewer.

The copy of the ad uses a variation on the SMP to sell the ad, and tells customers that the beers are coming soon to Cairns. The ad does not specifically mention Hemingway's Brewery other than the logo, to make it seem less a focus on the brand and more on the beers themselves, and to make viewers interested in looking the ad up to find out more about the product.

Copy

CLIENT:	HEMINGWAY'S BREWERY
PRODUCT:	CRAFT BEERS
MEDIUM:	BILLBOARD
COPYWRITER:	ADAM JACOB
DATE:	18 OCTOBER 2017

<u>VISUAL:</u>	(SNOWY MOUNTAIN IN THE CLOUDS, WITH A CITY OF GOLD JUST IN VIEW AT THE TOP OF THE MOUNTAIN)
<u>EXPLORERS VISUAL:</u>	(GROUP OF LARGE, "LEGENDARY" MEN AND WOMEN HIKING UP THE MOUNTAIN TOWARDS THE CITY OF GOLD, WEARING HIKING GEAR AND COATS. THE MEN HAVE DISTINCTIVELY LARGE, IMPRESSIVE BEARDS AND OLD FASHIONED HATS ON, THE WOMEN LOOK STRONG AND HARDY WITH FAKE BEARDS AND THE SAME HATS - SHOULD HAVE AN EARLY SETTLERS VIBE)
<u>BEER EXPLORER VISUAL:</u>	(WITH THE GROUP OF EXPLORERS, A PERSON-SIZED HEMINGWAY'S CRAFT BEER IS ALSO HIKING TOWARDS THE CITY, WITH A SIMILAR COAT, BEARD AND HAT TO THE OTHER EXPLORERS)
<u>HEADLINE:</u>	Our Craft Beer flavours are as big as the legends that inspired them. Coming soon to Cairns.
<u>LOGO:</u>	(HEMINGWAY'S BREWERY LOGO)

Brief 5 - Snack Brands Australia (Outdoor Bus Shelter Campaign)

Rationale

Snack Brands Australia are the makers of many popular Australian snacks, and this advertisement focuses on their French Fries potato straws brand. The target market for this campaign has been defined as school children up to young adults, who may have had French Fries when they were younger but have since forgotten about them, and therefore the campaign is designed to remind customers of the classic taste and crunch of French Fries by presenting them in a new, fun manner.

The single minded proposition for this brief was “a fun snack that looks like French Fries”. The ad conceptualised responds to this by claiming that French Fries are ‘authentically French’, juxtaposing them with stereotypically French things, such as baguettes, croissants, and the Eiffel Tower. Each French item has small facial expressions, inspired by a French Foods graphic on Pinterest (Appendix 1) to highlight the fun nature of the snack.

The headlines follow on from the visuals by asking viewers to put some crunch in their lunch, mentioning their ‘authentic’ nature, and using the french “le” instead of “the” to further the joke in the ad. Finally, the call to action in the byline tells viewers to get transported to France, and experience what the French call “a very good chip” - this is to make viewers expect the words to be in French, but instead be amused by seeing a typically Australian phrase.

Copy

CLIENT:	SNACK BRANDS AUSTRALIA
PRODUCT:	FRENCH FRIES ORIGINAL CRUNCHY POTATO STRAWS
MEDIUM:	OUTDOOR BUS SHELTER
COPYWRITER:	ADAM JACOB
DATE:	18 OCTOBER 2017

<u>VISUAL:</u>	(LOOKING DOWN INTO AN OPEN SCHOOL LUNCHBOX FULL OF TYPICAL “FRENCH” THINGS EACH OF WHICH HAVE FACIAL CHARACTERISTICS ADDED TO THEM, INCLUDING A MINIATURE EIFFEL TOWER WITH A MUSTACHE, A SMILING CROISSANT WEARING A BERET, MACAROONS WITH SMALL SMILING FACES, A WEDGE OF SWISS CHEESE WITH A SURPRISED EXPRESSION, AND A BAGUETTE WITH A WIDE SMILE - THE BASE OF THE LUNCHBOX IS STYLED AFTER THE FRENCH FLAG. IN WITH ALL THESE ITEMS IS AN OPEN PACKET OF FRENCH FRIES WITH TWO SMALL FLAGS COMING OUT OF IT, ONE FRENCH AND ONE AUSTRALIAN)
<u>HEADLINE:</u>	Put some crunch in your lunch with the authentic taste of le Australian French Fry (stylise the “le” and “French Fry” in French style cursive writing, and the word “Australian” in the colours of the flag)
<u>BYLINE:</u>	Get transported to France with the authentic taste of French Fries Original Crunchy Potato Straws, and experience what the French call “a pretty good chip”.

References

- Hull, B. P., Lawrence, G. L., MacIntyre, C. R., McIntyre, P. B., & Others. (2004). Reasons for incomplete immunisation among Australian children: a national survey of parents. *Australian Family Physician*, 33(7), 568. Retrieved from <https://search.informit.com.au/documentSummary;dn=372386598399282;res=IELHEA>
- Uber. (2017). Drive With Uber In Australia. Retrieved October 18, 2017, from <https://www.uber.com/en-AU/drive/>
- Uber Global. (2015, January 22). In the Driver's Seat: A Closer Look at the Uber Partner Experience. Retrieved October 18, 2017, from <https://newsroom.uber.com/in-the-drivers-seat-understanding-the-uber-partner-experience/>

Appendices

Appendix 1 - French Foods graphic



Source: Pinterest

(<https://i.pinimg.com/736x/e3/7b/4a/e37b4a6728bb41cb8f68529315a51694--paris-france-food-la-france.jpg>)