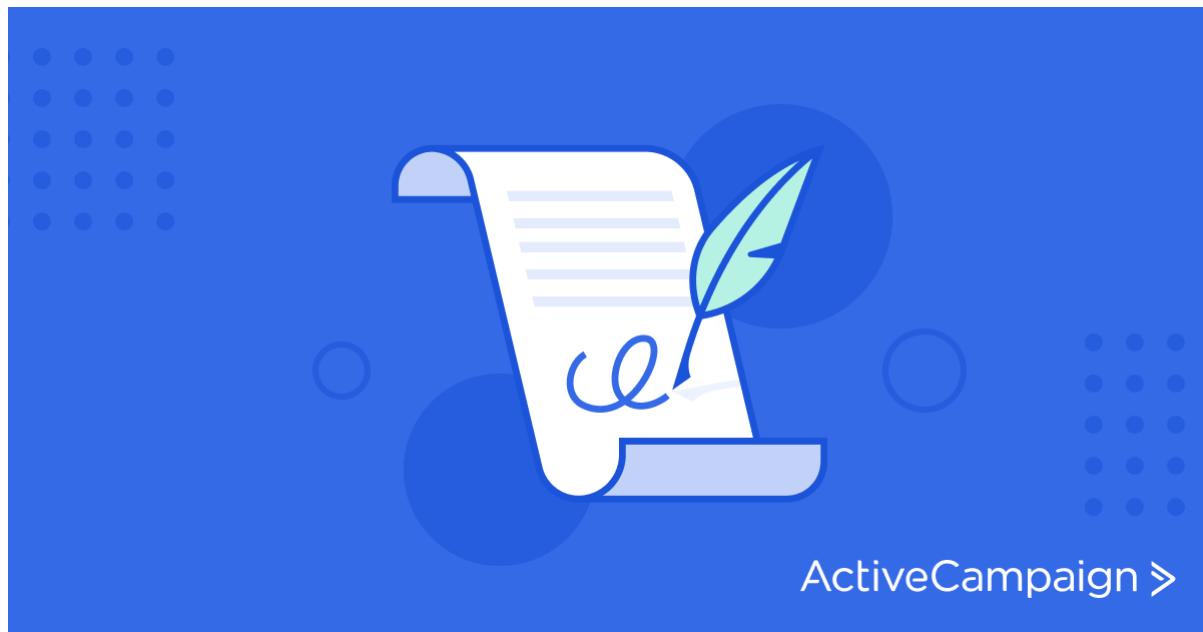


# 10 Memorable Copywriting Examples (and Why They Convert)

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14-17 minutes



Marketing

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*“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.” – Leo Burnett*

Good copywriting is hard. Great copywriting is *really* hard.

That's why so many copywriters keep a swipe file — a collection of tried-and-true copy examples to inspire them when writer's block hits.

In this post, you'll get 10 examples of memorable copywriting to add to your swipe file — and learn why each one works so well.

Keep reading for awesome copy examples from:

1. Basecamp
2. Rolls-Royce
3. Innocent Drinks
4. Ricola
5. Volkswagen
6. Hiut Denim
7. Beachway
8. Pepsodent
9. RXBar
10. Moz

## 1. Know your customer's pain points — and how you solve them (Basecamp)



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# Get it together and manage projects the right way.

**Before Basecamp:** Projects feel scattered, things slip, it's tough to see where things stand, and people are stressed. **After Basecamp:** Everything's organized in one place, you're on top of things, progress is clear, and a sense of calm sets in.

[Give Basecamp a Try](#)

5,320 companies signed up in the last week alone!

*Basecamp's current homepage ([Source](#))*

There's a reason Basecamp is known for their website and sales copy. They use clear, simple, conversational language — the same kind of language their customers use when talking and thinking about their business.

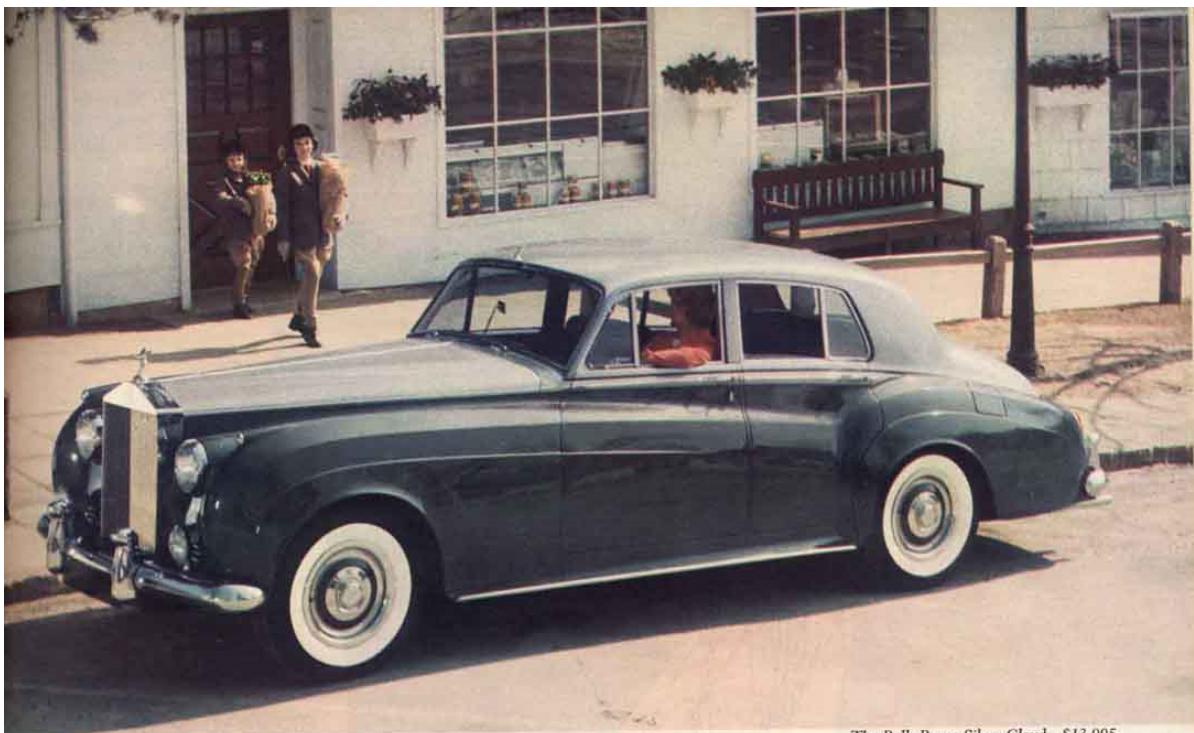
This copy follows a timeless copywriting formula: **PAS**, or Problem, Agitation, Solution. PAS works like this:

1. **Problem:** Clearly lay out your customer's pain point. Here, the pain point is disorganization. Basecamp uses vivid language in the "Before Basecamp" section to show that they know what's going on inside customers' heads.
2. **Agitation:** Twist the proverbial knife by making your copy more emotional. Before you offer a light at the end of the tunnel — your product — make your reader want it even more. Basecamp emphasizes how stressful it is not to have project management in place.
3. **Solution:** You finally get to introduce the antidote to your customers' pain! You can almost feel the relief and "sense of calm" through the language Basecamp uses in the "After Basecamp" section.

*"To use PAS when writing your copy, you simply start with the problem. Then poke at that problem so your reader can't help but feel it. Then, when they're itching for relief, present the solution." — [Joanna Wiebe](#)*

As a bonus, Basecamp includes some social proof under their call-to-action — if over 5k other companies signed up in the last week, it must be pretty amazing, right?

## 2. Specificity and detail (Rolls-Royce)



The Rolls-Royce Silver Cloud - \$13,995

## "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

*What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely patient attention to detail," says an eminent Rolls-Royce engineer.*

1. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.

9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.

10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.

11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

**PRICE:** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

*This Rolls-Royce ad originally ran in 1958 in The New Yorker. (Source)*

David Ogilvy wrote this ad in 1958. Why is it still widely considered one of the best headlines of all time?

Detail and imagery. The headline could say, "The new Rolls-Royce is a very quiet car." But the headline Ogilvy chose — pulled directly from the Technical Editor's write-up in The Motor — offers readers a sensory experience.

The body copy adds even more details: "For example, the engineers use a stethoscope to listen for axle-whine."

"This car is quiet" is a claim that the reader can choose to believe or not believe. But if you say "we used a stethoscope to listen for axle-whine," how can your reader not believe the car is quiet?

You can almost feel the peace and quiet that comes from driving this car. (And in post-war America, peace, quiet, and luxury were all things that the upper class — the ad's audience — craved.)

The lesson: letting the customer paint a picture in their mind immerses them in the ad and makes your product more memorable.

*"In my Rolls-Royce advertisements I gave nothing but facts. No adjectives, no 'gracious living.'" – David Ogilvy*

### 3. Your values are our values (Innocent Drinks)



things we make



If you click "bored?" in the navigation, you can see drawings, old packaging, videos, and photos from the brand. ([Source](#))

The copy on Innocent Drinks' website — from navigation to product descriptions — is cute without being cheesy. "Things we make" is straightforward and laid back, like their brand.

More importantly, this copy says exactly what the product is.

It starts with a clear description: Smoothies made from "the finest fruit." Then it acknowledges what their target customers care about — no "weird things" like additives or artificial colors and flavors in their food. The copy addresses that point right away, before the reader can even wonder about it.

When you anticipate your customers' objections, you can address them before they have a chance to worry. As legendary copywriter [Joseph Sugarman](#) says, "If you feel that your prospect might raise some objections when you are describing a product, then raise the objection yourself."

[When you anticipate your customers' objections, you can address them before they have a chance to worry. Click To Tweet](#)

Show that you know what your audience cares about and that your brand shares those values. Customers will be quicker to trust you — and we're all more likely to buy from people (and brands) we trust.

### 4. Edgy humor (Ricola)

# “She’s <sup>(cough)</sup> just a friend”

Make sure good news sounds like good news.



*“Make sure good news sounds like good news” is a much better tagline for a cough drop brand than something like “cough less.”* ([Source](#))

In 2014, Ricola ran a series of ads with examples of how a misplaced cough could ruin the meaning of a sentence. This ad is:

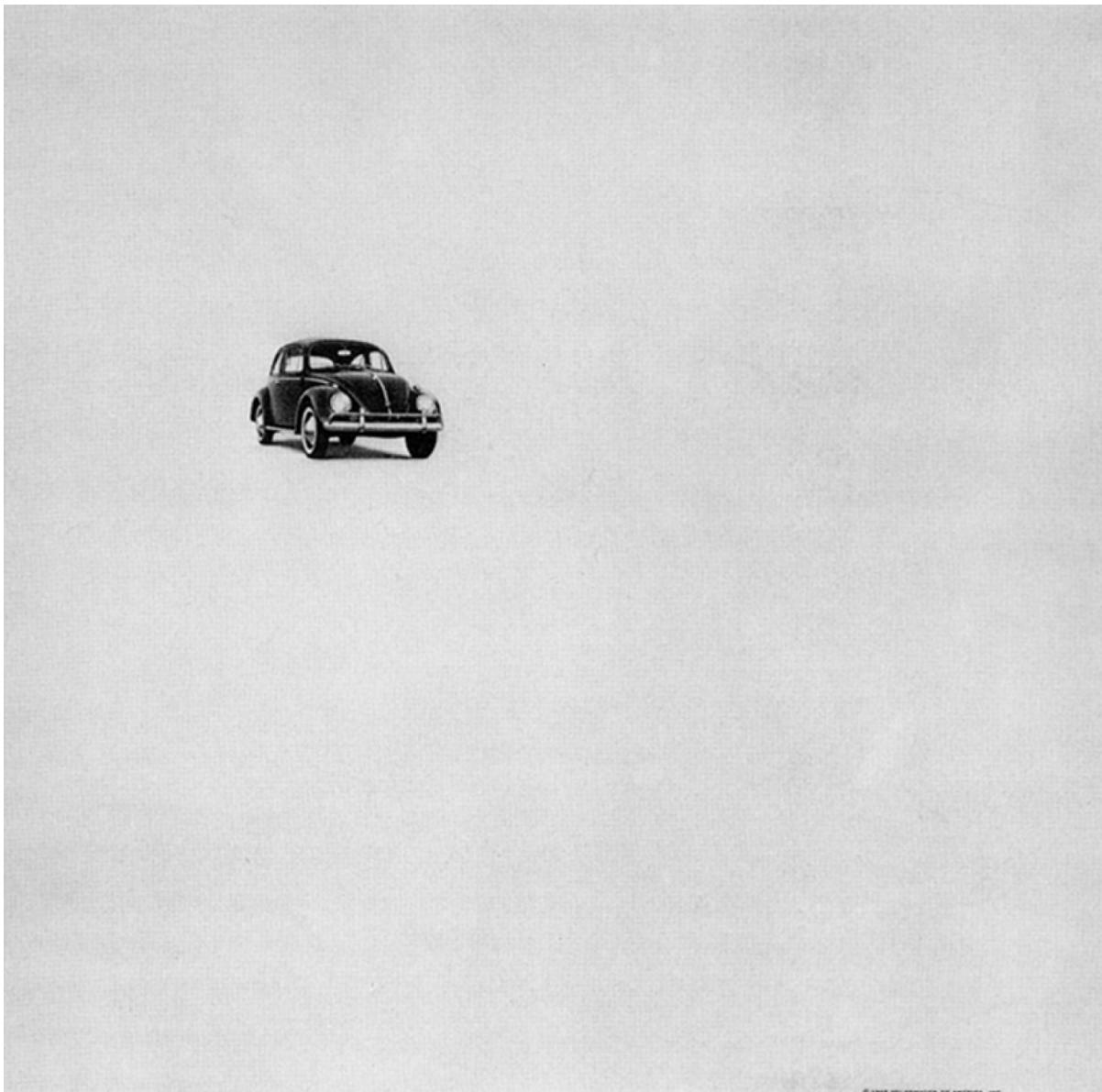
- Funny — especially for an industry that can often be boring and technical
- Slightly edgy (without being offensive)
- Relatable
- Simple
- Memorable

The ad also shows the product — without trying to persuade the reader that Ricola makes the best cough drops. Instead, it combines the photo of recognizable product packaging with memorable copy. The goal? To keep Ricola top-of-mind the next time someone shops for cough drops.

*“For consumers, generally the key benefit of remembering Distinctive Assets is often utilitarian: to help that person find the brand with ease when a future need, where that brand could be the answer, arises.”*  
– Jenni Romaniuk, [Building Distinctive Brand Assets](#)

Including the packaging (and using the same color scheme throughout the ad) helps consumers find the brand once they’re in the store looking for cough drops.

## 5. Understand your customers’ perspective — then flip it (Volkswagen)



© 1967 VOLKSWAGEN OF AMERICA, INC.

## Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance.

Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.



*The car points toward the headline to help direct readers' eyes. ([Source](#))*

*Ad Age* ranked this iconic 1959 VW campaign the “greatest advertising campaign of the century.”

Here’s why.

In the late 1950s, Americans *loved* muscle cars. Volkswagen challenged ad agency DDB to sell the opposite: a small, compact, odd-looking car. DDB met the challenge by sharing the tangible benefits of owning a smaller car:

- Uses less gas
- Cheaper insurance
- Requires less maintenance

When everyone in America was thinking big, DDB flipped the script with one simple slogan: “Think small.” The ad was [printed in black and white](#) — even though full-color ads were the standard. That, combined with the simple slogan and minimalist design, made the ad stand out visually.

In his book *Pre-Suasion*, noted psychologist Robert Cialdini writes that: “Anything that draws focused attention to itself can lead observers to overestimate its importance.”

Volkswagen needed to draw more attention to smaller cars – because they knew that they could increase sales once they got people to consider their arguments. That’s what this ad accomplished.

To surprise your customers, you first need to understand their perspective. By subverting their expectations — both visually and verbally — you can create a campaign that sticks in their minds.

## 6. Straightforward meets brand personality (Hiut Denim)



SHOP MEN'S    SHOP WOMEN'S    OFF GRID    ACCESSORIES    DOCUMENTARY



*Copy from a previous version of [Hiut Denim's homepage](#)*

### Do one thing well

We make jeans. That's it. Nothing else. No distractions. Nothing to steal our focus. No kidding ourselves that we can be good at everything. No trying to conquer the whole world. We just do our best to conquer our bit of it. So each day we come in and make the best jeans we know how. Use the best quality denims. Cut them with an expert eye. And then let our 'Grand Masters' behind the sewing machines do the rest.

There is a great deal of satisfaction to be gained from making something well, of such superior quality that you know it is going to stand the test of time. It makes the hard work and the obsessing over each and every detail worth all the effort. That's our reward. That's why we stick to just making jeans. Yup, we just make jeans. That's all folks.

*Copy from [Hiut Denim's website](#)*



## Women's Jeans

Four Fits: Skinny. High Waist.  
Girlfriend. Slim. Three denims: Two stretch denims, rinsed. One raw denim. We make the best jeans we can, not the most jeans we can.

### Shop Women's Jeans

*Copy from [Hiut Denim's homepage](#)*

Hiut Denim's brand story and values come across well across their website, from their tagline to their "Our Story" copy.

With copy like...

- “Do one thing well”
- “We make jeans. That’s it. Nothing else.”
- “We make the best jeans we can. Not the most jeans we can.”

...you trust that Hiut Denim knows what they’re doing and that they take pride in their jeans. It gives them credibility and makes you want to be a part of what they’re doing.

Consumers are smarter than a lot of advertisers give them credit for; they know they’re being sold to. That’s why your copy needs to be believable; you need to prove why your product is worth buying.

*“The consumer isn’t a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.” – David Ogilvy, [Confessions of an Advertising Man](#)*

Hiut Denim goes beyond “vapid adjectives” — they share real information about their company, the quality of their products, and the work that goes into them.

## 7. Customer language (Beachway)



*"If You Think You Need Rehab, You Do"* was tested against *"Your Addiction Ends Here"* — and generated a 400% increase in clicks. ([Source](#))

This copy for Beachway, a rehab and addiction therapy center, led to a 20% increase in form submissions — even though the form was on a separate landing page.

For more information on how to write a high-converting landing page, take a look at [this guide](#).

What makes it so effective?

It's pulled directly from customer language. Copywriter [Joanna Wiebe wrote this headline](#) based on an Amazon review of a book on overcoming addiction. Using the same words customers use activates their existing mental representations, which helps them organize information.

*"You know that every man is constantly holding a mental conversation with himself, the burden of which is his own interests—his business, his loved ones, his advancement. And you have tried to chime in on that conversation with something that fits in with his thoughts."* – Robert Collier

In other words, using customer language lets you say what they're already thinking. Your customers know you understand them, and your copy instantly becomes more believable.

[Using customer language lets you say what they're already thinking. Your customers know you understand them, and your copy instantly becomes more believable. Click To Tweet](#)

Online reviews are a goldmine of customer language, including:

- What they liked about the product
- The specific problem that they wanted to solve with the product
- How the product solved their problem (or didn't)
- Other things they wished the product included

To learn more about how to do this kind of market research for your marketing copy, check out this article.

## 8. Copy so convincing that it taught the world to brush their teeth (Pepsodent)

April, 1929

Canadian Home Journal

# FILM

## A Dangerous Coating

### That robs teeth of their whiteness

A way to remove it that quickly restores brilliance.

Film, it is agreed, also fosters serious tooth and gum disorders. Please accept free 10-day supply.

**THESE** is a cleverer way to keep teeth white and brilliant. A way science itself devised, to safeguard teeth against the commoner tooth and gum diseases, including germs. A way that polishes enamel.

The source of discolored teeth is a sticky, shiny film. Film, too, is the source of serious dental troubles. Before leaving this—that the approved method today of protecting teeth is by removing film. A special dentifrice called Pepsodent has been compounded with that as its sole purpose.

You can receive a 10-day's supply to try, just send the coupon for your free sample.

**You must get film**

Foul film with your tongue—a slippery, viscous coating. Foul and rotting state that film. Germs by the millions breed in it—germs of many different kinds.

Film becomes into tartar. And germs with tartar are the chief cause of pyorrhea. Film is also the basis of decay.

**The special way to remove it**

Ordinary brushing ways are not successful. You cannot remove film by ordinary brushing methods that test cavities like. Light brushing then can easily remove it.

**FREE—10-DAY TUBE**

is safety to enamel. Old ways may be discarded.

As children's teeth appear you travel at their whiteness. Yours may once again regain that color... May take on a brilliance that is actually amazing. Unsound, dull teeth are known to be converted.

**To remove film**

Perhaps instructive both have tried you have seen to remove film successfully. You want and today we offer you a better than method.

Our Pepsodent tube after a few days discoloring are gone, or, even though before to remove film, you add this addition for free 10-day tube to try.

**Pepsodent**

*The Special Film-Removing Dentifrice*

**Pepsodent**

© 1929 Wm. Procter & Gamble Co., Inc., Cincinnati, Ohio. Manufactured by Wm. Procter & Gamble Co., Inc., Cincinnati, Ohio. All rights reserved. U.S. Patent Office Reg. No. 1,000,000. U.S. Patent Office Reg. No. 1,000,000. U.S. Patent Office Reg. No. 1,000,000.

If you read this ad and didn't run your tongue over your teeth, you're lying. Or immune to the power of suggestion. ([Source](#))

Before Claude Hopkins wrote this copy in 1929, Pepsodent toothpaste wasn't selling much.

Why?

Because only 7% of people brushed their teeth.

Hopkins needed to get through to the hardest to reach audience: "Unaware" people.

You need to use different tactics to address pain points depending on your audience's level of awareness:

1. Unaware
2. Pain Aware
3. Solution Aware
4. Product Aware
5. Most Aware

With an unaware audience, Hopkins couldn't just talk about the benefits of toothpaste. No one knew they even *needed* toothpaste.

To grab attention, Hopkins wrote about the “film” on your teeth. If you run your tongue over your teeth, you can feel it right away — and that’s exactly what people do after reading this ad.

This clever copy:

- Got people's attention
- Made them aware of a problem they didn't know they had
- Offered them a solution to that problem

And it worked: According to *The Power of Habit* by Charles Duhigg, 65% of the population brushed their teeth (with Pepsodent!) within a decade of the campaign.

## 9. No-B.S. copy (RXBar)



No small print ingredient list here — RXBar makes ingredients the focus of their packaging. ([Source](#))

With RXBar, you know exactly what you're getting. Their brand values transparency and simplicity — the same thing their ideal customers value. Health-conscious shoppers want to know exactly what they're eating, so RXBar gives that to them front-and-center on their packaging.

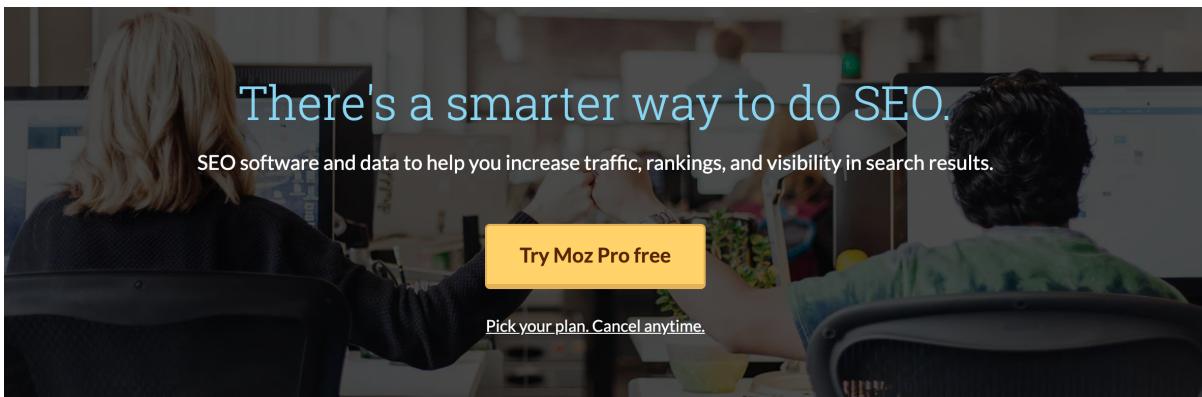
A lot of times, you'll hear marketers talk about highlighting benefits instead of features. RXBar goes against this wisdom — their packaging just lists features.

But in a market saturated with processed products and unpronounceable ingredients, the features are the benefits: simple, easy-to-pronounce, healthy ingredients.

*“Motivation comes from within and drives action. It's not something you can manufacture with your copy. Instead, the best your copy can do is tap into what's driving your customers and connect their motivation with your solution.”* — Jen Havice, [Finding the Right Message](#)

RXBar uses the bar's features — its ingredients — to connect with their audience's motivation.

## 10. Make them curious (Moz)



*Smarter than my way? Tell me! ([Source](#))*

This copy from Moz uses one of [George Loewenstein's 5 principles of creating curiosity](#): Imply you know something your audience doesn't (but wants to!). Moz knows a smarter way to do SEO. And if I click on that "Try Moz Pro free" button, I'm going to find out what it is.

Under the headline, Moz tells you its value proposition without a ton of jargon. Every SEO team wants to increase traffic, rankings, and visibility.

Once I'm hooked by the headline and copy, this page does 2 other things well:

1. Minimizes friction with a big, clear CTA button
2. Addresses likely questions without you having to ask (Will this be annoying to cancel? How much does it cost?)

## Conclusion: 3 must-follow rules for killer copy

With all those examples in mind (and in swipe files), here are the 3 rules to creating equally effective copy:

**1. Clarity > cleverness.** First and foremost, you want your audience to understand your copy. It's okay to be funny, but first, you need to:

1. Make people understand you
2. Make people curious
3. Promise an irresistible benefit

**2. Use conversational language.** When your writing sounds like a person talking — especially when you use your customers' own words — it's easier to understand and believe.

Try [the barstool test](#): Would you say this sentence while sitting on a barstool, in a bar, talking to a friend? If not, make it more conversational. Short, more common words are easier to understand than long, jargon-y words.

**3. Identify your audience's pain points.** You can't offer a solution if you don't know the problem. Target your customers' pain points [based on their stage of awareness](#):

- **Unaware:** Talk about what people like them do
- **Pain Aware:** Talk about the pain
- **Solution Aware:** Talk about options to solve the pain
- **Product Aware:** Share your product's value proposition
- **Most Aware:** Show them your offer (features, pricing, etc.)

Then follow the PAS formula to drive it home:

- **Pain:** Clearly lay out your customer's pain point
- **Agitation:** Twist the proverbial knife by making it more emotional
- **Solution:** Finally introduce the antidote to your customers' pain

Follow these rules, keep a stacked swipe file, and don't stop writing — you'll be well on your way to creating your best copy ever.

