

Principles of Effective Copywriting – ADV263

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## Effective Copywriting

Effective copywriting for any medium is a challenge. There are many aspects to take into consideration, with the specific product or service, as well as the target audience guiding the theme. There is a fine line to adhere to in order to portray the intended point. The message must be concise, but clear. A simple way of portraying a powerful message is needed to provide good copy. An ad must quickly grab and hold the readers attention. After the viewer is made aware and convinced of the benefits of the product or service, they must be informed of how to obtain the fantastic items of interest (Altstiel & Grow. 2013).

The primary objectives are similar no matter what the medium of presentation, such as web or print. Principles essential to crafting appropriate content must grab reader's interest immediately, hold their attention, invoke curiosity, be persuasive, follow the rules of English in a way that is speaking to individuals as they speak, and communicate an effective and relevant message that persuades the user to take action (Altstiel, T. & Grow. 2013. p. 192-193).

A fantastic example that portrays a great headline by Rolls-Royce was discussed in *Advertising Creative*. Altstiel & Grow advise that the words "At 60 miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock" (quote by Altstiel, T. & Grow. 2013. p. 171), written by David Ogilvy is considered "one of the all-time great headlines using an obscure fact and a comparison anyone could understand" (quote by Altstiel, T. & Grow. 2013. p. 171). The benefit to the customer, very quiet ride, was clearly demonstrated in an interesting way by comparing the car with an electric clock. This ad includes the company name, is

specific, involves the product, and is very memorable. . These well-chosen words clearly demonstrate the benefits of the product in a memorable way. Many tips and techniques listed in the guidelines and tips for writing headlines with style section of *Advertising Creative* (Altstiel & Grow. 2013. pp. 174-176)

Good headlines gain immediate attention, appeal to the prospect's interest, invoke curiosity, and offer great overall visual effect, according to information in *Advertising Creative* (Altstiel, T. & Grow. 2013. p. 172). Involving the reader, such as with a question, stimulates interest, per this resource (Altstiel, T. & Grow. 2013. p. 173). An example of using a question concerning directions, that many people can relate to, is given in an ad listed for an Apple iPhone on page 174 of *Advertising Creative*, which demonstrates this principle of involving the audience in the ad copy (Altstiel, T. & Grow. 2013. p. 174).

Parallel construction, or combining similar key words to make a point, is a way to write a headline with style, per *Advertising Creative*. An example provided by *Advertising Creative* from a Crate & Barrel advertisement of "Oven-proof. Dishwasher-proof. 401(k)-proof." (quote from Altstiel, T. & Grow. 2013. p. 175) illustrates how using this technique can make a strong point.

*Advertising Creative* informs it is best to avoid common clichés, such as "Don't delay, call today" (Altstiel & Grow. 2013. p. 200) or words often over used such as unique, incredible, and exclusive (Altstiel & Grow. 2013. p. 200). Bad taste should be avoided and care should be taken so as not to inadvertently offend. On the other hand, the target audience determines how much flexibility there is for an ad using an edgy concept. *Advertising Creative* indicates, in certain situations, a select group may find a tastefully questionable ad appealing (Altstiel & Grow. 2013. p. 201). Examples cited in this regard could be found on page 173 of *Advertising*

*Creative.* Many people may not appreciate the “Give ‘em the Bird” advertisement by Wild Turkey, but the target audience may find the play on words humorous (Altstiel & Grow. 2013. p. 173).

Writing good copy takes time and effort. Much can be learned about techniques that will likely provide good content. Finding the right way to communicate the intended message that appeals to the relevant target audience is difficult, but carefully studying successful copywriting can assist with this effort. Adequate information about the product or service and the target market audience is critical to write appropriate copy. Concisely and quickly grabbing the reader’s attention and persuading them of the benefits of the product or service is critical for effective copywriting (Altstiel & Grow. 2013).

References

Altstiel, T. & Grow, J. (2013). *Advertising Creative (3<sup>rd</sup> edition)*. Thousand Oaks, CA: SAGE Publications, Inc.