Module IV

❖ **Types of Copy:** Hard sell copy, Soft sell copy, Testimonial copy, Educational copy, Institutional copy, Descriptive copy, Humorous copy, Topical copy, Narrative copy, Cartoon copy, Verse type copy

❖ **Types of advertising copy:**

1) Hard sell copy: - copywriter states the reason as to why buy the prospective buyer need to buy the advertised product or service.

2) Soft sell copy: - use Subtitle or ambiguous words. E.g. lay’s ad of Alia Bhatt and Ranvir Kapoor

3) Testimonial Copy: - the copywriter states f testimonials from a popular personality such as our doctor to promote the Product.

4) Descriptive Copy: - Detail information about the product. E.g. Investment products.

5) Topical Copy: - The type of copy is based on current Event.e.g. Amul Ads.

6) Narrative Copy: - Narration of an incident is done.

7) Education Copy: - Educate the people about the product, its uses, how to handle it.

8) Dialogue Copy: - *conversation* between two people is given.

❖ **ELEMENTS OF COPY:**

1) Tagline: - Tagline is a small phrase that wraps the key idea that usually appears at the end of the body copy. Eg:- Mcdonalds:- I'm loving it..

2) Body copy: - It refers to the text of the advertising message

3) Headline: - Headline is the starting or the top line of an advertisement. The prime function of the headline is to gain immediate attention.
4) Caption: - Captions are small sentences that seem to come out of the people shows in the ads.

5) Logo: - The main objective of logo is to create a distinct identity to the brand. For e.g.: - the logo of Nike

6) Slogans: - A slogan is a small catchy phrase used in the ad to sum up the advertising message. For e.g.: - "Because you’re Worth it" - L'Oreal

7) Company Signature: - Also referred as logos. Some use it as their trade marks. For e.g.: - The italic signature of COCA-COLA

8) Jingles: - It is a musical commercial in TV or radio ads. For e.g.: - "Tandurusti ka rakhsha karta hai" - Lifebuoy.

❖ Essential of COPY WRITTING:-

1) Concise: - Refer to Ad which has maximum information in minimum words.

2) Clarity: - Refers to the message given to the viewers should not only be simple but also very clear to them.

3) Simple: - The copy should be written in simple way so that the local people can also understand it.

4) Specific: - Refers the Ad should be very specific that it gives a clear message and drags target audience attention.

5) Persuasion: - the copywriter should use effective persuasion words or phrases such "BUY TODAY" "DON'T DELAY" etc...

6) Interesting: - The copy should be so interesting that it should arose a curiosity among the readers to read the entire Ad.

7) Surprise Elements: - Readers should have some sort of surprise element in their copy.

8) Believable: - use words and illustration that people should believe in your Ads. Do not give such statements as people do not believe such ads.
- **Music**: Make ad more attractive, emotionally connect with the brand, memorable, music videos

- **Jingles**: A short song or tune used mainly in the broadcast advertising. They make the ads memorable, attract attention, differentiate brand from competitors, repetition, branding

**Execution styles of broadcast ads**: Straight sell or factual message, scientific or technical evidence, demonstration, comparison, testimonials, animation, musical, dramatization, humour.

- **Objectives of testing advertising effectiveness**: Pre test objectives - communication effective, technical errors, makes ad more effective, reduce wastage.

  - Post test objectives - Opinion towards the ad, understanding of the ad, impact of the ad, effectiveness of media, impact of celebrities, believability of ad claim

- **Post-Testing methods of measuring advertising effectiveness**: Recall test, Recognition/Readership test, Attitude and opinion test, Inquiry technique, Sales technique.

- **Pre-Testing methods of measuring advertising effectiveness**: Checklist method, Consumer jury method, Sales Area test, Inquiry test, other methods.

- **Elements of copy of Print ad**: Headline, Sub headline, Body copy or Copy text, Slogans, Taglines, Logo and Captions.

- **Importance of illustration in advertising**: To capture attention, to convey messages quickly, to dramatize a story, to demonstrate the product, to create lasting impact, to symbolise quality, to overcome language barrier.

- **Execution styles of presenting Ads**

  There are two basic approaches to communicate ad objectives called as Head and Heart strategies.

  1. **Head strategies**: It helps the customer to make a rational buying decision. For e.g. Philips.

  2. **Heart strategies**: It dramatizes the buying motives such as love and affection. For e.g. Dairy milk pop-up.
Unique selling point (USP), also known as a unique selling proposition, is a unique property of a product, service or branded item, which is associated with an advantage over the competition. A unique selling point can be a product’s or service’s features, special technical characteristics, innovation, unique design etc. Unique selling points are typically used as the basis of marketing campaigns.

Examples-

- Head & Shoulders: “Clinically proven to reduce dandruff.”
- Domino’s Pizza: “You get fresh, hot pizza delivered to your door in 30 minutes or less – or it’s free.”

Logo: Logo is a graphic mark, symbol used to identify a company, products or brand. The main objective of logo is to create a distinct identity to the brand.

Examples of Logo

![Logo Examples](image)
A **slogan** is not just a tag-line that advertisers create; they play a strategic game; in the long run, good slogans play with customer's mind making it believe yours is a reliable product. So, companies keep experimenting until they get a perfect piece. McDonald's is the best example: They kept changing their slogans until 2003 when they found a perfect tag line "I'm lovin' it".

**Examples of slogan**