

SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

Course: SYBCOM and SYBA Sem4 (Advertising) Unit: IV
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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 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 mouth 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 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" "DONT 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



- ❖ 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**

