

Preparing Ad Copy

Learning Objectives

- To make understand the students about Ad copy.
- To Make Understand the factors to be consider while preparing ad copy.

Copy & It's Objectives

- Text of a print advertisement that provides readers with information
- Part of the ad that tells you about the product or the business
- It's the sales message in print

Factors Affecting Ad Copy

- Product
- Target audience
- Competition
- Business's promotional objectives
- Objectives of the specific ad
- Characteristics of the ad
- Legal consideration

Factors Affecting Ad Copy

- Product
 - Affects not only what you say about a good or service but also how much you say
 - Example: You can present a great deal of information about items such as automobiles or insurance, however, perfume or personal-care products have fewer features to describe

Factors Affecting Ad Copy

- Product-Questions that can be asked about the product in order to decide what to say:
 - What is the product?
 - What does it offer?
 - How does it work?
 - Is it new, luxurious, unusual, unique, inexpensive, or practical?
- Gather every available scrap of information about the product
- If possible, use the product yourself in order to learn about it from personal experience

Factors Affecting Ad Copy

- Target audience (T.A.)
 - Consists of the consumers who are most likely to use the product
 - Questions to ask in order to write copy that will attract the T.A.
 - Who are the prospects most likely to purchase the product?
 - Why should they consider buying it?
 - What motivates consumers in general, and this audience in particular, to make buying decisions?

Factors Affecting Ad Copy

- Target audience
 - If the T.A. is another business, the buying decision will be based on facts about the product
 - If the T.A. is ultimate consumers, they can often be persuaded to make buying decisions through the use of emotional appeals
 - Example: Teenagers may be motivated by copy that appeals to their desire to look good and to be accepted by their peers

Factors Affecting Ad Copy

- Competition
 - You need to study competitors advertisements
 - You need to determine what other products are competing with your for the T.A.
 - May be brands of the same type of product, such as Diet Coke and Diet Pepsi
 - May be competitive products that are completely different from yours, such as candy and flowers for certain gift giving occasions

Factors Affecting Ad Copy

- You need to determine what advertising techniques your competitors use
- Determine what features or benefits your competitors have emphasized
- Your copy should convince readers that your product is the one that will be meet their needs

Factors Affecting Ad Copy

- Business's promotional objectives
 - Business's usually have specific objectives for their promotions that affect the copy in all their ads
 - Copy in each ad should fit the firm's objectives
 - Objectives might involve:
 - Informing consumers
 - Persuading consumers to purchase
 - Reminding consumers of a business's existence

Factors Affecting Ad Copy

- Objectives of the specific ad
 - Know what an individual ad's copy is intended to accomplish in order to know what the ad should say
 - If the ad is part of an ad campaign, the copy must be compatible with that of the ad campaign
 - Example: Campaign might be used to introduce a new model of automobile. All ads in the campaign would follow the same theme, but each individual ad might highlight a different feature or benefit, such as performance, comfort, safety or luxury options

Factors Affecting Ad Copy

- Objectives of the specific ad
 - If the ad is a one-time ad, what is the specific purpose?
 - Is it announcing a retailer's after Christmas sale?
 - Introducing a new snack food?

Objectives of the specific ad

- Characteristics of the ad
 - You need to know how much space in the ad has been allocated for copy
 - The amount of copy you need to write is limited by the amount of space it will occupy
 - Copy must coordinate with the other elements of the ad such as the headline and the illustration
 - Example: If a headline addresses a problem such as dandruff, then the copy must provide a solution to the problem

Objectives of the specific ad

- Characteristics of the ad
 - Kinds of publications in which the ad will appear
 - Will the ad appear in one or more magazines or newspapers?
 - If so, study the style and editorial content, or subject matter, of the publications
 - Look at the ads currently appearing in the publications to give you an idea of the kinds of copy other businesses feel will appeal to readers

Characteristics of the ad

- Legal considerations
 - Advertising is regulated by:
 - Federal, State, and local laws
 - Groups within advertising profession
 - Independent organizations

Characteristics of the ad

- **Legal considerations**

- This means that your copy may be examined by government regulatory agencies, the medium consumer presenting the ad, competitors, activists, and anyone who is interested in honest advertising
- Claims or proof of false or misleading advertising can cause unfavorable publicity and lawsuits for the business
 - Example: Alpo Per Foods, Inc. won a \$12.1 million lawsuit against Ralston Purina Company for its false advertising. Ralston had made health claims for its Purina Puppy Chow that were not supported by facts

Copywriters described

- Advertising copy
- They work in the advertising department of business or in advertising agencies

Copywriters described

- Copywriters and creativity
 - They can be as creative as they like, but their creativity should have a purpose
 - The challenge of copywriting is to motivate the reader to take some kind of action

Copywriters described

- Commonly accepted principles of good copywriting:
 - Make ad copy concise and easy to read and to understand
 - Get to the point
 - Use active voice and present tense
 - Involve the reader
 - Be positive and enthusiastic
 - Provide specific facts
 - Offer benefits
 - Promote credibility
 - Convey a principal theme

Copywriters described

- The words should be:
 - Simple
 - Short
 - Part of the readers vocabulary
 - Write the way you would talk to someone

Step-by-Step Procedure for Copywriting

1. Collect information
2. Study the information
3. Generate ideas
4. Prepare an outline
5. Write the first draft
6. Evaluate copy
7. Obtain feedback and rewrite or refine copy

Points to Evaluate in Print Ad Copy

- Accuracy of facts in the copy
- Wording of copy
- Anything that might cause legal problems
- Ways the copy can be improved
- Errors in spelling, punctuation, and grammar

Learning Objectives

- Students understand about Ad copy creating & its factors to be consider.

Thanks