

Module 4: ADVERTISEMENT AND VISUALISATION

Copy writing

Copywriting is the use of words and ideas to promote a person, business, opinion or idea.

Copy creativity

The ability to gather information, process it, prioritize the most important facts, and develop a persuasive message. Creativity cannot be learnt. It comes from within.

“The creative person wants to be a known-it all . . . because he never knows when these ideas might come together to form a new idea. It may happen six minutes later, or six months, or six years down the road.” —Carl Ally

Basic Advertising Copy Structure

Headline

Headlines usually have the largest font size. It is usually 5 to 8 words in length. It uses simple, easy to understand words and appeal to the self-interest of the audience.

The headline has several functions:

- gives news
- reinforces the brand
- attracts attention
- attracts a target market
- increases curiosity
- arouses emotions
- calls to action

Subhead line

This optional device often occurs right below the headline. The subhead line uses a few words that clarify, reinforces or explains the headline. The goal is to provide a smooth transition into the body copy.

Body Copy

This is the text in the advertisement that provides support and details about the product or the current offer. Often the body copy uses present tense, singular. Use Active verbs.

Many types of body copy are possible:

- benefits of the product
- testimonial from customers
- expert opinion
- narrative about the product or a customer
- examples
- options

- rhetorical questions
- statistics about the product
- positioning information

Tagline

Often this is the brand slogan that has been used for years

Famous slogans of the century:

1. Diamonds are forever (DeBeers)
2. Just do it (Nike)
3. The pause that refreshes (Coca-Cola)

HONORABLE MENTIONS:

- " Look Ma, no cavities! (Crest toothpaste)
- " Let your fingers do the walking (Yellow Pages)
- " M&Ms melt in your mouth, not in your hand (m&m candies)
- " We bring good things to life (General Electric)

Logo

Brand symbol and words

Copy style

All good advertising copy comprises of the same basic elements. Good advertising copy always:

Grabs Attention: Consumers are flooded with ads, so it's vital that an ad catches the eye and immediately grabs interest. Headline or slogans (such as VW's "Drivers Wanted" campaign), colour or layout (Target's new colourful, simple ads are a testimony to this) or illustration (such as the Vodafone's Zoo Zoo characters or Zolof's depressed ball and his ladybug friend).

Promises Credible Benefit: To feel compelled by an ad, the consumer must stand to gain something; the product is often not enough. Customers look for free gifts; prestige, power or fame.

Keeps Interest: Grabbing the consumer's attention isn't enough; you've got to be able to keep that attention for at least a few seconds. This is where your benefits come into play or a product description that sets your offer apart from the others

Generates Action: This is the ultimate point of advertising copy -- it must make the reader react in some way. This doesn't necessarily translate to buying the product immediately or using the service. Your ad could be a positioning tool to enable the reader to think about you in a certain light. Speak to your audience, or the audience you'd like to reach and you'll be surprised how frequently they come to you in the future.

Knows the medium:

An advertising copy is heavily based on where the Ad finds its place. If it's a

hoarding, a super catchy headline and simple design will be needed due to the speed at which people pass. Online ads are similar; consumers are so inundated with Internet advertising that they must be quick and catchy. Magazine advertising is the most versatile, but this is solely dependent on the size of your ad and how many other ads compete with yours. A full page ad space gives more creative space. If the ad is tiny, simplicity will be a key factor.

Knows the style:

Advertising copy is a unique type of writing. The ad copywriter's aim is to balance creativity and readability into something persuasive and entertaining. Usage of short sentences with as many familiar words as possible, avoiding being clinical or overly formal, words spelt correctly impeccable grammar and punctuation are certain styles to be found in an Ad copywriter. Even the best ads can be ruined by a misplaced comma or dangling modifier.



Correct form

CDs for sales, puffs-vegetable and chicken

Credibility & readability:

People tend to believe an overheard conversation, an expert, a celebrity, and friends and family. People tend not to believe politicians, or people who do not fit the expected profile of an information provider. This is the hard truth of an advertising image. If the source [spokesperson] is not believable, or if the advertising image doesn't match what is being sold, then no matter how good the offer is, or often ads are run, there will be no result.

Unique positioning also makes an ad special. The media that is selected and the size of the ad also have a great influence on advertising image and believability.

Readers might remember the festival of Onam when the Indian Express was washed with Yellow. The front page, front inner, back and back inner prominently displayed Whirlpool, the response was overwhelming.

Qualities of a good copywriter

A good copywriter will have certain qualities and capabilities

- Writing ability - it's fundamental to being a good copywriter
- Curiosity and a wide range of interests
- Ability to relate to audience requirements
- Discernment -ability to make sense of a mass of information
- Integrity

Visualisation of advertisements

Typography

Typography has long been a vital part of promotional material and advertising. Designers often use typography to set a theme and mood in an advertisement; for example using bold, large text to convey a particular message to the reader. Type is often used to draw attention to a particular advertisement, combined with efficient use of colour, shapes and images. Today, typography in advertising often reflects a company's brand. Fonts used in advertisements convey different messages to the reader; classical fonts are for a strong personality, while more modern fonts are for a cleaner, neutral look. Bold fonts are used for making statements and attracting attention.

Illustrations

An illustration is a visual representation such as a drawing, painting, photograph or other work of art that stresses subject more than form. The aim of an illustration is to elucidate or decorate a story, poem or piece of textual information (such as a newspaper article), traditionally by providing a visual representation of something described in the text. The editorial cartoon, also known as a political cartoon, is an illustration containing a political or social message.

Illustrations can be used to display a wide range of subject matter and serve a variety of functions, such as:

- giving faces to characters in a story
- displaying a number of examples of an item described in an academic textbook (e.g. A Typology)
- linking brands to the ideas of human expression, individuality and creativity
- making a reader laugh or smile
- for fun (to make laugh) funny

Logo

Brand symbol and/or words

Companies and organizations that seek to create a unique identity for themselves have a logo. Logos are designs, emblems or graphic marks. The public instantly recognizes the brand associated along with a sense of loyalty.

Trademark

Trademarks are used to make a product unique. Trademarks are used to distinguish it from other brands that offer similar products.

According to Wikipedia:

A trademark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities.

A trademark may be designated by the following symbols:

- **™** (for an unregistered trade mark, that is, a mark used to promote or brand goods)
- **SM** (for an unregistered service mark, that is, a mark used to promote or brand services)
- **®** (for a registered trademark)

Graphics

when something has to be presented visually, graphics are used. They are generally used to convey a message, create a new trend, arrange words in a particular order and style etc. Graphics can have geometrical shapes or they may even be disordered and irregular. Effective use of colour, text, and drawing can make a graphic look visually appealing. They are usually displayed on T-shirts, walls, paper, and cover of CD.

Magazines make use of a lot of graphics. Recently Info-graphs are being widely used to make a concept interesting and clearly understood.

Special effects

Definition

The illusions used in the film, television, theatre, or entertainment industries to simulate the imagined events in a story are traditionally called special effects (often abbreviated as SFX, SPFX, or simply FX).

Special effects are traditionally divided into the categories of optical effects and mechanical effects. With the emergence of digital film-making tools a greater distinction between special effects and visual effects has been recognized, with "visual effects" referring to digital post-production and "special effects" referring to on-set mechanical effects and in-camera optical effects.

Optical effects (also called photographic effects), are techniques in which images or film frames are created photographically, either "in-camera" using multiple exposure, mattes, or in post-production processes using an optical printer. An optical effect might be used to place actors or sets against a different background.

Mechanical effects (also called practical or physical effects), are usually accomplished during the live-action shooting. This includes the use of mechanized props, scenery, scale models, pyrotechnics and Atmospheric Effects: creating physical wind, rain, fog, snow, clouds etc.

Making a car appear to drive by itself, or blowing up a building are examples of mechanical effects. Mechanical effects are often incorporated into set design and makeup. For example, a set may be built with break-away doors or walls to enhance a fight scene, or prosthetic makeup can be used to make an actor look like a monster.

Since the 1990s, computer generated imagery (CGI) has come to the forefront of special effects technologies. CGI gives film-makers greater control, and allows many effects to be accomplished more safely and convincingly – and even, as technology marches on, at lower costs.

Since movement always attract, inflatables create a special effect on audiences creating a positive advertising effect.

Inflatable Cartoon "Cow" nods its head, lifts and lowers a paw, and waves its tail;

Advertising inflatable "Joker" waves a hand;

Advertising inflatable "Advertising balloon" turns around on an axis

Basic principles of designing

When an advertisement is made, the goal is to get as many people as possible to read and agree with the ad.

~ An *attention grabber* - is an important part. A body with few words that *sell* the product is important. The rule of "keep it simple" is a big rule here. No one is interested in reading a lot about what happens inside your company or product.

~ Pick one product or one service. Customers get confused when they are bombarded with too much information.

The principles of design suggest effective and pleasing ways to arrange text and graphics on the page as well as the arrangement of individual elements within illustration, logos, and the overall graphic design of a document.

Alignment, balance, consistency, contrast, proximity, and white space are the most widely recognized principles of design.

Alignment

Imagine how difficult it would be to find your car in a crowded parking lot if everyone ignored the parking lot stripes and parked in different directions and angles. Alignment brings order to chaos, in a parking lot and on a piece of paper. How you align type and graphics on a page and in relation to each other can make your layout easier or more difficult to read, foster familiarity, or bring excitement to a stale design.

Balance

Imagine walking a long distance with a 2 pound bag of rocks in one hand and a 10 pound bag of marbles in the other. After a while you'll be wanting to shift your load around, putting a few marbles in the rock bag to balance your load, make it easier to walk. This is how balance works in design. Visual balance comes from arranging elements on the page so that no one section is heavier than the other.

Consistency

Imagine traffic signal lights coming in different colours like pink or yellow depending on the fancies of its residents. Repeating design elements and consistent use of type and graphics styles within a document shows a reader where to go and helps them navigate your designs and layouts safely. The principles of repetition, consistency, and unity in

page design are matters of prime importance.

Contrast

Imagine a few basketball players from the same team forming a row and standing in front of the ticket counter. The players are much taller than the average movie goers. That's contrast. In design, big and small elements, black and white text, squares and circles, can all create contrast in design.

Proximity

In design, proximity or closeness creates a bond between elements on a page. How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts. Unity is also achieved by using a third element to connect distant parts.

White space

Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. White space gives ad designs a breathing space.