

Copywriting

DKV3
06-10-2008

Copywriting
Copywriter

NOT

~~Copyrighting~~
~~copyright~~

Copywriting:
the language of
advertising

Visual (image) + Copy (text)
= Ad Message

Visual based vs Copy based ads



visual based











“I never read
The Economist.”

Management trainee. Aged 42.

copy based

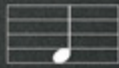
Trump Donald.

The Economist

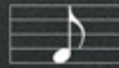
**We enjoy the irony that a red publication
actually keeps you in the black.**

The Economist

Music for everyone



Men



Women



Friends



Couples



Lovers



Married



Married for years



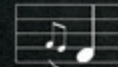
Cheating



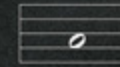
Divorced



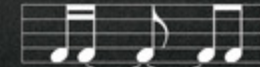
Separated



Single mothers



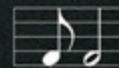
Singles



Patchwork families



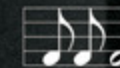
Homos



Heteros



Stutterers



Womanisers



Outsiders



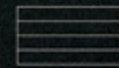
Anglers



Hunters



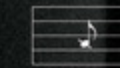
Golf players



Harried



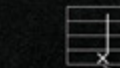
Sunday drivers



Pierced



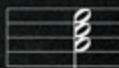
Happy



Deeply happy



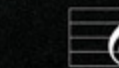
Lotto players



Snowmen



Moustachioed



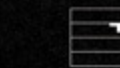
Fat



Florists



Lawyers



high school graduates



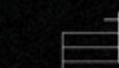
Coffee drinkers



Promoted



Demoted



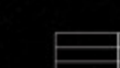
Newborns



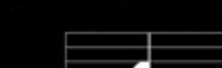
Loud



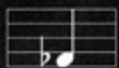
Extroverted



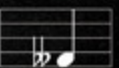
Volatile



Inseparable



Out of whack



Very out of whack



Good-humoured



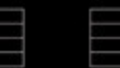
Depressed



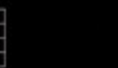
Undecided



Quiet



Shy



Introverted



Adagio



<i>Snowmen</i>	<i>Moustachioed</i>	<i>Fat</i>	<i>Florists</i>	<i>Lawyers</i>	<i>high school graduates</i>	<i>Coffee drinkers</i>	
<i>Promoted</i>	<i>Demoted</i>	<i>Newborns</i>	<i>Loud</i>	<i>Extroverted</i>	<i>Volatile</i>	<i>Inseparable</i>	
<i>Out of whack</i>	<i>Very out of whack</i>	<i>Good-humoured</i>	<i>Depressed</i>	<i>Undecided</i>	<i>Quiet</i>	<i>Shy</i>	<i>Introverted</i>
<i>Indians</i>	<i>Chinese</i>	<i>Winemakers</i>	<i>Individualists</i>	<i>Long-haired</i>	<i>Porn stars</i>	<i>Civil servant</i>	
<i>Late risers</i>	<i>Bores</i>	<i>Tennis players</i>	<i>Triplets</i>	<i>Siamese twins</i>	<i>Scaredy cats</i>	<i>Famished</i>	
<i>Suntanned</i>	<i>Pale</i>	<i>All-natural</i>	<i>Demanding</i>	<i>Train passengers</i>			
<i>Bus passengers</i>	<i>Best girlfriends</i>	<i>Toupee wearers</i>	<i>Bargain hunters</i>	<i>Brains</i>	<i>Hotel guests</i>		
<i>Mute</i>	<i>Workaholics</i>	<i>Stock holders</i>	<i>Hot-tempered</i>	<i>Mellow</i>	<i>Egomaniacs</i>	<i>Repeat offenders</i>	



words & pictures work together to
create a creative concept



PHILIPS

Let's make things better.



 N24



WE GET TO THE POINT.

N24.de



It's the hat.



© 1987 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



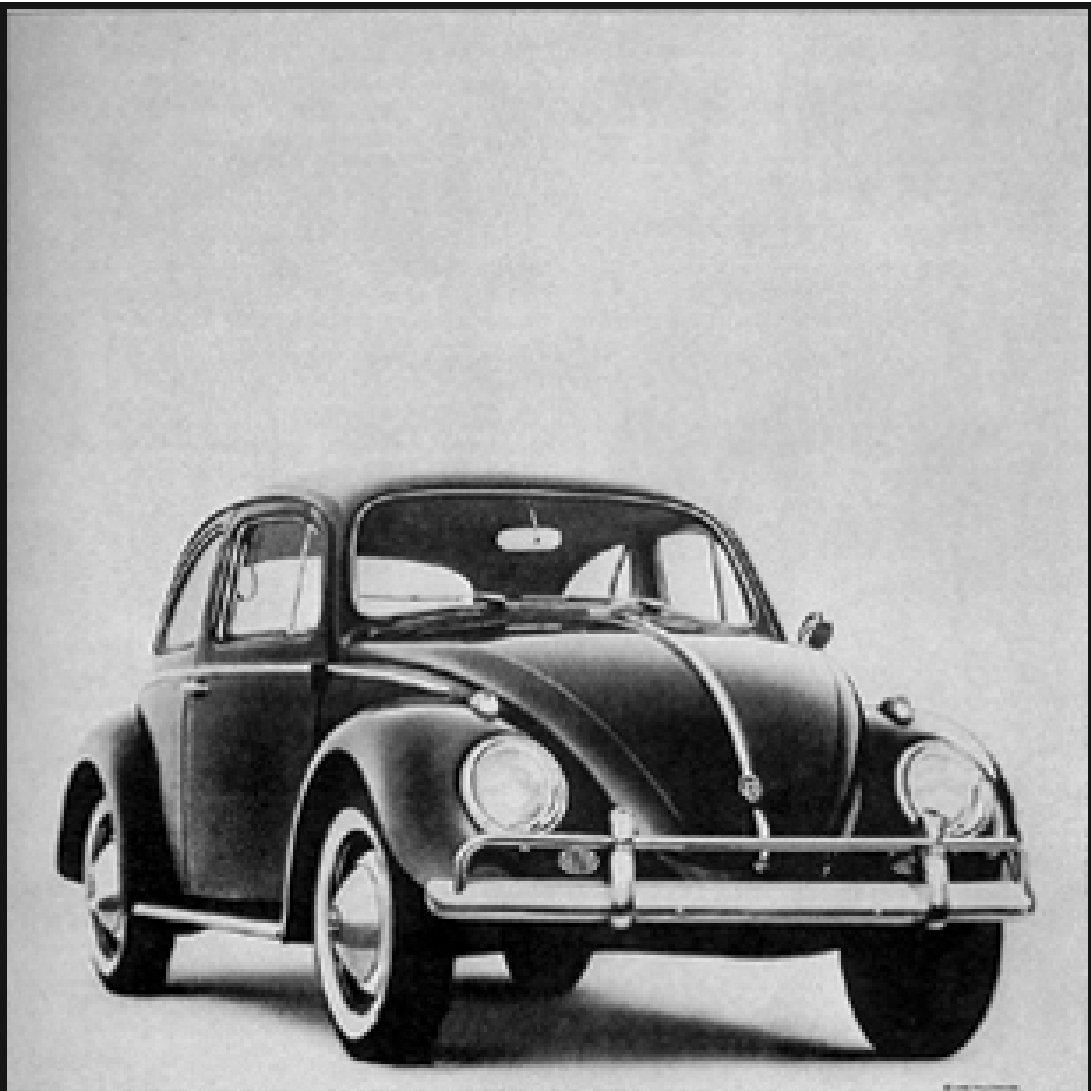
© 2011 Pantene



Really strong hair | **PANTENE**
PRO-V

Adalah tugas seorang copywriter untuk
“meracik”/mengolah kata-kata yang tepat
untuk menciptakan “keajaiban makna” agar
dapat
menarik perhatian,
merubah emosi/mood orang,
mengingatnkan,
merayu,
merubah persepsi,
membangun image positif,
memberikan pesan yang mudah diingat,
menyemangati,
meyakinkan,...

just do it.



Lemon.

The Volkswagen missed the boat.
The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.
There are 3,389 men of our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3,00 Volkswagens are produced daily; there are more inspectors

than cars.)
Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.
Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic brake stand and say "no" to one VW out of fifty.

preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)
We pluck the lemons; you get the plums.



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We pluck the lemons; you get the plums.

Avis is only No.2 in rent a cars. So why go with us?



We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ash-
trays. Or half-empty gas tanks. Or
worn wipers. Or unwashed cars.
Or low tires. Or anything less than
seat-adjusters that adjust. Heaters that heat. Defrost-
ers that defrost.

Obviously, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a lively,
super-torque Ford, and a pleasant smile. To know, say,
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

Avis - "We're only Number Two."

Ad Copy:

We try harder. (When you're not the biggest, you
have to.)

We just can't afford dirty ashtrays. Or half-empty gas
tanks. Or worn wipers. Or unwashed cars. Or low
tires. Or anything less than seat-adjusters that adjust.
Heaters that heat. Defrosters that defrost.

Obvioulsy, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a
lively, super-torque Ford, and pleasant smile. To
know, say, where you get a good pastrami sandwich
in Duluth.

Why?

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Go with us next time.

The line at our counter is shorter.

Meskipun iklan cenderung dominan visual, ada 5 tipe iklan dimana kata2 sangat penting:

1. bila message-nya kompleks, kata-kata lebih dapat menjelaskan secara spesifik daripada visual dan dapat dibaca berulang-ulang sampai maknanya dipahami



A Leap Forward on Climate Change

For companies like DuPont, climate change is a business challenge.

That is why DuPont voluntarily launched an initiative to reduce greenhouse gas emissions.

The results have been dramatic. By the year 2000, DuPont will have reduced emissions from global operations by 45 percent and improved energy efficiency by 15 percent below 1990 levels. DuPont also has succeeded in holding energy use constant for the last ten years.

And DuPont is not resting on its accomplishments. DuPont just announced that it is going to take the next leap forward, setting new goals for 2010.

- Reducing global carbon-equivalent greenhouse gas emissions by 65 percent, using 1990 as a base year;
- Holding total energy use flat, using 1990 as a base year; and,
- Using renewable resources for ten percent of global energy use.

DuPont's leadership shows that it is possible to address climate change and maintain economic growth.



PEW CENTER
ON
Global CLIMATE CHANGE

DuPont is a member of the Pew Center on Global Climate Change's Business Environmental Leadership Council. The Pew Center does not receive corporate contributions.

Paid for by the Pew Center on Global Climate Change

2. Jika iklannya adalah untuk produk yang membutuhkan banyak peran & waktu dari konsumen dalam mempertimbangkan.

HIGH FLYING



Publisher's Choice Of Network
a-fulwards 2007



Innovation In Affiliate Marketing
a-fulwards 2007



Leading affiliate networks for



LINKSHARE



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www.affiliatewindow.com



UK Affiliate Marketing Award

affiliatewindow
The UK's leading affiliate network

The sky's the limit...

France | Belgium | Denmark | Finland | Greece | Germany | Italy | Ireland | Japan | Lithuania
Netherlands | Norway | Poland | Portugal | Spain | Sweden | Switzerland | United Kingdom

...when you work at TradeDoubler.



We're one of Europe's leading
digital marketing companies, and
we have an office in Japan too!

It will soon be going further than
any other digital marketing company
has gone before, and we need
more people to help take us there.

Our multi-region product
portfolio includes online
marketing, content, and campaign
management technology as well
as a digital advertising network.

We work with clients including
Audi, British Airways, Ford, Honda
UK, and many more.

If you have previous experience
relevant to these markets, countries
and clients then we'd like to
introduce you to us!

We are currently recruiting for a number of roles, including:

Account Manager	Business Development
Business Development	Customer Support
Customer Support	Marketing Analyst
Marketing Analyst	Product Development
Product Development	Project Manager
Project Manager	Regional Sales Manager
Regional Sales Manager	Software Engineer
Software Engineer	System Administrator
System Administrator	Technical Support
Technical Support	Training & Development
Training & Development	UX Designer
UX Designer	Web Developer
Web Developer	Web Designer
Web Designer	Webmaster
Webmaster	Website Administrator
Website Administrator	Website Content Manager
Website Content Manager	Website Editor
Website Editor	Website Tester
Website Tester	Website User Experience
Website User Experience	Website Usability
Website Usability	Website Usability Research
Website Usability Research	Website Usability Testing
Website Usability Testing	Website Usability Training
Website Usability Training	Website Usability Training & Support
Website Usability Training & Support	Website Usability Training & Support

For details of all our roles please go to
www.trade-doubler.com/careers

If you're interested then please contact
our HR team, calling 0800 000 000

0800 000 000
hr@trade-doubler.com

TradeDoubler
Market for you, most of it

3. Informasi yang butuh keterangan dan penjelasan lebih lanjut.



Your Mission: two under par.

Explore Florida's Space Coast, where outdoor adventure, natural beauty, eclectic shopping and space-age attractions await on 72 miles of beaches. Call 800-93-OCEAN or visit www.space-coast.com.



C O C O A B E A C H M E L B O U R N E P A L M B A Y T I T U S V I L L E

4. Jika pesan yang ingin disampaikan sangat abstrak dan konseptual, seperti keadilan, kualitas.

A mild

Soetrisno Bachir

Rizal Malarangeng 09

Gerindra

5. Slogan & jingle membantu menempatkan dalam benak kalimat/kata2 kunci tentang sebuah brand, yang menghubungkan kata2 tsb dgn brand image atau mengingatkan konsumen dgn brand feature

“dari telkomsel”

“punya indosat”

“terus terang philips terang terus”

“susu saya susu bendera”

dll.

copywriter = marketer + sastrawan

= “A Killer Poet”

copywriter tidak memiliki “personal style”/gaya pribadi dalam menulis, karena harus selalu menyesuaikan dengan **pesan, produk, dan target audience** (bahasa, budaya, cara berpikir, dll).

Copywriter juga harus mengikuti strategi kreatif pembuatan iklan, yg pada dasarnya disusun untuk menjawab:

- **What:** pesan apa yg hendak disampaikan
(jujur)

- **To Whom:** kepada siapa pesan penjualan ditujukan (jangan dianggap bodoh, consumers are not stupid)

- **How:** bagaimana cara dan penjabaran pesan penjualan (gaya yg sesuai dgn TA)

Penulisan naskah iklan (copywriting) juga punya strategi & ketentuan yg berbeda2 menurut penempatan/medianya.

(WHERE?)

- Print (surat kabar; majalah; direktori; poster; outdoor; brosur/pamflet)
- Radio
- Televisi
- Web

TWICE THE POWER
IT WON'T LET YOU DOWN



Compared to the 2004 version tested for anti-perspirant.

blowUP media

practical tips writing effective copy

- **singkat**, dgn kata2 yg mudah dimengerti
- **spesifik**, jgn 'nggombes', makin spesifik makin mudah dibaca & diingat
- **personal**, berbicara langsung dgn audience, gunakan kata "Anda"/"kamu"/"-mu"
- **1 fokus**, sampaikan 1 pesan simple saja, fokus di 1 ide/pesan dan dukung pesan tsb
- **gaya berbicara sehari2**, jangan takut pake kata2 yg ga sesuai aturan baku

- **original**, hindari penggunaan kata2/kalimat2 yang sering dipakai atau clichés, & kata2 yg terlalu melebih2kan atau menyombongkan diri
- **gunakan variasi**, hindari body copy yang terlalu panjang, dipisah2kan dalam paragraf2 singkat, di televisi monolog juga diseling2i dengan visual atau musik atau sound effects



WHAT'S
THE
WORST
THING
TO LOSE
AS WE GET
OLDER?
OUR HAIR
OUR TEETH
OUR CURIOSITY

The
Economist

know the
typograph

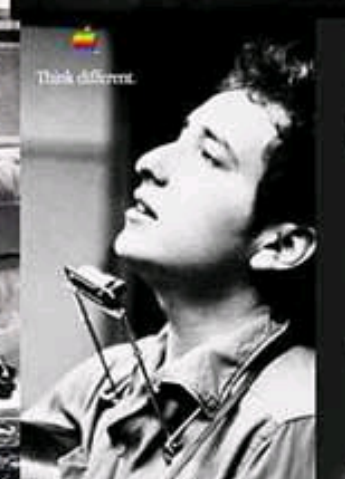
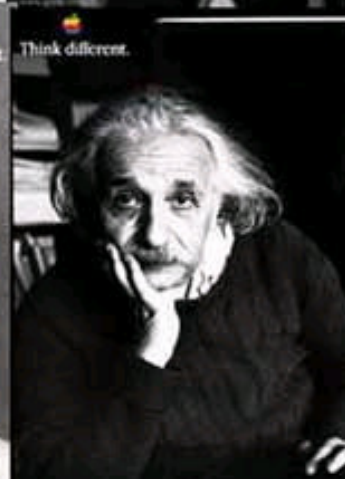
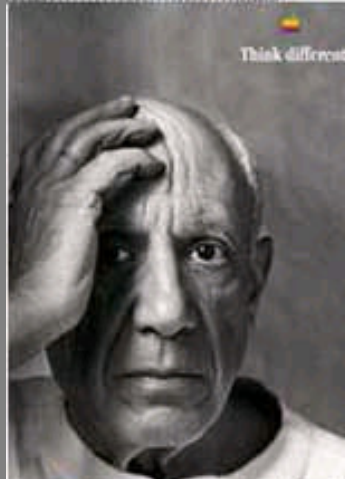
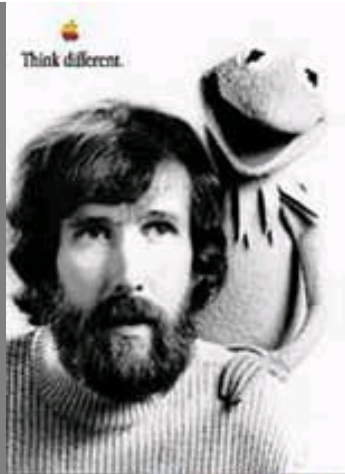
less is more
until more
is more

ink is

if
se
m
lo
it
w

ninety nine
percent of
inspiration
is...

don't let the
truth get in
the way of a
good story



bacaan lebih lanjut ttg copywriting:

Agustrijanto. 2001. *Copywriting: Seni Mengasah Kreativitas dan Memahami Bahasa Iklan*. Penerbit PT Remaja Rosdakarya Bandung.

Gabay, J. Jonathan. 2003. *Copywriting*. Teach Yourself Contemporary Books.

Wells, William, John Burnett, & Sandra Moriarty. 2003. *Advertising: Principles and Practice* (International Ed.). Prentice Hall. pp. 328-361.

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