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

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Friends</th>
<th>Couples</th>
<th>Lovers</th>
<th>Married</th>
<th>Married for years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheating</td>
<td>Divorced</td>
<td>Separated</td>
<td>Single mothers</td>
<td>Singles</td>
<td>Patchwork families</td>
<td></td>
</tr>
<tr>
<td>Homos</td>
<td>Heteros</td>
<td>Stutterers</td>
<td>Womanisers</td>
<td>Outsiders</td>
<td>Anglers</td>
<td>Hunters</td>
</tr>
<tr>
<td>Golf players</td>
<td>Married</td>
<td>Sunday drivers</td>
<td>Pierced</td>
<td>Happy</td>
<td>Deeply happy</td>
<td>Lotto players</td>
</tr>
<tr>
<td>Snowmen</td>
<td>Moustachioed</td>
<td>Fat</td>
<td>Florists</td>
<td>Lawyers</td>
<td>high school graduates</td>
<td>Coffee drinkers</td>
</tr>
<tr>
<td>Promoted</td>
<td>Demoted</td>
<td>Newborns</td>
<td>Loud</td>
<td>Extroverted</td>
<td>Volatile</td>
<td>Inseparable</td>
</tr>
<tr>
<td>Out of whack</td>
<td>Very out of whack</td>
<td>Good-humoured</td>
<td>Depressed</td>
<td>Undecided</td>
<td>Quiet</td>
<td>Shy</td>
</tr>
</tbody>
</table>
words & pictures work together to create a creative concept
WE GET TO THE POINT.
It's the hat.
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 Beetle don't even think 32 miles to the gallon is going any great guns.
Or using five parts 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.
Adalah tugas seorang copywriter untuk “meracik”/mengolah kata-kata yang tepat untuk menciptakan “keajaiban makna” agar dapat

menarik perhatian,
merubah emosi/mood orang,
mengingatkan,
merayu,
merubah persepsi,
membangun image positif,
memberikan pesan yang mudah diingat,
menyemangati,
meyakinkan,…
just do it.
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.

This 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.
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.

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 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.
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.

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
a4uAwards 2007

Innovation In Affiliate Marketing
a4uAwards 2007

The sky’s the limit...

...when you work at TradeDoubler.

We’re one of Europe’s leading internet marketing companies, plus
we have an office in Japan as well.

In 2006 we’re going further than any other affiliate marketing company.

We need more people to help make it happen.

Our market-leading products are:

- Online marketing services
- Campaign management technology
- Digital advertising

We work with clients including:

- Apple, Amazon, eBay, Sony, among others.

We want people passionate about the latest trends, products and
clients. If you’re into websites, you’re in.

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

- Sales
- Account Management
- Client Services
- Marketing

If you’re interested, then please contact:

- Sales: sales@tradedoubler.com
- Account Management: am@tradedoubler.com
- Client Services: cs@tradedoubler.com
- Marketing: marketing@tradedoubler.com

1-800-999-1234
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.
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

SURE MEN

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
THE WORST THINGS TO LOSE AS WE GET OLDER?

Our teeth. Our hair.
know typography less is more until more is more
ink is

ninety nine percent of inspiration is...
don’t let the truth get in the way of a good story
bacaan lebih lanjut ttg copywriting:


Semua materi perkuliahan dapat di download di:

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