

7

Message Creation and Copywriting

“When advertising uses creative ways to remind, people don’t tend to forget conveniently”

This chapter highlights the importance of message and its elements. It also explains the various appeals used in advertising.

Message Creation and Copywriting

For the advertising transmission to be successful, the audience must see the advertisement, be attracted to it, understand and comprehend it. The purchase behaviour should be influenced in favour of the advertised product. For this, the communicator must know the intricacies of buyer behaviour, the type of media, message and how to bring about attitudinal changes in the minds of the consumer. The message must get diffused in their minds so that they can take favourable decisions.

The entire advertising revolves around the 5 Ms of advertising. These are discussed as follows:

5 Ms of Advertising

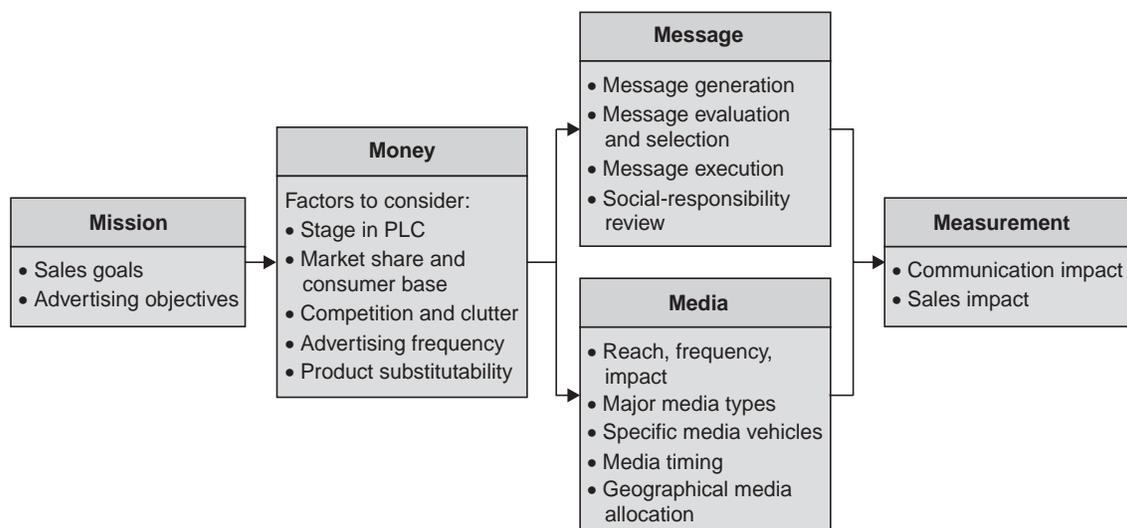


Fig. 7.1

5 Ms of Advertising.

Mission—Defines the objectives or the purpose of Ad.

Money—Budget allotted for advertising expenditure.

Message—Type of message *i.e.*, its structure, appeal, one-sided or two-sided message etc.

Media—Newspaper, magazines, T.V., video, radio and other types of media.

Measurement—Evaluation or the effectiveness of the Ad.

Enchanting Getaways in Nepal.
The Air Sahara Way.



Daily flights to the Himalayan Kingdom.
Packages starting from **Rs. 8,605/-**



Holiday in Nepal for just Rs. 8,605/-
3N4D per person on twin sharing basis.
Inclusive of Economy Class return airfare, airport
transfers, daily breakfast & 2 half days sightseeing.

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In this ad the source is Aishwaria Rai
The source is attractive and credible

The Ad must capture the attention of the audience by giving new information and by supporting information through data or by stories.

Information must be of interest to the audience and should be interpreted favourably by the consumers. It can be interpreted differently by different people *i.e.*, with optimism, with boredom, aggression or with interest. The conditions affecting interpretation of the message could be the needs, desires, status values, motives etc.

It should appeal and influence the audience. The main aim is to bring attitudinal changes favourably. Attitude is made up of 3 interrelated components.

<i>Cognitive</i>	<i>Affective</i>	<i>Conative</i>
Cognition or knowledge of the product	Affection emotions <i>i.e.</i> , likes/dislikes	Behaviour or action to purchase

Fig. 7.2

Attitudes are not static they are manoeuvrable and can be changed. They are not dormant. Persuasion has 2 important components. They are *source* and *message*.

Source

By source we mean the person involved in communicating a marketing message either directly or indirectly. A DIRECT source is a spokesperson who delivers or demonstrates a product or service *e.g.*, Andre Agassi who endorses a tennis racket.

An Indirect Source does not demonstrate but draws attention to the Ad and enhances the appearance of the Ad. Many firms spend huge sum of money on a specific person to endorse the product of the company. Sachin Tendulkar (VISA, Pepsi), Shahrukh (L.M.L. freedom), Amitabh Bacchan endorsing product (Nerolac Paints), Kareena Kapoor (Air Tel).

Sometimes the source which is very likeable and attractive overshadows the product. The viewers are glued to the source and not to the product. Advertiser must be careful to this and make sure that their purpose of propagating the product is served.

Source: The source must have credibility, likeability and approach to the views and disposition of the audience.

The source factors as level of expertise, trustworthiness, culture, age and educational level influence the audience. Doctors advocating that *Forhans* is good for the gums endorses the credibility of tooth paste. Other examples could be:-

Kapil Dev	—	“Boost is the secret of my energy.”
Tendulkar	—	M.R.F. Tyres
Amir Khan	—	Thanda Mutlab Coca Cola

Likeability

Audience likes a source for many reasons:

- (i) Source is identical to audience in personality, political affiliation, race and group characteristics.

(ii) Source may be enjoying life, the receiver may like to emulate the source *i.e.*, film stars, pop singers, sportsmen, celebrities etc.

(iii) Source’s approach to disposition of audience.

If the receiver agrees with the views expressed in the Ad, it is more persuasive, source with expertise, credibility and attractiveness influences the receiver. The message should have two features influence the audience.

Message Structure, and Appeal. These features bring about attitudinal changes

Message structure arrangement, one-sided message should be delivered when the audience is already in agreement with the views of the communicator. It conveys only positive attributes and benefits. When the audience is already in disagreement, two-sided message should be delivered.

Two-sided message is meant for educated audience who can appreciate both points of view. One sided is for low-educated audiences. In a two-sided message, we can have a refutational appeal, where the communicator presents both sides of the issue then refutes the opposition’s point of view. Some refutational messages inject the audience against competitor’s counter claims. It is used to bring attitudinal changes and builds brands loyalty.

A basic consideration in the design of a persuasive message is the argument’s order of presentation. It is to be decided whether the most important part of message be placed at the beginning, the middle or the end. Researches indicate that the items presented first and last are remembered better than those presented in the middle.

A primary effect is produced by presenting the important points of the message in the beginning. If the target audience is opposed to the position propagated, presenting the strong points it may reduce the counterarguing. Strong arguments work best in the beginning.

If the audience is in agreement with the communicator strong points can be put at the end.

The most effective way of presentation is to have the strong points both in the beginning and at the end. The weaker points may be in the middle of the message.

<i>Climax order</i>	<i>Anticlimax</i>	<i>Pyramidal</i>
Important points of the message come at the end. Audience is interested	Important points of the message are in the beginning when audience interest is low	Important points of the message are in the middle one may conclude or keep the audience guessing

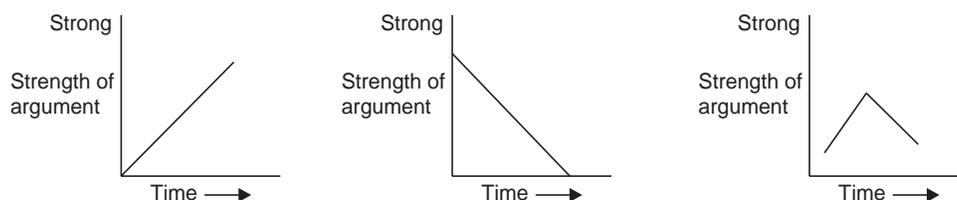


Fig. 7.3

Verbal Vs. Non-verbal Message

Pictures are commonly used in advertising to convey information and endorse the product. Most advertisements are picturised on the T.V. commercials. T.V. commercials have a dual effect of audio-visual effect. In a T.V. commercial, we can have a series of pictures leading to a story which leaves a lasting impression on the mind of the target audience.

Appeal brings attitudinal changes. It addresses to the needs and desires of the audience.

Message Appeals: It is a creative strategy to make the advertisement affective. They may touch and appeal to the logical, rational, emotional aspects of the consumers decision making. It brings attitudinal changes. It addresses to the needs and desires of the audience. There are various types of appeals. These are discussed under:

(a) *Product-oriented appeals:* It highlights *e.g.*, V.I.P. suitcases have additional features, brands good quality etc. Bata makes durable shoes, Nike means quality products etc.

(b) *Consumer-oriented appeals:* These appeals address to (attitudes, faiths, beliefs, life-style and social image) the consumer.

Product-oriented Appeals: These highlight the features, functions and brands.

(i) **Physical Features:**

Santro: More spacious, more mileage, durable etc.

VIP: Suitcases have additional features and good quality.

Bata makes durable shoes. Nike makes quality products.

(ii) **Function-oriented Appeal:** It highlights the functions of the products. Sundrop, refined oil heart care, Vitamins, Energy, Hygenic.

(iii) Brand to brand comparison Coca cola Vs. Pepsi/Godrej

(Pay a little extra for strength security etc.)

Consumer-oriented Appeals

1. Attitude oriented—These address to attitude, faith, beliefs, lifestyle and social image of the consumer.
2. Class oriented—Status, Symbol *e.g.*, Great people fly British Airways.

Humour and Appeal

Humorous message attract and hold consumer's attention. They are mainly for educated and learned audience. It puts consumer in positive mood. It is difficult to produce humorous message and it wears out fast. Humour generates feeling of amusement and pleasure and is effective in certain situation *e.g.*, Elope with Venus (Water Cooler), even your wife would love it.

Sex appeal (Sensuality): Use of sex appeal has become very common and most Ads. are featuring women in some form or the other and also showing a lot of nudity and subtle use of sex. Sex stimulates and appeals to both the genders. Some groups and societies are against the use of too much sex in advertisement and oppose the exposure and nudity of women projected in the Ad. Sometimes sex is relevant to the Ad. and it makes the Ad very powerful. The Ads. concerning family planning (Ads. of condoms), deodorants, cosmetics and other such products have to use some sex. Sensuality is projected by lipstick on eyebrows. It can also be projected by the Ads of undergarments.

Emotional Appeals

Anger—Feeling of Hostility and Aversion

Fear—It is the response to a threat that expresses or implies some kind of danger. It can be for the safe future *e.g.*, life Insurance-Insure for the future. Insure for your children and family. Danger from ill health, aids, cancer and other ailments. Fear of social objection leads to the advertisement of mouthwashes, deodorants, cosmetics etc. Higher levels of fear lead to high persuasion. Deposits in banks to be safe tomorrow.

Fear—L.I.C. Bank (Be safe for tomorrow)

Heroism—Health Related Prod.

Pity—We will all get old one day. Let's help each other.

Fantasy—Skypak courier built fantasy around product service.

“We will deliver wherever on earth”

Mood—A woman expresses herself in many ways and Vimal is one of the them.

Mediating—सब कुछ मुझे याद है।

Sub Kutch Mujhe Yaad Hai

Miracle—Drugs also life saving drugs.

Revolt Drugs—The dead end.

Luxury and Distinctiveness

“Mysore sandal shop. The great Indian tradition in luxury bath soaps.”

Ads Relying on USP—(Unique Selling Proposition)

USP has 3 parts uniqueness, selling and proposition. The uniqueness must be in the brand or proposition. The message appeal should be strong and the image important and relevant to convince the consumer.

“Promise the unique tooth-paste that has since been tested clove oil”.

Two in one concept

Lux Supreme—A Bathing soap and a beauty

Cream “2 in 1 Soap”.

Close Up—A toothpaste and a mouthwash—“Close up is for close ups”.

Copywriting

By copywriting we mean actually putting words to paper. This is a message which has been written down in a print media. It also includes the arguments and appeals used and the headlines.

Layout is to put all things together, the subject the headlines, appeals, background music and all that goes to make an advertisement.

Illustrating is of crucial importance in Ads. In this pictures and photographs are used to convey a central idea. Illustrations also identifies the company, brand name and trademarks. Copywriting is a specialised form of communication of ideas that are meant to serve the requirements of modern marketing. It forms a link between the advertiser and the prospect. It may promote an idea or convey messages and give commercial information.



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The role of copywriter is very important. He has to understand the strategy and apply creativity into the copy. Copywriting skills require command over language. He/She must have an intellectual and creative mentality. He/She must project himself from the advertiser's position as well as from that of the audience.

The copywriter formulates a strategy, which consists of the steps as shown:

(i) **Gathering Information:** The copywriter gathers information from the market, the customers and the media and puts them into abstracts. These abstracts are then put together for further blending etc.

(ii) **Blending:** All the elements of the abstract are blended and combined together. There may be editing of ideas, their additions, acceptance and rejections.

(iii) **Hypothesis** are made and they act as a guiding factor and are experimented upon.

(iv) **Gestation** some time lag is given to find out the objection and difficulties which are removed subsequently.

(v) All the facts gathered are then written down in the form of a copy or a message.

(vi) The copy is reviewed and finalised.

The Headlines: A good headline completes 80% of the job.



MOBILE NEWS UPDATES FROM AAJ TAK

Headlines given in bold

Headlines are important in all advertisements. These are designed to catch the attention of the prospect. The headline presents a selling idea.

According to David Ogilvy, five times as many people read the headline compared to those who read the body copy. He suggests that a number of headlines should be written and then an appropriate one should be chosen. A headline can be a brand or a company name.

Headlines involving verbal and visual presentation is more effective than presentation.

Functions of Headlines

- About 80% of advertising successes is attributed to headlines.
- Headline tells the whole story in a few words.
- It is an important attention getting method.
- Advertisers try to gauge the impact of headlines.
- There are reward headlines which attract attention.

“Win a visit to Malaysia” “Win a car” “Buy a packet and enter into a 5 Lakh draw”

Headlines are not used in print media but also on T.V.

Classification of Headlines

They are based on presentation and content. On the basis of presentation we have direct and indirect headlines.

Direct Headlines: They are straight and informative. The new values of the product are communicated to the customers. If the response is not good then indirect headlines are used.

Indirect Headlines are useful for people who read headlines by way of curiosity and lack of predisposition. It draws the attention of audience unintentionally *i.e.*, when their attention is drawn by the picture or an illustration then they read the headlines.

Combination of Direct and Indirect Headlines

These headlines are prepared to convey direct and indirect information. The headlines are more attractive to curious readers than to predisposed readers.

News headlines, are read by most people when there is fresh and interesting news. News headlines are read by different sections of the society—sports news, political news, weather news, local news, business news etc.

Method headlines: These show the approach to people.

“How to approach is the promise which interests people”.

“How to make the best food”.

“How to get friendly” etc.

Question headlines: These headlines are interesting because they stimulate people to answer various problems. “Why lose the opportunity? Buy goods at huge discounts now” “Why wait for the winters” “Get married now”.

Command headlines: These headlines ask the readers to do something. A sort of suggestion or a command. “Fight tooth decay with Forhans” “Get yourself insured, the future is unpredictable” “Take a bigger pack and win extra gift”.

The length of headlines should be small not more than ten words. Single or double word headlines are also very effective with the visual advertisements.

The subheading could be in smaller print than the headlines. *The body copy* contains all the details about the product, its functions and its benefits. The body copy can be short or long depending upon the space and what and how much is to be conveyed.

A copy includes all the elements of an advertising message *i.e.*, headlines reading matter or the text of the message, subheadings, picture, caption, slogans etc. The objectives of the copy should be decided.

The theme of the copy should be interesting and should generate curiosity so that the customers try tea product. In copywriting, one should start with the basic selling idea. Thus, the ideas are carried to the people who are the customers or the prospects. The copy should give specific information. It should be credible. It should be simple, humorous, should give genuine ideas and should be creative.

The length of the copy should be of appropriate length. Short messages are read by people. Too long copies or messages are avoided by people. It should be such that it includes all the facts and can carry the message to the audience.

There are various types of copies. These are:

Reasons why copy: It explains the reason why one should purchase the goods of the company or prefers the company's product to other brands. The sub heading bridges the gap between headline and the main copy.

Body copy: Body copy carries the main message. It explains the product features, values. It logically supports the claim made by the product and explains the product features and values.

Emotional appeals and rational arguments make the products useful and need satisfaction. It tells about the performance of the product. It highlights its high sales and the testimonials it has received. It challenges the competitors and customers to try the product and to see the difference. It is the main message to be conveyed.

Sometimes copy emphasises to close the sale or the idea. This kind of copy is like "By now", "Come today", "By from your nearest shop" are some of the closing ideas. Emphasis may be given on a direct action "Think our", "Plan your visit" etc.

Radio copy: In radio copy we have a combination of message, music, sound and voice. It draws the attention of the customers. Radio copy stimulates awareness, and takes the consumer through various stages.

Television copy: It is prepared with great care as it requires much higher expenses. It has to take care of pictures, sounds, movement, voice clarity etc. In preparing a television copy, the help of advertising agencies is also taken. It requires creativity, visual attraction, the idea, the story etc. The USP is extensively used in television copy.

Local copy: It includes posters, bills in local papers and pamphlets. It gives information on local shops and stores. It is effective locally.

Caption is a title given and appended with an article. It can be an illustration, a caption or a poster. It is a piece of text appearing on a movie or a television screen as part of a movie a broadcast. The pictures can be captioned with a humorous text. It is an ad showing pictures and also explaining at the same time. Sometimes, lot of importance is attached to captions. These captions can also be square or rectangular boxes shown on the screen.

Balloons

It is an arrangement where the words appear to be coming from the mouth of the characters. These are also known as blurbs. Sometimes, the whole message is given by means of balloons.

Slogans, Logos, Types and Signatures

A slogan is short interesting statement which may also rhyme and make the product popular *e.g.*, “Safety first speed after words”, “Better late than never” slogans can also be longer as in the case of Indian oil. “On ice on sand on any land, avoid your car coming to a stand. No matter the soil, do not recoil, always use Indian Oil”. A logo is a symbol which is adopted by a company. It can be a sign which reminds the consumers of the company. We have logos for Mercedes, Honda H, Coca Cola, Nike, Falcon, Thumbs up etc. Slogans are repeated forms of advertising. It is like a headline. It crystallises a few memorable words. Slogans must predict certain qualities that differentiate the product from other products.

These days logos are being worn by players on their shirts. It is also referred to as signature indicating the identification of the company or the brand. Logos remind customers of the company and its products.

Criteria for Effective Copy

A good copy should:

- (i) Stimulate interest in the audience.
- (ii) It should be concise and precise.
- (iii) It should create desire.
- (iv) It should aim to sell.
- (v) Should be designed according to the target market.
- (vi) Influence the reader’s thoughts.
- (vii) Bring attitudinal changes.
- (viii) Should have an appropriate appeal.

A copy should show the recommendations of celebrities and credible persons and experts. It should be straight forward. It is repeated with greater frequency, it has greater impact.

Questions

1. What to you mean by source, what are its characteristics?
2. Discuss the message structure, its presentation and order.
3. What do you mean by appeals? What are different types of appeals? Illustrate with example.
4. What are the components of copywriting and the criteria for an effective copy?