BRIEF CONTENTS

1 THE PERSUASIVE WORD: strategy ABCs: audience, benefits, and creative briefs 1
2 THE STRATEGIC WORD: strategy categories 15
3 THE CHOSEN WORD: writing techniques 32
4 THE STICKY WORD: headline and slogan techniques 44
5 THE WRITTEN WORD: print 59
6 THE SPOKEN WORD: radio 85
7 THE ANIMATED WORD: television 115
8 THE DELIVERED AND ABRIDGED WORD: direct mail, mobile, and small-space writing 167
9 THE AMBIENT AND MOVING WORD: out-of-home and transit 196
10 THE ONLINE COMMUNAL WORD: digital dialogue, virtual community, blogging 224
11 THE ONLINE WORD: websites 242
12 THE BUZZ WORD: interactive engagement, social media, viral marketing 265
13 THE MULTIMEDIA WORD: integrated campaigns 289
14 THE GLOBAL WORD: multicultural and international campaigns 314
CONTENTS

Preface xii
Acknowledgments xv

CHAPTER ONE
THE PERSUASIVE WORD: STRATEGY
ABCs: AUDIENCE, BENEFITS, AND
CREATIVE BRIEFS 1

Thinking about strategy first 2
Examining the brief: an up-close look 4
Templates 1.1: The shorter creative brief 4
Templates 1.2: The creative brief 5
Gaining deeper audience insight through VALS and observational research 6
Useful info 1.3: VALS comparison starting with highest incomes on top 10
Understanding secondary audience versus primary audience 10
Delving into consumer insights 11
Realizing the importance of a benefit 12
Creative strategy exercises 13
Notes 14

CHAPTER TWO
THE STRATEGIC WORD: STRATEGY
CATEGORIES 15

Using strategic thinking strengthens each touchpoint 16
Analyzing types of strategies 17
Keeping a handy reference list of strategies 18
Evaluating strategies and needs 23
Applying different types of positioning 27
Inventing the USP: selling uniqueness 28
Creating the main message: campaign slogans 28
Deciding the tone of voice 29
Considering competitors 29
Designing tactics 29
Advice from the pros 2.1: Charlie Hopper’s writing for specific media tips 29
Final creative direction checklist 30
Creative strategy exercises 30
Notes 31

CHAPTER THREE
THE CHOSEN WORD: WRITING
TECHNIQUES 32

Developing a strong message with legs 33
Determining the tone of voice 34
Noticing messages wherever you are 201
Looking closely at out-of-home messages 201

Tips and rules 9.2: Tips for writing ambient copy 202
Thinking about surprising the audience 202
Understanding your audience’s frame of reference 207
Being irreverent and still effective 212
Taking a once touchy subject into a humorous campaign 217
Finding new places to advertise 220

Checklist 9.3: Creative ambient checklist 222
Creative ambient exercises 222
Notes 223

CHAPTER TEN
THE ONLINE COMMUNAL WORD: DIGITAL DIALOGUE, VIRTUAL COMMUNITY, BLOGGING 224

Interacting with your online audience 225
Writing for the Web 225
Surfing the Web 225
Talking to the reader 226
Evaluating the copy’s tone of voice 226
Including clever headlines 227

Scripts and examples 10.1: Fun website headlines 227
Advice from the pros 10.2: Warning: use these five headline formulas at your own risk 228
Analyzing the message 229

Tips and rules 10.3: The 10 basic rules of copywriting 229
Creating a successful blog 229

Tips and rules 10.4: 10 steps for a successful blog series 230
Reading blogs for digital writing tips 230
Editing: Charlie Hopper’s tips to cut copy 231
Advice from the pros 10.5: Andy Beal’s top blogging tips 232
Useful info 10.6: Top copy-specific blogs from “top copywriting sites” 233
Looking into blogs for ad agencies 234
Learning blogging tips 234
Learning the rules of guest blogging 235
Revealing more bloggers’ observations 235

Looking at online versus print articles 237

Useful info 10.7: Social media ethical issue terms 239
Reviewing digital writing 240

Checklist 10.8: Blogging checklist 240
Creative blogging exercises 240
Notes 241

CHAPTER ELEVEN
THE ONLINE WORD: WEBSITES 242

Considering different types of digital directions 243
Examining a site with straightforward copy 244

Scripts and examples 11.1: Where we come from 244
Looking at copy on two digital agency sites 245
Examining a humorous site 249
Understanding SEO as a writer 249

Advice from the pros 11.2: Derek Cromwell’s website copywriting tips 250
Staying current about SEO 251

Useful info 11.3: 24 awesome SEO blogs everyone should read 251
Learning digital media from online experts 253
Advice from the pros 11.4: Alessandra Lariu’s digital writing tips 254

Useful info 11.5: Common Internet terms 257
Checklist 11.6: Online writing checklist 262
Creative online writing exercises 262
Notes 263

CHAPTER TWELVE
THE BUZZ WORD: INTERACTIVE ENGAGEMENT, SOCIAL MEDIA, VIRAL MARKETING 265

Understanding interactivity 266
Asking: what’s the point of interaction? 266
Considering sendable campaigns 267
Asking consumers to share their stories 267
Thinking about interactivity 268
Creating other ways to use interactivity 270
Discovering how to create buzz 274
Creating buzz with viral marketing / word of mouth 276
Asking why you responded 279
CHAPTER THIRTEEN
THE MULTIMEDIA WORD: INTEGRATED CAMPAIGNS 289

Developing ideas that spin out 290
Thinking about how small-space writing differs from other media 293
Creating messages that move from one medium into another 294
Thinking about multimedia from the beginning 297
Checking that you’re writing for the eye, ear, and imagination 297
Reminding consumers of the benefits in all media 298
Including target-specific ambient and interactive advertising 299
Being irreverent can create unforgettable messages 300
Creating a new approach to a normally stuffy category 301
Learning Charlie Hopper’s media-focused writing tips 302

CHAPTER FOURTEEN
THE GLOBAL WORD: MULTICULTURAL AND INTERNATIONAL CAMPAIGNS 314

Revisiting universal truths as a core message 315
Writing for hispanic markets 316
Using global truths for today’s diverse market 318
Advice from the pros 14.1: Five writing tips from George L. San Jose 346
Creating international campaigns 347
Seeing how concepts move into other markets 347
Taking a tagline into other countries 347
Changing consumer behavior with fun 357
Reaching out with on-the-go solutions 358
Using the digital world to go global 359
Observing international campaigns 360
Advice from the pros 14.2: Three tips for writing to biculturals from Carlos Menendez 361
Checklist 14.3: Multilingual and multicultural writing tips checklist 361
Multilingual and international messaging exercises 362
Notes 364
Suggested Reading 365
Index 368