



Writing Advertising Copy

(PART 2)

Daftar Materi

- PETUNJUK DESAIN POSTER
- PEMBUATAN DESAIN POSTER
- *ADVERTISING COPY* UNTUK RADIO

Advertising as a
Persuasive Force

APPEAL

Positioning

BEHAVIOR

Basic Guidelines for Writing Advertising Copy

Purpose

Hal yang ingin dicapai / Tujuan

The Publics

Demografi & psikografi target audiens

Objective Facts

SW internal & eksternal

Media

Jenis, kaidah penulisan, & reputasi

Basic Guidelines for Writing Advertising Copy

The Creative Approach
A copy platform

Language
Dimengerti level yang lebih rendah dari target audiens

Visualization
Representasi creative approach

Repetition
Rule of 3

Writing Advertising Copy for Print Media

Creative pyramid



The advertisement is a vertical rectangle with a white background. At the top is a photograph of a dark brown, textured doormat with the words "WELCOME, THIEVES" stamped in white capital letters. Below the photo is the headline "How inviting is your home?" in a serif font. Underneath is a paragraph of body copy in a smaller serif font, followed by the slogan "You're in good hands." in a larger, bold serif font. At the bottom is a small line of contact information. To the right of the advertisement, a vertical column of five colored boxes (dark red, orange, green, teal, purple) is aligned with the Creative Pyramid levels. Arrows point from these boxes to the corresponding elements in the advertisement: 1. (dark red) points to the headline and visual; 2. (orange) points to the subhead; 3. (green) points to the body copy; 4. (teal) points to the slogan; 5. (purple) points to the contact information.

Format elements

- ← Headline and visual
- ← Subhead
- ← Body copy
- ← Slogan
- ← Contact information

For tips on how to help burglar-proof your home, write to: Allstate, Dept. HA, P.O. Box 7660, Mt. Prospect, IL 60056-9661 © 1993 Allstate Insurance Company, Northbrook, IL

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Kuncinya:
Psikografis &
Uji Target Audiens

Petunjuk Desain Poster

Use white/eggshell paper

Psychology of Color

Aggressive/Passion
Orange = Bright/Happy
Dark Blue = Calm/Relax
Purple = Royal/Elegant
Yellow = Health/Well-being
Green = Nature/Regen

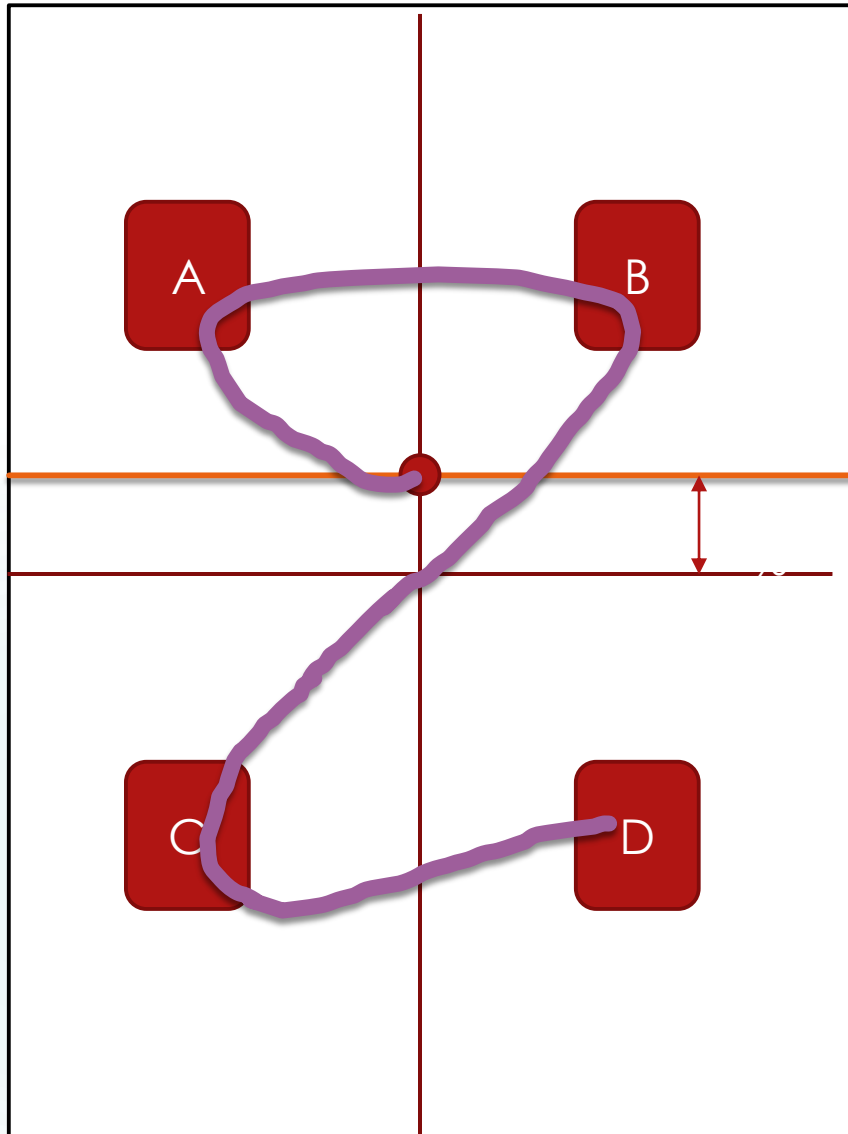
Pemilihan Warna

Setting Monitor Color (CMYK)

Qualities of Color

Hue
(Yellow, Red, Blue)
Value
(Dark / Light)
Saturation
(Color / B/w)

Petunjuk Desain Poster



Design Style

Formal : $AC = BD$

mean stability, security, authority

Informal : $AC < BD$

Mean dynamic, fresh, creative

Petunjuk Desain Poster



Tugas Minggu Ke-7

Format Poster:

- Ukuran : A3 (297mm x 420mm atau 11,69 inci x 16,54 inci)
- Dikerjakan setidaknya dengan aplikasi MS. Word (dapat pula dengan photoshop)
- Non margin
- Terkait dengan kampanye media PR yang dibuat oleh kelompok
- Maks 15 kata
- Menggunakan gambar/impresi yang mendukung
- Menggunakan konsep 8 tahap dalam penyusunan **(Purpose, Objective Facts, the public, media, the creative approach, visualization, language, repetition)**
- Terdapat atribut informasi yang dapat dikaitkan dengan konsep “creative pyramid” **(Attention, Interest, Credibility, desire, action)**
- Softcopy desain dikumpulkan **paling lambat Senin 23 Maret 2020, pukul 10.00 WIB** ke Gdrive

Writing Advertising Copy for Electronic Media

"FREIGHT TRAIN" :30 SECONDS

MUSIC: *Ominous and Foreboding Music*

SFX: *Distant Train Horn*

MALE V/O: *"It's coming again."
"In seconds it will be here."
"Your heart pounds."
"You can't breathe."
"You're terrified."*

SFX: *Train Horn Getting Louder and Swiftly Closing In*

MALE V/O: *"You're sure you're about to die."*

SFX: *Pounding Heartbeat*

FEMALE ANNCR:

For people with Panic Disorder, this is how it feels to have a panic attack. Find out how you can get help. Call 1-800-64-PANIC, 1-800-64-PANIC. Panic Disorder. It's real. It's treatable. A public service message from this station and the National Institute of Mental Health.

FADE OUT

Copywriting for Radio

Rule of Thumb

25 words = 10 sec.

45 words = 20 sec.

65 words = 30 sec.

125 words = 60 sec.

Writing Advertising Copy for Electronic Media



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Mom

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BROCHURE

Prepared by:
Reni Dyanasari

BROSUR

Material printing yang terdiri dari 6 halaman atau lebih, dipublikasikan untuk satu waktu tertentu dengan satu tujuan tertentu.

KONSEP

Unik

- Berbeda dan Memorable

Cerdas

- Ide cerdas dan menjual

Penggunaan Puff Words

- Hindari apabila tidak sesuai fakta

Validity