



**ORIGINAL RESEARCH PAPER**

**Management**

**ADVERTISING COPY**

**KEY WORDS:** Advertising Copy

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**ABSTRACT**

A copy writing is a key activity in advertising; indeed, a creativity activity. A copy writer is concerned with what to say and show in an ad, and how best to say and show it.

**Meaning**

Copy is the heart and soul of advertising. Generally copy is considered as all the written and spoken material including body, headlines, subheadings and all other printed materials such as pictures, captions, slogans, brand name, trademarks, prices, advertiser’s name or signature and so on. In other words, a copy is the reading matter, the words, sentences, paragraphs, headlines, subheads, and figure in the advertisement.

Hence, copy refers to written material which is to be set in type for the print media or spoken by announcers for broadcast commercials. Gradually, pictures, photographs, visual symbols, sketches, illustrations and action in graphic representation started getting on increasingly larger space in ads. Now there is hardly any advertisement without pictures and photographs and rarely a small headlines or a slogan.

Advertising copy explains the central ideas of an advertisement. It is important and plays a vital role in an effective advertising campaign. The preparation of the advertising copy requires the higher degree of imagination, perfection and creativity. In case of any deficiency in the advertisement copy, all the planning search and expenses would go waste. Therefore, it is highly essential that proper care should be taken to draft a copy that will achieve the purpose of advertisement. It should influence the attitudes and actions of buyers resulting in more purchase by customers and increase in sales volume for the advertisers. A carefully drafted copy can call attention, create interest, desire and lead the prospects to the action of purchasing the intended product and service.

Copy in its present-day meaning, includes all the elements of an advertising message, whether printed or broadcast. In advertisements for the print media, it includes headlines, sub-headings, picture captions, slogans and body copy. It may even include trademarks, the company logo, borders and other illustrations and visual symbols.

In radio commercials, it includes sound effects and music, in addition to the words spoken in the ad messages. The copy of T.V. commercials includes the words to be spoken by the characters in the script, music and sound effects as well as illustrative materials, actions and even camera cues.

Hence, the preparation of advertisement is mainly concerned with the elements which are supposed to be included in the advertising copy.

Information about the business and its products and services. The “selling proposal” can act as a blueprint here, ensuring that the advertising fits the overall marketing objectives. Many companies utilize a theme or a slogan as the centerpiece of such efforts, emphasizing major attributes of the business’s products or services in the process. But as Hiam and Schewe caution, while “something must be used to animate the theme care must be taken not to lose the underlying message in the pursuit of memorable advertising.”

When writing the copy, direct language (saying exactly what you

mean in a positive, rather than negative manner) has been shown to be the most effective. The theory here is that the less the audience has to interpret, or unravel the message, the easier the message will be to read, understand and act upon. As Jerry Fisher observed in Entrepreneur, “Two-syllable phrases like ‘free book’, ‘fast help’ and ‘lose weight’ are the kind of advertising messages that don’t need to be read to be effective. By that I mean they are so easy for the brain to interpret as a whole thought that they’re ‘read’ in an eye blink rather than as linear verbiage. So for an advertisement trying to get attention in a whole awash in advertising images, it makes sense to try this message-in-an-eye-blink route to the public consciousness-be it for a sales slogan or even a product name.”

The copy content when composing advertising copy it is crucial to remember that the primary aim is to communicate needs to be clearly written, following conventional grammatical guidelines. Of course, effective headings allow reader to get a sense of the advertisement’s central theme without having to read much of the copy. An advertisement that has “50% off” in bold black letters is not just easy to read, but it is also easy to understand.

The text or body copy of an advertisement reveals the entire story of the selling points that the advertiser wants to convey. It is also very often termed as heart of advertising copy. The illustration and headline captures the attention of the prospects and generates enough interest to induce the readers to react positively in favor of the product or service. The text or body copy points out the advantages of purchasing the product, the price of the product, various uses of the product and so on. In fact, it provides all the information about the advertised product or service and guides the prospect. The body copy educates, persuades, reminds and influences the buyer’s behavior and the action.

The central thought of the advertising message is usually express in the text. Therefore, text is considered as an important element of the advertisement. Though, the message s found in the illustration, the headline, the text and the closing photograph the message takes different forms in different elements of advertisements. The headline message usually takes the form of few words whereas in the illustration it takes the form of a specific phrase. Finally, the text or body copy explains or develops the message. The body copy may contain one or more paragraphs. The text develops and expands the idea and message presented in the headline.

**Features of a good copy**

- The copy should be informative.
- The copy should be interesting.
- The copy should possess the feature of trust-worthiness.
- To be successful, copy must be persuasive.
- The copy should possess the feature of memory value.
- The copy should include the price of the product unless there is strong justification for its omission.