

Copywriting and Design

Part 4: *Effective Advertising Messages*

Chapter 13 & 14

The Writer as an Advertiser

- "I have learned that it is far easier to write a speech about good advertising than it is to write a good ad."
 - *Leo Burnett, quoted in 100 LEO's, Chicago, IL: Leo Burnett Company, p. 27.*
- "If you are writing about baloney, don't try to make it Cornish hen, because that is the worst kind of baloney there is. Just make it darned good baloney."
 - *Leo Burnett, quoted in 100 LEO's, Chicago, IL: Leo Burnett Company, p. 23.*
- "I have discovered the most exciting, the most arduous literary form of all, the most difficult to master, the most pregnant in curious possibilities. I mean the advertisement It is far easier to write ten passably effective Sonnets, good enough to take in the not too inquiring critic, than one effective advertisement that will take in a few thousand of the uncritical buying public."
 - *Aldous Huxley (1923), British author, quoted in Robert Andrews, The Columbia Dictionary of Quotations, 1993, New York, NY: Columbia University Press, p. 18.*
- "The trouble with us in America isn't that the poetry of life has turned to prose, but that it has turned to advertising copy."
 - *Louis Kronenberger (1954), quoted in Rhodas Thomas Tripp, The International Thesaurus of Quotations, 1970, New York, NY: Thomas Y. Crowell Company, p. 18.*

Copywriting: The Language of Advertising

- Four types of ads in which words are crucial
 1. If the message is complicated
 2. If the ad is for a high-involvement product
 3. Information that needs definition and explanation
 4. If a message tries to convey abstract qualities
- Copywriter
 - The person who shapes and sculpts the words in an ad