



# Headlines and Taglines

Advertising Strategy  
(Alstiel and Grow)

# Headline types, when to use it



- **News:** when you want to introduce a new product, new brand, new feature
- **Direct benefit:** when you want to promise a reward or highlight the prime benefit in the headline
- **Curiosity:** when you want to intrigue the reader into finding the main ideas in the body copy
- **Emotional:** when you want to sell the image and/or invoke resonance in the reader



# Headline types, when to use it

- **Directive (Command):** when you want the reader to do something
- **Horn blowing:** when you want to impress the reader by being the biggest, the fastest, the first, etc
- **Comparison:** when you want to differentiate your brand from the competitor or use a metaphor to describe your product
- **Label:** when you want to focus on the brand name, product name, or campaign tagline rather than discuss features/ benefits

