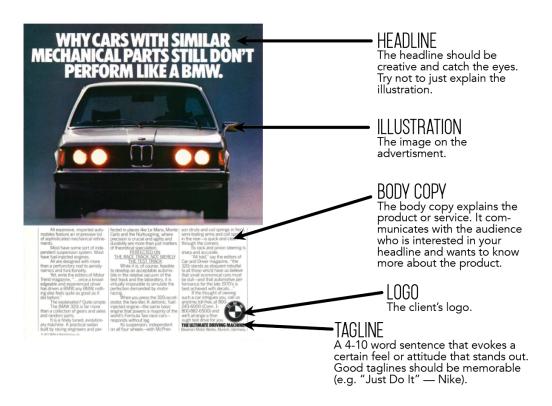


CREATIVE WRITING FOR ADVERTISING HEADLINES

PARTS OF A PRINT ADVERTISEMENT

Before you can analyze or create advertisements, it is important to know and understand the basic parts of an advertisement.



HOW TO WRITE A HEADLINE

Let's start with a very ordinary product. For example, Dry Idea Anti Perspirant. Below are just a few ways that lines could be created to talk about Dry Idea. Just imagine the visual--all you'd see is the package of Dry Idea. (Mark Nardi, 2019)

Now, since it's called antiperspirant, what can we do with that term?

"It's anti-perspirant, anti-embarrassment, and anti-hey-open-the-window-will-you?"

If you really sweat, your shirt will show those stains. So it gets kind of gross, but we could try having fun with that:

"Hi, my name's Brad, and these are my pit stains."

Here's another way to look at too much sweat:

"Your nickname should never be the Human Waterfall."

HOW TO WRITE A HEADLINE BASED ON STRAIGHT-LINES

What is a straight-line?

A straight-line is a plain sentence that clearly states the key message the ad wants to convey.

Example: "This chair is really **comfortable**."

How can you write a headline based on a straight-line?

Capture the gist of the straight-line in a memorable way to hook the reader.

Examples:

"This chair is really **comfortable**." → Ever try binge sitting?

"This moving company is very **careful**." → We bubble wrap our bubble wrap.

We don't just carry your stuff. We cuddle it.

HOW TO WRITE BODY COPY FOR A PRINT AD

The body copy of an ad should flow smoothly from from the headline.

Example of Body Copy:

Product: Halo Top vegan collection

Body copy: Why can't vegans have good things? It's like "oh, this is ok for vegan food" when it should be "damn, this is good." It's not a sloppy attempt to veganize food. Because when it comes to ice cream, we mean it. Halo Top Non-dairy collection.14 flavors to free yourself!

HOW TO WRITE A TAGLINE

Most taglines last for many years, so it is important to come up with a timeless phrase. Some examples of famous taglines include:

BMW: "The ultimate driving machine"

eBay: "The world's online marketplace"

IKEA: "Live unboring"

Red Bull: "It gives you wings"

Skittles: "Taste the rainbow"

Maybelline: "Maybe she's born with it.

Maybe it's Maybelline."

Wheaties: "Breakfast of champions"