Integrated Marketing Communication
DCOMM/ENG 290
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DESIGN, HEADLINES & TAGLINES, AND BODY COPY
Why Every Creative Needs to Be a Designer

- Words and visuals do not exist in isolation.
- Design visually expresses the Big Idea and sells the product.
- Good creative should engage the audience visually and verbally.
- Portfolios are important, and presentation matters.
- Multiple skills increase your value.
- Knowledge is power and set you ahead.
Basic Design Principles

- Proximity
- Alignment
- Repetition
- Contrast
Proximity

- Groups related elements together
- Move items physically together so related elements are seen as a cohesive group
- Move items farther apart to suggest a less important relationship.

What are your impressions of Image 7.4 on page 114? How would proximity change the meaning?
Alignment

- Arranges elements so that invisible lines direct a read through a layout
- Most importantly, alignment is a system of organization
- Visual flow, how readers’ eyes follow a layout, and lines are the two key points to alignment
- Good visual flow often relies on a Z pattern
Repetition

- Repeating some design element is essential to a successful layout
- The element that is repeated should be visually recognizable and strategically relevant
- Avoid being annoying and overwhelming to viewers. *(Always an excellent rule!)*
Contrast

Two main points:

- Optical weight
  - Thin lines are light to the eyes
  - Thick links are read heavy to our eyes

- White Space
  - The negative space surrounding elements
  - Also has optical weight
  - Is not always white

How is white space used in Image 7.14?
Typography

- Serif/sans serif
  - Serif has little tails at the end of the strokes
    - Times New Roman
    - Adobe Garamond
  - San serif fonts do not
    - Arial
    - Calibri

- Weight, Size, Color, and Reverse & Over Printing
  - These are all typographical consideration
When Making Typographical Decisions

- How will typography enhance the Big Idea/that One Thing?
- Are your typographical choices in keeping with the strategy?
- Does the typography support the brand?
- Will the audience relate positively to the typography?
- What are the cultural connotations of your typographical choice?
- What is your justification for each typographical choice?
Layout Patterns

• Grid or Chaotic
  ◦ Grid more organized visually
    • AKA Mondrian layouts
      • Simple and systematic way of dividing up space using geometric patterns beginning with the basic rectangle that makes the page
  ◦ Chaotic more random –random chaos
    • AKA Circus or Field-of-Tension layouts
      • Not usually as crazy as they sound

When might each be appropriate?
The Design Process

- Select Visuals
  - People, Not Things
  - Illustration vs. Photography

- Consider how the visuals will carry through a campaign

- Designing for websites both mirrors and contrasts with design for print media
Headlines and Taglines

- A good headline does one or more of the following:
  - Gain immediate attention
  - Select the right prospect
  - Lead readers into the text
  - Complete the creative equation
Proven Styles of Headlines

- Question
- How to
- Quote

Headlines with style are often:
- Specific
- Use rhyme, rhythm or alliteration
- Judiciously use puns and wordplay
- Involve the product
Ineffective Headlines

- Ask questions that can’t be answered
- Ask yes/no questions
- Are really caption describing rather than interacting
- Rely on stupid puns
- Use insulting, condescending or patronizing language
- Are clever for the sake of being clever
Headline Checklist

- Consider the items on the headline checklist (page 157).
- For Integrated Marketing Communication, especially consider:
  ◦ #10 Think Campaigns. How are you going to follow up that killer headline? Will your next five ads be just as good?
Subheads

- Usually underneath the headline
- Four main purposes of a subhead are:
  - Clarify the headline
  - Reinforce the main idea stated in the headline
  - Break up large copy blocks
  - Lead you into the body copy
- Don’t use the subhead to explain the headline or to introduce a new and separate idea from the headline.
Preheads

- AKA the overline
- Precedes the headline
- Most Common Purposes:
  - Set up the headline
  - Define the audience
  - Identify the advertiser
  - Identify an ad in a series
Taglines/Slogans

- The catchphrase that appears after the logo in print or commercials, is integrated into the website
- Can be the most important element of a campaign
- Statement that:
  - Defines the company
  - Positions the product
  - Denigrates the competition
  - Reassures the stockholders
  - Will be approved by the CEO’s wife

Why are these important?
Successful Taglines

- A Diamond is Forever
- Just Do It
- The Pause That Refreshes
- Good to the Last Drop
- Where’s the Beef

What are some others?
Effective Taglines

- Keep it short and simple
- Think jingle
- Try to differentiate the brand
- If you have to be generic, go global
- Play with words
- Don’t confuse or mislead
- Justify your choices
Creative Tree of Taglines

• Begin with the Positioning Statement
• Many taglines are unsuccessful, but they should all time back to the Positioning Statement
Body Copy

- Body Copy is for more than just ads
  - Web Content
  - Collateral
  - Direct Mail
  - Reports, plan books, proposals

- Write body copy to impress
- What you say is more important than how you say it
- Know the rules of English, but don’t feel forced to use them
- Write to the individual, not to the masses
Why do we need copy in ads?

- Considered purchase – what is the product?
- Differentiate products – why is this different?
- Multiple features – what else other than the Big Idea?
- Difficult, complicated or controversial subjects – what is the conversation?
Long Copy

- Most copy in ads is under 200 words
- The long copy is headed Online
  - Still remember the who, what, where, when, and why
  - Change headlines/lead paragraphs often
  - Stay “above the fold” with important copy
  - Keep it brief and easy to read
  - Don’t use too many links in the text making it difficult and distracting for readers
  - Make it easy to download and print
Writing Structure

- Types of Copy
  - The story
  - Bullet points
  - One liner

- Writing Style
  - Advertising is not English
  - Persuade, don’t impress
7 Deadly Sins of Copywriting

1. Advertising-ese
2. Bad taste
3. Deadwood
4. Generic benefits
5. Laundry lists
6. Poor grammar
7. Wimpy words
Power Writing

• Mix short and long sentences
• Use simple words if you can
  ◦ Write the way people talk
  ◦ Match the copy style to the product tone
  ◦ Active verbs and positive attitude
  ◦ Be specific
  ◦ Parallel construction
  ◦ Alliteration, rhythm, and rhyme
  ◦ **Tighten it up**
  ◦ **Write out loud**
Checklist for Body Copy

- Strong opening line
- Appeal to the consumer’s point of view
- Clear central idea (the One Thing)
- Strongest Sales Point First
- Strong Supporting Information
- Easy Reading
- Power Writing
- Call to Attention