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发件人: Andrew Dunn
日期: 2005年12月1日 17:21
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主题: Important Updates from Advertising Content Quality - November 2005

Copywriter's Reference



News from Advertising Content Quality

November 30, 2005

Headline Inspiration from Advertising Classics: How to Make it Work for Global Sources

By [Jocelyn Eikenburg](#), Shanghai CSC
November 30, 2005

In a perfect world, we'd have all the time in the world to be creative.

I see it now: I'd set my feet up on the desk, spend hours talking movies with my artistic partner until the creative mojo started flowing. Or not. Wouldn't matter, though. I'd still have at least two weeks to crank out that idea before it even reached the client. And be armed with a few good new flicks to check out on the weekend.

It's another story for us at Global Sources. We've got 24 hours to turn out that winner -- and chances are it's just one of the many on your desk, begging for a copywriter's magic touch. Where does creativity fit into this tenuous equation? Or, for that matter, movie talk?

This monthly bulletin from the Advertising Content Quality team is designed to help copywriters write effective B2B copy for our advertising clients.

We hope this space will include updates of current guidelines and style conventions, as well as information to help spur creativity.

Please contact [Andrew Dunn](#) with your contributions, suggestions and comments.





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Who says we have to check creativity at the front door with our jackets? Sometimes we can jumpstart that inspiration by taking a few hints from what's come before. As master copywriter Bob Bly once pointed out, you have to know the rules before you break them -- the primary rule being that headlines communicate benefit to the reader. It can be raw dollars, emotional appeal, an association or aspiration. But in every case, the reader walks away with something that speaks to their own needs.

With that in mind, let's look at a few classic headlines. The following examples have helped sell millions of merchandise over the years -- and that selling power is why advertising professionals have revisited these headline formats time and time again. How might they work for our clients?

1. The secret to making people like you

The secret to _____

People love "secret" knowledge. Clients, unfortunately, love hoarding it. Still, you don't have to be privy to some great invention to put this HL in motion. What about "The secret to 20-day delivery" with a SH explaining their speed/efficiency? Or "The secret to one-day sample turnaround" with a SH to support?

2. A new discovery that saved a florist's business

A new discovery/idea/way that _____

This is a good one to use if the client really has or did something

Content considered:

- [Headline hints](#)
- [Adjectivization](#)

Online focus:

- ["Three mentions"](#)
- [Contact info in Homepage copy](#)
- [BT Headset vs. Handsfree kit](#)
- [Words to avoid](#)
- [PowerWord Monster of the Month](#)

Style points:

- [Celebrity images](#)
- [Hyphens and caps](#)
- [The X factor](#)

New Stylebook entries:

The following entries have been added to the [Stylebook](#) to help make your use of these terms easier, and to make sure that we are using them consistently and correctly across our magazines and verticals:

- [nonwoven](#)
- [ohm, ohms](#)



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pioneering. For example, "A new discovery that helped our widgets last 2 years longer" with a SH for support. Case studies can also work well here. For example "A new idea that saved a buyer 20 days."

3. Who else wants softer hands for less money?

Who else wants _____ for _____?

Alright -- maybe this was written for dishwashing soap. But it doesn't have to leave a bad taste in your mouth. "Who else wants widgets delivered in seven days"? "Who else wants a three-year warranty with their order"? "Who else wants a supplier audited by Wal-Mart"?

4. How to win friends and influence people

How to _____

Major classic. And who doesn't like to learn how to do something -- or how it's done right? "How to source widgets and gadgets at the same time." "How to shorten your lead time by 10 days."

5. Why some foods 'explode' in your stomach.

Why some _____

The original HL is a little creepy -- gives me nausea just reading it. But we could make it a little more digestible like this: "Why some widgets can run for 100,000km." "Why some widgets last two years longer."

6. When doctors have a headache, here's what they do

When _____, they

- [onm, onms](#)
- [hr, hrs](#)
- [iPod](#) (updated disclaimer rules)
- [HQ, HC, High-cube](#)

Do you have a suggestion for an entry? E-mail the [Stylebook editor](#) or use the online interface to submit it.

Also note:
[EBU Stylebook launched](#)

Coming soon:
- Beware the active voice in PPs
- [Your suggestions](#)



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6. When doctors have a headache, here's what they do

When _____, they _____

This one seems well-suited to big buyer headlines. "When Carrefour needs quality, they come to us."

Try experimenting with these HL formats. With a little thought, you'll come up with some good ones of your own -- and hopefully spend less time pulling your hair out over what to write. And you know what that means? More time for all that fun stuff -- like movie talk.

Just don't tell your boss it was my idea.

Looking for more inspiration -- or just a good read about copywriting?

Pick up one of these books, all written by copywriting legends:

Bob Bly, "The Copywriter's Handbook"

David Ogilvy, "Confessions of an Advertising Man"

Luke Sullivan, "Hey Whipple, Squeeze This"

Editor's note: Thanks to Jocelyn for this insightful contribution. We're always interested in your contributions as well. Please just send your idea or short piece [to the editor](#).

Using unorthodox adjectives

November 30, 2005

Nouns become attributive adjectives all of the time when no natural adjective exists for what we are trying to convey. It's generally a process