

The components which make up an ad are discussed through examples.

Components of ad copy

Target Media Group

The process of preparing an ad is crucial in communicating the correct message to the consumer. Good ad copy consists of three main components; the headline, the subhead and the body copy. In addition, there are things like the visual which speak to the target audience as well. The following images are evaluated to point out these elements.



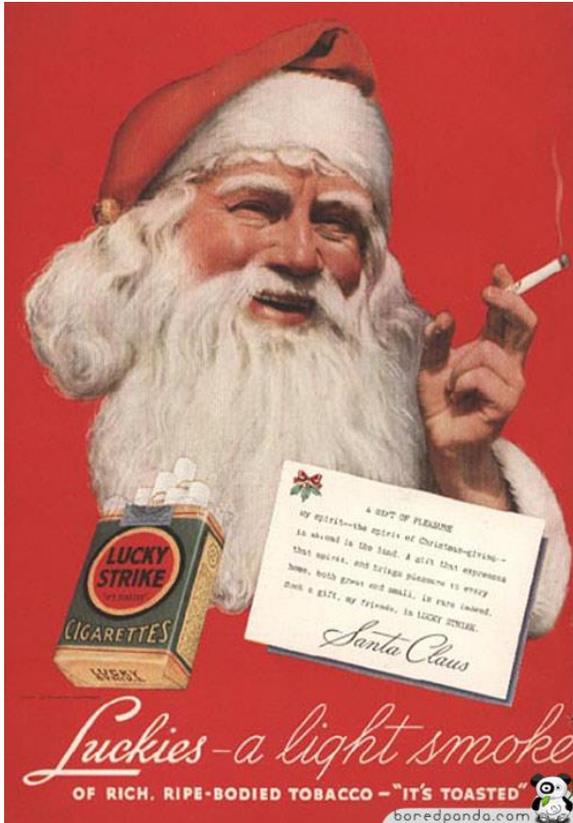
Coca-Cola Santa

Headline: Coca-Cola or Drink
Coca-Cola

Subhead: Delicious and
refreshing

Body copy: The context of
Christmas, good feelings,
holiday cheer and the icon of
Santa Claus' endorsement.

The ad elicits good feelings with the visual in the style of a Norman Rockwell painting. The headline reinforces the brand name as does the sub-head with the boast about quality. By hiding the 'D' in delicious, the ad engages the audience by making them contemplate what word is being spelled. The sense of satisfaction in solving that little puzzle can act as a positive reinforcement during the engagement of the ad. The absence of the letter also makes one recite the phrase multiple times in their mind.



Lucky Strike Santa

Headline: Luckies – a light smoke

Subhead: Of rich, ripe-bodied tobacco – “It’s toasted”

Body copy: The letter about “A gift of pleasure”

The ad shows the icon Santa, endorsing the product in the visual just like the Coca-Cola ad. The brand name is accentuated in the headline by calling out their nick-name, Luckies. The brand name itself is repeated in proper form as a mockup of a cigarette pack. Showing the pack is an important tool to use

so that the consumer can look for the visual display of the item instead of just the name. The use of the color red is also important to note as an attention grabbing technique.



7-Up Baby

Headline: Nothing does it like Seven-Up!

Subhead: Why we have the youngest customers in the business

Body copy: The information which tries to convince you soda-pop is good for an 11-month old baby.

This ad may have been effective back in the day of low-information consumers, but would never find traction in the modern World. However, ads like this and ones for smoking

are acceptable for minors in some cultures where the information about products is low.



Pop Chips Boob Ad

Headline: Nothing fake about em

Subhead: Think popped. Never fried. Never baked.

Body copy: Katy Perry’s testimonial for the product.

The ad is effective because it uses ‘tongue-in-cheek’ humor that is a little salacious and risqué. The visual shows the brand over Katy’s boobs in a comedic way to invoke an innocent sex appeal that helps define

the brand image. The ad is clean, simple and solid while showing 1950’s pin-up girl innocence with cutting-edge boldness in the insinuation.



Diesel: Bad Not Boring

Headline: Bad not boring

Subhead: Diesel

Body copy: The ad uses sex appeal and irreverence to create a sexy yet deviant visual to act as the context of

the ad. The picture engages the viewer by its rash and revealing imagery of the topless woman

displaying her middle finger to the viewer. It is effective because it catches attention and stands out by making you remember the ad. If the model was topless without exposing her fingers, you wouldn't remember it as much. Again this ad as the previous one shows how irreverent behavior has an appeal too.



Nike Air

Headline: none

Subhead: none

Body copy: none

This is an example of how certain brands can evoke metaphors strictly with visuals. Even the word Nike does not

appear on the ad because the swoosh speaks for itself. Here they are showing that the symbol for Nike has been converted into the word for Nike.

Reference

1. O'Guinn/Allen/Semenik, Advertising and Integrated Brand Promotion, 6th ed., Cengage Learning 2012