



Copywriting Assignment

How many great headlines can you come up with?

The Problem:

This is a typical boring headline.
It's literal, and the strategy is showing.
It tries to tell instead of sell.
How would you make it better?

Bring hot sauce
everywhere you go.



Student Examples





WRITE A BENT HEADLINE HERE
FOR THIS TRIPLE BURGER.



Write a bent headline here
for this energy drink.

Write a bent headline here
for this Volkswagen Beetle.



WRITE A BENT HEADLINE
HERE FOR SRIRACHA2GO.

SAMSUNG



WRITE A HEADLINE HERE FOR THIS
PHONE THAT HELPS THE AD MAKE SENSE.

The Task

- ☐ Your job is to come up with original headlines for five different products I'll give you. They should be clever, unexpected, show personality, be relatable to the target, contain a single message, and get the viewer's attention.
- ☐ Maybe they're funny, maybe they're insightful, maybe they're smart, or maybe they're just a different way of looking at the product in general.
- ☐ Don't be afraid to have fun!

Instructions

- ☐ Open the Photoshop files for each of the products. (PSD files in Slate)
- ☐ After writing a bunch of headlines for each product, type your best one into each layout.
- ☐ Not sure which is best? Ask friends for their opinion.
- ☐ Check your spelling, grammar, and punctuation.
- ☐ Save each file as a JPEG and then combine the new ads into a single PDF for submission.
- ☐ Make sure you include a cover page with your name, a photo, course name, etc.

“Quantity = Quality”

– Unknown Copywriting Master

BONUS MARK!

- ☐ Include a page at the end with all of your headlines (at least 10 for each product - total of at least 50) to show your writing process.
- ☐ If you do, you get an extra mark, which is a full percent on your final grade. (Not bad just for showing your work.)

Evaluation

- ☐ Points for creativity, originality, unexpectedness, insight into human behaviour and how the products are used.
- ☐ That usually means communicating a benefit and/or using an emotional appeal of some kind.

THE CREATIVE PROCESS

Copywriting Assignment Rubric – 15 Marks

Open the Photoshop files in Slate for each of the ads below. After writing A LOT of headlines for each of the products, type your best headline directly into each ad. Ask a friend for their opinion. Check for grammar and spelling. Save each ad as a JPEG file and then combine all the files into a single PDF for submission with a cover page that includes your name, photo and class number. **BONUS:** Include a 6th page with at least 10 headlines for each product to show your work and writing process.

BRAND	REQUIREMENTS/GUIDELINES	MARKS
Wendy's Triple Burger	Write a BENT headline for the product. (Bent means unusual, creative, clever, and <u>not</u> literal – see presentation.) Make the line relate to some benefit for the consumer. Use conversational language. Tell a story. Focus on one message. Have fun with it!	3
VW Beetle Convertible	(See above.)	3
Sriracha2Go	(See above.)	3
Monster Energy Drink	(See above.)	3
Samsung Phone	Write a STRAIGHT headline that helps make sense of the bent visual. The line should clarify the meaning of the ad and work well with the picture. The intent of the copy is to make the reader say "Oh, I get it now!".	3
*BONUS	Include a page of all your typed headlines (at least 10 for each ad) that shows your work and demonstrates the creative process for how you arrived at your chosen headlines. Remember, quantity often leads to quality.	+1
TOTAL	Evaluation: Points for creativity, originality, unexpectedness, insight into human behavior and how the product is used.	/15
MISSED DEADLINE	After deadline on due day: Minus 20% After 24 hours: Minus 30% After 48 hours: Minus 50% <u>Not accepted after 72 hours.</u>	

**KEEP
CALM**

AND



**write
something**