

INTRO TO COPYWRITING

WTF IS A BRAND JOURNALIST?

Presented by Corin Jackson, Tessa Shunn & Maggie Tran

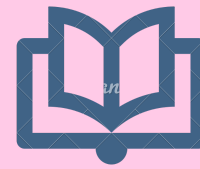
BRAND JOURNALIST IS A FANCY NAME FOR A

"copywriter"

LUCKILY FOR YOU, WE'RE ACTUALLY ALL

"creative writers"

WE'RE HERE TO SHAPE THE IDEAS BEHIND
THE COPY, TOO



WORDS OF WISDOM:

A GOOD COPYWRITER
TAKES A LIST OF
FEATURES AND
ELEGANTLY ENTWINES
THEM TOGETHER. A
GREAT WRITER TAKES
THAT LIST AND ASKS WHY
ANYTHING ON IT
MATTERS.

@leeclovsbeard



WHAT DOES GOOD LOOK LIKE?

QUESTIONS GREAT WRITERS ASK

What is the purpose of this?

Who are we speaking to?

What's the key takeaway?

How do we want people to feel?

Why do we want them to feel that way?

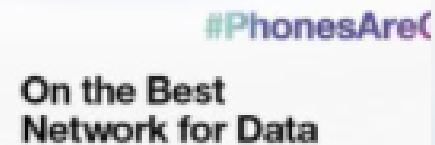
What are we hoping to inspire?

What's the bigger picture?

What's the customer journey?



Spelling
is
ducking
hard



#PhonesAreC

On the Best Network for Data



On the Best Network for Data

OMG Valentine's Day

[illegible]

On the Best Network for Data

COPY CAN
DRIVE AN ENTIRE
CAMPAIGN
OR EVEN, AN ENTIRE BRAND



**Chatting up a
stranger on the
tube.**

Awks.

Tinder.




COPY CAN
TRANSFORM
CREATIVE WITH
HUMOUR & WIT
AND DON'T EVEN GET US STARTED
ON CONTEXTUAL MARKETING

This charges everything.

Discover **RIGGAD \$69.99** and our other wireless chargers at [IKEA.com](https://www.IKEA.com) 

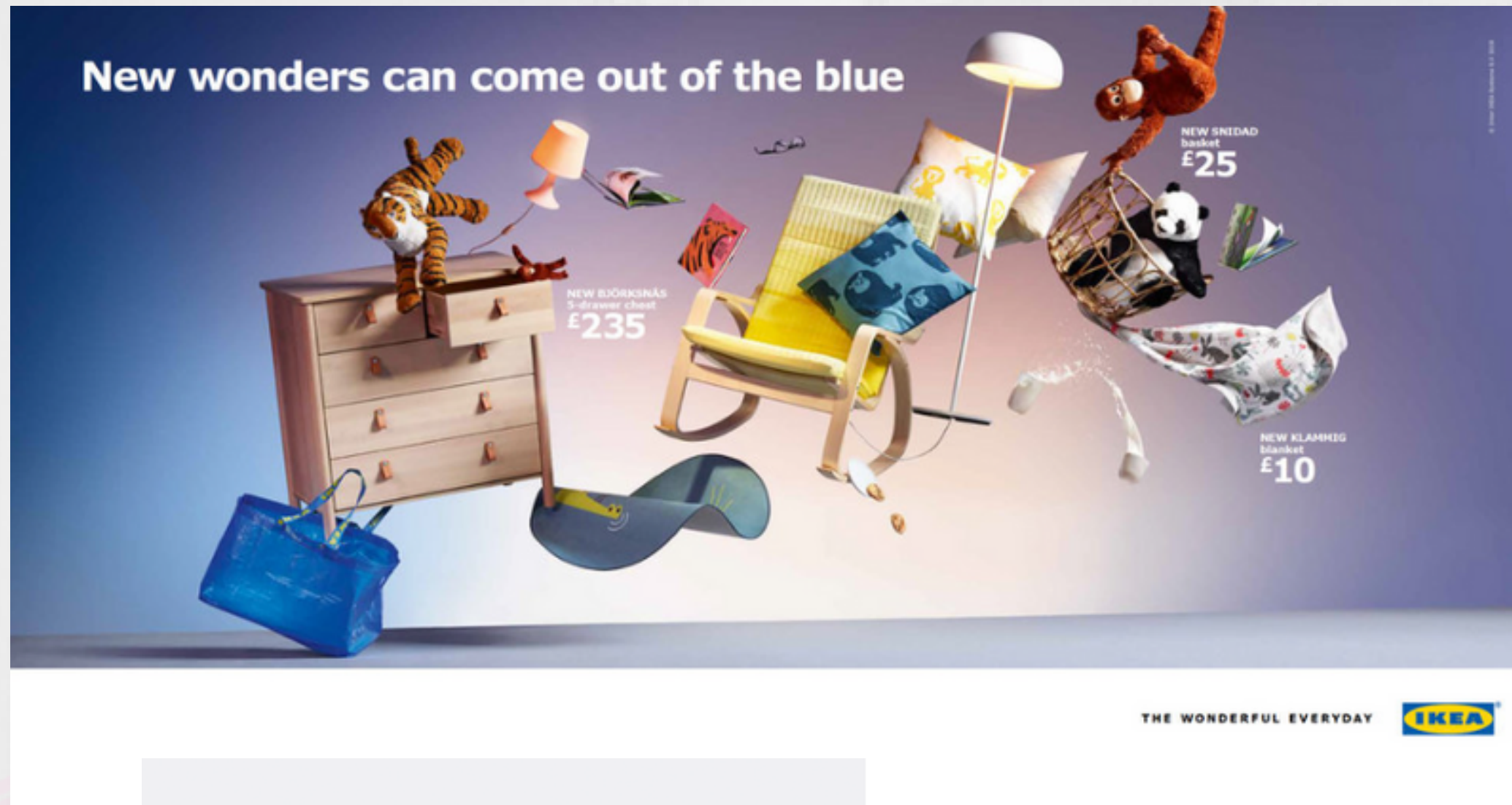


Link different.

Discover **RIGGAD \$69.99** and our other wireless chargers at [IKEA.com](https://www.IKEA.com) 



COPY CAN MAKE
BRANDS LOOK
SUPER CLEVER
WHICH MAKES CONSUMERS FEEL
CLEVER, TOO



COPY SHOULD
NEVER BE AN
AFTERTHOUGHT
& ALWAYS PART
OF THE BIG IDEA
COPY & DESIGN GO HAND IN HAND

© 1999 J&B Scotch Whisky Ltd. All rights reserved. Imported by J&B Spirits, Inc., New York, NY.

ingle ells,
ingle ells.

The holidays aren't the same without **J&B**

J&B Scotch Whisky Blended and bottled in Scotland by James Watson & Co., Ltd. Since 1793, our name and spirit have been the same.
To send a gift of J&B anywhere in the U.S., call 1-800-527-6289, valid where permitted.

COPY CAN BE
MAGICAL &
UNIQUELY
CRAFTED, JUST
LIKE DESIGN

IT'S NOT ALL SPELLING & GRAMMAR

COPYWRITING ISN'T JUST ABOUT WORDS

it's about big ideas

IT'S ALSO ABOUT

tone of voice

Pink Tax? What the heck is that?

Ah, the pink tax: that extra amount women are charged for certain products or services, for no good reason. You see it with fashion, dry cleaning and personal care. And you see it with razors. We're strongly against the pink tax. That's why our razors aren't just half the price of women's shaving brands, they're priced in line with men's razor subscriptions. Drop the pink tax. Pick up Billie.

[JOIN THE PINK TAX REBATE](#)

INTRODUCING THE NEW BODY BRAND

CAN YOU GUESS WHAT THE BIG IDEA IS
WITHOUT THE COPY?



COPY CAN BE THE GLUE THAT HOLDS AN IDEA TOGETHER



When M&M'S are so good, you just need a moment



Find someone who looks at you the way
she looks at M&M'S

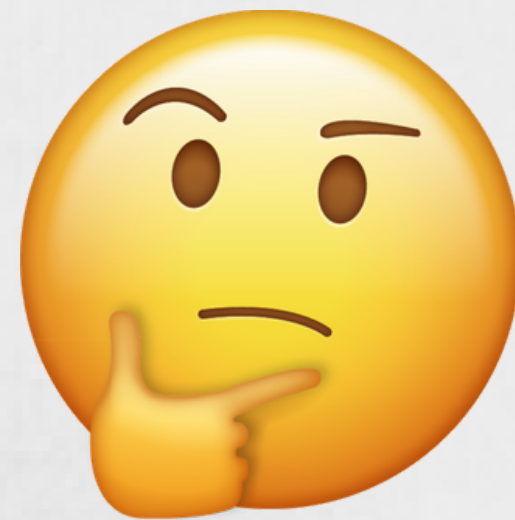


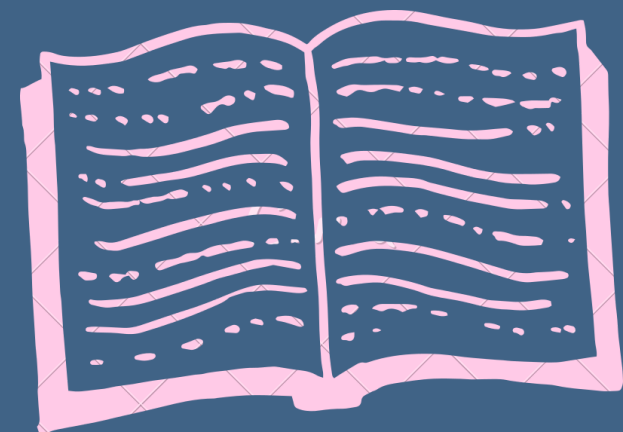
When your sister asks if you ate her M&M'S...

REPEAT: COPY CAN BE THE GLUE THAT HOLDS
AN IDEA TOGETHER



CAN YOU THINK OF ANY PROJECTS YOU'VE
WORKED ON THAT INVOLVED A BRAND
JOURNALIST FROM THE VERY BEGINNING?



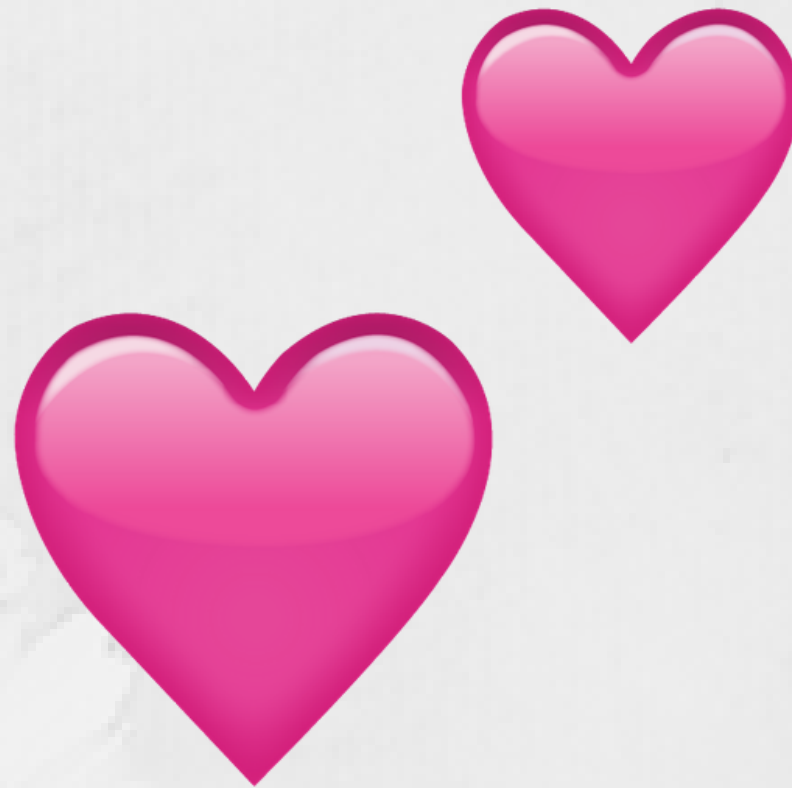


EASIER?



HARDER?

HOW CAN WE WORK TOGETHER TO UTILISE
OUR BRAND JOURNALIST TEAM?





THANK YOU