

COPYWRITING - COPY CHALLENGE INSTRUCTIONS



Introduction:

Copywriting naturally involves writing and words, but these are simply the tools. It's actually all about ideas. It's your job to find ideas that communicate a relevant and strategic sales message, which resonates with consumers on an emotional level. Copywriting isn't about writing jingles, trite rhyming verse or witty puns. It's about building a memorable and positive association with the brand in the mind of the consumer for many years.

Each task in this challenge is explained carefully. Read and understand your brief before starting to write. And most importantly, have fun! It could be the start of an exciting new chapter in your life.

Interests and Achievements

1. What do you perceive as being your greatest achievement in life? Describe in approximately 100-200 words.

2. Describe an event that touched you in some way. Use approximately 200 words.

3. Who is your favourite author? Which book of theirs do you like the most and why?

Practical Exercises

Q1: Print Challenge 2 – Headline and Copy

Create another print advert, but this time with no visual, just a headline and some body copy – approximately 150 words. Because your ad doesn't have a visual, the headline should offer enough intrigue or promise to draw your reader into the body copy.

Product: Clorets

Key benefit: Get fresh breath confidence

Target market: Anyone who cares about their personal hygiene and might get close to other people

Q2: Alternative Media Challenge

In the current digital age, there is a shift away from 'traditional' media towards more unconventional communication channels, involving ambient, experiential, social and outdoor platforms.

Product: Ster-Kinekor

Objective: Ster-Kinekor is suffering from a decrease in movie-goers as more people download and stream movies. They would like to create a sense of excitement and hype around the 'cinema experience'.

Task: Describe briefly in a few lines three ways to drive more people to the movies. These ideas should not involve traditional advertising, but any other alternative, interesting, unexpected, crazy ways of communicating to the appropriate target market and demonstrating an understanding of their lifestyle.

Guidelines

1. All submissions must be typed and presented professionally in a printed, neatly bound A4 document.

2. Proofreading is essential. Spelling errors are unforgivable. Do your best to create a good first impression.

3. This challenge must be completed unassisted and reflect your own insights. Any plagiarised work will cause immediate disqualification.

4. The applications received will be assessed by AAA copywriting lecturers. In some cases, candidates will be requested to attend an interview. No place can be guaranteed.

Tips and advice

1. This is not a test. There are no right or wrong answers. The Copy Challenge is designed to assess your latent creative thinking and writing ability, to help us gauge and evaluate your copywriting potential.

2. When you're asked to create a print advert, we're not expecting you to draw well – that's the art director's job. You can simply create a "scamp" for the layout of the advert. You can even verbally describe the visual you have in mind rather than draw it.

This is preferable to sourcing pictures from Google images that are not original.

Q 3 : Radio Challenge

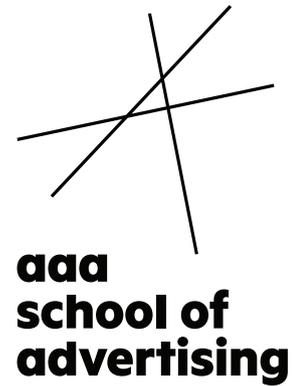
Writing radio is one of the most rewarding (and challenging) aspects of copywriting. To begin with it's all your work, right from concept to the final production. On radio you're building pictures in the mind and, as you know, there are no limitations there!

Product: Wordsworth Book Store

Key benefit: The knowledgeable, personalised book store

Target market: Book lovers who like to build a relationship with their bookshop.

Task: Write a 45 second radio commercial focusing on this key promise.



Here are a few guidelines on how to present a radio script.

SFX: Sound effects. Used to indicate the type of sounds in your commercial. Describe them carefully.

MUSIC: Describe the music in the commercial, whether it is simply featured in the background or used to convey a message.

MV1: Male voice delivering the message. MV2 if there is more than one.

FV1: Female voice

DECLARATION

I hereby declare that I, (full name & surname)

The Applicant have completed this application unaided.

signature _____

date _____