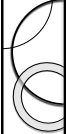


ART-3443
 Headlines
 Subheads
 Preheads
 Taglines


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Headlines

**We can show you
 the easy way to get
 an A in this class.**


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Headlines

- *We can show you the easy way to get an A in this class.*
 - Got my attention
 - Appeals to my self-interest
 - Promises a reward
 - Makes me want to know more
 - Draws me into an ad


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Headlines

- Not all print ads have headlines, especially not visual puzzles
 - BUT it is important to know HOW to write a good headline
 - Art Directors too!!!
 - *Then* decide if you need the headline


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Headlines

- A good headline does one or more of the following:
 - Gain attention
 - *fishhook in the brain*
 - Select the right prospect
 - *appeal to self-interest*
 - Lead readers into the text
 - *they want to know more*
 - Complete the creative equation
 - *synergy with visuals*


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3 Proven Styles of Headlines


- **Question**
- **How to**
 - *Both of these involve the reader*
- **Quote**
 - *Usually connected to a person and people are interested in other people*
 - *Quotation hints at a story which fosters involvement*

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Question Style

- **Client:** MADD
(Mothers Against Drunk Driving)
- **Headline:**
Do you really need more proof that drinking impairs your judgment?
- **Visual:** Plain girl morphing into a fashion model as it gets later in the evening.

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Question Style

- **Client:** Crown Royal (whiskey)
- **Headline:**
Ever see a grown man cry?
- **Visual:** Broken bottle of whiskey on the floor.

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How To Style

- **Client:** Acura (cars)
- **Headline:**
How to convert liters into cups.
- **Visual:** Race car and racing trophies.

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How To Style

- **Client:** Partnership for a Drug-Free America
- **Headline:**
How to write an obituary for your teenager.
- **Visual:** (all-type ad)

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Quote Style

- **Client:** Winston (cigarettes)
- **Headline:**
I told my dad I stopped raising hell and he called me a quitter.
- **Visual:** Redneck-looking guy smoking a cigarette.

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Quote Style

- **Client:** Mountain Dew Red
- **Headline:**
These tables are my voice and I'm about to holla at the world.
- **Visual:** DJ scratching two turntables.

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Types and When to Use

- Direct Benefit
 - Use when you want to introduce a new product, brand, feature
- Curiosity
 - Use when you want to promise a reward or highlight prime benefit in body copy
- Emotional
 - Use when you want to sell the image and/or invoke resonance in the reader
- Directive (command)
 - Use when you want the reader to do something

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Types and When to Use

- Hornblowing
 - Use when you want to impress the reader by being the biggest, fastest, first, etc.
- Comparison
 - Use when you want to differentiate your brand from the competitor or use a metaphor to describe your product
- Label
 - Use when you want to focus on the brand name, product name, or campaign tagline rather than discuss features/benefits.

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Trials with Styles

- Be Specific
 - Not laundry list, but add something
 - All features
 - All benefits
 - ^^ Boring, but start with this if necessary in your creative process

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Trials with Styles

- Rhyme, rhythm, alliteration
 - **Rhyme:** Makes more memorable, but it's borderline cheesy
 - **Rhythm:**
 - Coke is it.
 - **Alliteration:**
 - Every kiss begins with Kays.

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Trials with Styles

- Judicious use of puns and wordplay
 - other boats at boat dock for luxury boat client: "Pier Pressure"
- Parallel construction: combining phrases or sentences with similar key words to make a point
 - "When you need it bad, we've got it good" – Florida tourism
 - "Oven-proof. Dishwasher-proof. 401(k)-proof!" – Crate & Barrel
- Try it with a twist
 - Luxury boat client: "If your neighbors aren't impressed, move to a better neighborhood."
- Be relevant
 - Hot cultural trends, salient social issues, health of economy
 - Always consider what's happening around you
 - Banks: strength, safety, stability, security

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Trials with Styles

- Understatement/Overstatement:
 - Be aware of headline and visual synergy.
 - If one is wild, back off the other one
- **Don't shout twice**

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Ineffective Headlines

- Try harder when any of the following happening:
 - Asking a question that can't be answered (*confusing*)
 - Asking a question that can be answered with a simple yes or no (*no involvement*)
 - Being used as caption. Captions describe rather than interact (*no synergy with visuals and limited involvement*)
 - Relying on stupid puns ("*stupid*" *defined by having absolutely no relation to the product or market*)
 - Using insulting, condescending, or patronizing language that annoys intelligent readers
 - Being clever for the sake of cleverness (*trying to impress rather than persuade*)
 - See-and-Say

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- Find an ad with a great headline.
- Explain what style is used or anything else that makes this an effective headline.
- Post to Facebook.

Evaluating Headlines

- While there are infinite degrees of cleverness and clarity, **if you can't be clever, be clear**
- Remember that headline is there to work with visual

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Headline Checklist

- Let your headline sit for a while.
 - Do you still love it the morning after?
- Does your headline work with the visual, or is it just a caption or, worse, completely irrelevant?
- Can you do the "billboard test" and still have a concept that makes sense?

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Headline Checklist


- In your vision of the layout, does the headline look important?
 - Is it readable?
 - Does it have the proper proximity to the visual and body copy?
- Does your headline appeal to the reader's self-interest?
- Does your headline pull readers into the body copy?

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Headline Checklist

- Do not use a strong subhead to "explain" a weak headline.
 - Use a strong headline, and you might not need a subhead.
- (Again) Be careful with puns.
 - There's a reason they're called the lowest form of comedy. Don't be cute for the sake of cuteness. If a pun has a purpose, try it. Otherwise, find a more clever way to say it.
- Think campaigns.
 - How are you going to follow up that killer headline?
 - Will your next five ads be just as good?


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Headline Checklist

- Be honest. Is this the best you can do?
 - Or can you start round two or three or four to come up with a list of great headlines?


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Subheads

- 4 main purposes:
 - Clarify the headline
 - Reinforce the main idea stated in the headline
 - Break up large copy blocks
 - Lead you into the body copy


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Subhead TRAPS

- To “explain” the headline
 - Many times this is done to convince a skeptical client that your risky ad concept really is a serious selling effort.
 - ☹ Why write a weak headline and prop it up with a subhead? **Write a strong headline to begin with.**
 - ☹ Use as few words as possible to convey your message. **Less clutter.**


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Subhead TRAPS

- Don't use to introduce a new, separate idea from the headline


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Preheads

- 4 most common reasons:
 - Set up the headline
 - Define the audience
 - Identify the advertiser
 - Identify the ad in a series


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Preheads

- **Usually not necessary.**
 - First check if it's really needed to explain the head. **If so, rethink the headline.**
 - If asking a question and the headline answers, think of prehead as integral part of headline


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Top 10 Taglines of the 20th Century

- A diamond is forever (De Beers)
- Just do it (Nike)
- The pause that refreshes (Coca-Cola)
- Tastes great, less filling (Miller Lite)
- We try harder (Avis)
- Good to the last drop (Maxwell House)
- Breakfast of champions (Wheaties)
- Does she...or doesn't she? (Clairol)
- When it rains, it pours (Morton Salt)
- Where's the beef? (Wendy's)


From AdAge - Altstiel, Tom and Jean Grow *Advertising: Creative Strategy, Copy and Design*, Sage Publications, Inc., California, 2010.



Taglines

- **Why** have a Tagline?
 - *a.k.a.* Slogans/Signature Lines/Theme Lines
 - Usually catch phrase that appears with logo in print ad or at end of commercial

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Taglines

- Primary purpose is to establish/reinforce brand name.
- A tagline should:
 - Provide continuity for a campaign
 - May be the only common component of a multimedia campaign.
 - Or link between campaign with different looks
 - Crystallize the One Thing associated with brand/product

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Taglines: *Working with Clients*

- Many clients expect too much from tagline, demanding a “statement” that:
 - Positions the product
 - Defines the company
 - Denigrates the competition
 - Reassures the stockholders
 - Will be approved by the CEO’s wife
- **Warning:** The more objectives a tagline tries to achieve, the more generic it becomes

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If you try to say everything, you will say nothing.

Taglines: *Working with Clients*

- First, ask the client:
 - What’s the One Thing you want to say?
 - Do you want to convey a general attitude or tone?
 - Do you want something specific about the products?
 - Do you want something relating to your customers?

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Creating Taglines

- Like developing whole concepts
 - Start with One Thing
 - Say it straight
 - Then veer off in several directions, each with list of possible slogans
- **JUST KEEP WRITING**
 - Don’t edit until you get a huge list
 - Weed out obvious bad and keep refining

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How to Write Effective Taglines


- Keep it short and simple
 - But make sure witticism makes sense
- Think jingle
 - Use rhyme, rhythm, alliteration to make more memorable
- Try to differentiate the brand
 - Simple way to separate from competition?

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How to Write Effective Taglines

- Play with words
- Don’t confuse or mislead
 - “In an effort to be creative, some writers forget that the rest of the world is not as clever as they are.” ☺
 - Obscure, one-word tagline possibly misunderstood/ignored
- Justify your choices
 - Everyone is an “expert” on taglines, so be sure you introduce with parameters you were given


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How to Write Effective Taglines

- *If* you have to be generic, go global
 - Positive, easy to remember, can be translated in most languages without changing meaning
 - Standalone could work with anything, but difference is that these are supported by millions of dollars worth of advertising and promotion
 - “I’m lovin it” works only because McDonalds has beaten it into your brain


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Making taglines work

- Need benefit of massive ad support or connection to campaign
 - Not evaluated by committee in a vacuum
 - “*Just Do It*” wouldn’t have worked with an ad that talked about features of the shoe or one ad that tried to sell a lifestyle.

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- Find an ad with a great tagline.
- Why does it work so well?
- Post to Facebook.