

The Copywriter's Toolkit

The Complete Guide to Strategic Advertising Copy

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, The Copywriter's Toolkit book will sharpen your copywriting skills whatever your level. * Introduces essential conceptual strategies and key writing techniques for result-driven copy * Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing * Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration * Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more * Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies * Includes supplementary website an instructor's manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

It doesn't matter whether you're a student, novice, or seasoned professional, this book will hone your copywriting skills. Beginning with strategy and technique, each following chapter focuses on writing for a specific medium: from print and broadcast through ambient and digital media. Writing examples are shown using industry standard formats. You'll quickly see how radio scripts differ from TV scripts, how television storyboards are best presented, and how print copy is typed up to facilitate typesetting. Copywriters from global agencies share their writing secrets and offer copy tips for every medium. Special callout boxes will make major points easy to remember and simple to apply. Glossaries are listed in relevant chapters and checklists summarize the principles for fast reference. Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy.



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