



MJAL

The modern journal of applied linguistics

Volume 1:2 March 2009

ISSN 0974 – 8741

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Creativity of English in Print Media Advertising

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Creativity of English in Print Media Advertising

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Abstract

Advertising is communication designed to get someone do something. It is a paid, mass-mediated attempt to persuade. It is a business, an art, an institution and a cultural phenomenon. Advertising plays an increasingly important role in marketing commodities these days; it is a sales promotion technique for the business market. It looks as though no product will sell in the market if no advertisement is effectively done. Producers spend millions of dollars for advertisement every year. As advertising is a pretty big area, only one field of advertising is taken for study in this paper; it is that of advertising in print media with English as the medium. Professionals skilled in making advertising their bread and butter employ their imagination and create eye-catching images and coining effective, mind-lingering phrases and pass them on to the print media and make a hay day out of it. From my understanding, not all can become copywriters; you need imagination, effective vocabulary, and flair for English language, a passion for right mix, an unending desire for creativity, and an uncanny ability to feel the pulse of the end consumers of products. I would compare a copywriter to a poet. As a poet compresses words and effectively creates images in the minds of readers, a copywriter too condenses impressions in catchy phrases he/she coins and carries across emotions to the purchasers of products. The smartest advertising is the advertising that communicates the best and respects consumers' intelligence. Nobody is going to read the ads if they are not said with freshness, originality and imagination. The paper poses a couple of questions to ponder over: Is print media advertising intrusive, manipulative, and deceptive? Does it squander resources, promote materialism and perpetuate stereotypes? Does it in actuality throw light on important issues, and raise the standard of living? What are the ethical considerations that a copywriter initially and an advertising firm terminally have to have in mind?

1. Introduction: Advertising and Marketing

Advertising is communication designed to get someone do something. It is a paid, mass-mediated attempt to persuade. It is a business, an art, an institution and a cultural phenomenon. Advertising plays an increasingly important role in marketing commodities these days; it is a sales promotion technique for the business market. It looks as though no product will sell in the market if no advertisement is effectively done. Producers spend millions of dollars for advertisement every year. As advertising is a pretty big area, only one field of advertising is taken for study in this paper; it is that of advertising in print media with English as the medium. Professionals skilled in making advertising their bread and butter employ their imagination and create eye-catching images and coining effective, mind-lingering phrases and pass them on to the print media and make a hay day out of it. Producers and marketers are happy because they achieve their target as well. Advertisements primarily aim at making a powerful appeal on the emotions of readers; they are capable of persuading the readers to fall for a particular brand of commodity by arousing their 'pathos'/emotions. In his **Rhetoric** Aristotle argues that the rhetor may use 'enargeia' to appeal to people's emotions. The word 'enargeia' literally means 'in work'—energizing or actualizing. It refers to the rhetor's goal of arousing the passions within the audience to move them to act. The same act of rhetor is right now done by the modern day copywriters. It is common knowledge that reason leads conclusions and emotion leads to action.

2. Growing Readership of Print Media

In spite of the inroads that the electronic media has made in the minds of the readers, print media, especially newspapers still enjoy a vast and penetrated reading public. There has been a huge rise in the number of newspapers in India; simultaneously there is an increase in the companies providing advertising and marketing services. In order to understand the true picture of penetration of English newspapers in India, a survey was conducted between 2003 and 2005. It showed that the national readership rose a whopping 21 million new readers and joined the existing 179 million Indians who read an English daily everyday. This rise is approximately of 14 per cent and this rise is equally

backed by the increase in the companies providing advertising and marketing services. The main reason behind this 14 per cent rise is the growing literacy. In the last couple of decades literacy has improved by about 20 per cent and accordingly Indians now have become hungrier for news and information. Seeing this rise many companies providing advertising and marketing services have also capitalized on it. English newspapers in India now become the advertising pie in India and it is also equally supported and expanded by liberalization and globalization policies embarked upon the country by the successive governments after 1990. So much so advertising revenues are increasing. Even in today's scenario print medium still is the dominant medium for advertising with 52.7 per cent of the total ad-spent of Rs. 9500 crores in 2002 while television's share was just 38.7 per cent. This shows that the companies providing advertising and marketing services still prefer newspapers to electronic media, what ever it may mean.

3. Copywriters and English Language

Copywriters are a much sought-after community not only in the west, but in India as well. If a copywriter's advertising material captures the attention of the consumers, then over night he/she will be popular, the rest is anybody's guess. From my understanding, not all can become copywriters; you need imagination, effective vocabulary, and flair for English language, a passion for right mix, an unending desire for creativity, and an uncanny ability to feel the pulse of the end consumers of products. I would compare a copywriter to a poet. As a poet compresses words and effectively creates images in the minds of readers, a copywriter too condenses impressions in catchy phrases he/she coins and carries across emotions to the purchasers of products. If an ad does not facilitate selling of the product that the ad carries, then that ad is considered a flop and the copywriter may not get another lucrative order from the same company. Copywriting is the process of expressing the value and benefits a brand has to offer, via written or verbal description. Copywriting requires far more than the ability to string product descriptions together in coherent sentences. One apt description of copywriting is that it is a never-ending search for ideas combined with a never-ending search for new and different ways to express those ideas. Effective copywriters are well-informed, astute advertising decision makers with creative talent. Copywriters are able to comprehend and then

incorporate the complexities of marketing strategies, consumer behaviour, and advertising strategies into a brief yet powerful communication. They must do so in such a way that the copy does not interfere with but rather enhances the visual aspects of the message. One of the main challenges faced by a copywriter is to make sense out of the maze of information that comes from the message development process.

4. Academic Interest in Advertising

Advertising has to convey a clear message; so it should not be a slipshod affair. It demands hard work and clear planning. Producing a powerful and soul-stirring ad is an enormous task. Not all can do it. Copywriters need to have a real-world experience. Advertising and promotion of products in the name of brands is an area academics are increasingly interested these days. In India as a result of economic liberation and a whopping rise of per capita income in the metros if not in the villages, there is a tech-savvy increase in number of shopping malls as Spencer Plaza and Abirami Mall in Chennai, advertising has become an interesting story and academics like the present writer naturally lured into this issue and want to know how the whole thing works. Popular academics of Advertising Discipline O'Guinn, Allen, and Semenik defines ad as "democratic pop culture, capitalist tool, oppressor, liberator, art, and theater, all rolled into one. Its free speech, it's creative flow, it's information, and it helps business get things sold. Above all it's fun" (vii). This does not mean that the world of ad is free from competition, tension, envy, malice, and frustration. Still, with all these problems, the world of advertising is, in the mischievous words of Jerry Della Femina, "The most fun you can have with your pants on" (244).

5. Advertising and Creativity

Earlier in this paper I said that the copywriters are like poets. With this category may be added other tribes in the ad industry like art directors and graphic artists. They are expected to make advertising exciting, aesthetic, soul stirring, compelling and edgy. The copywriters are dedicated "to conceiving advertising that makes clients nervous enough to rise out of their seats, pace the floor, and jingle the change in their pockets" (O' Guinn, et al. 340). There can be no advertisement without creativity. Creativity in copywriter's

phraseology is advertising's soul; it is branding's soul; it's too messy, too squeamish sometimes, it's a mystery. As C. G. Jung has said somewhere, "The creative mind plays with the object it loves" (cited in Astrid Fitzgerald 58). Creativity is a gift; creative geniuses share certain common traits with them; they are exuberant, self-confident, child-like, unconventional, minutely observant, hard working, and wholly involved in their work. They have an uncanny ability to see the ordinary as extraordinary. Artists are a marginal community; they volitionally desire marginality; they love being outsiders. As O' Guinn et al. point out, "This marginality seems to have been absolutely necessary to these people, and provided them with some requisite energy" (346). Creativity is the ability to see meanings in seemingly disparate things. The success of a print media ad largely depends upon the creativity of the copywriters and their ferocious commitment to their craft. They are experts in the written word. The written script should arrest attention; it must challenge; it must provoke; at times, it should even shock. It should possess all the paraphernalia of a great work of art. Creativity facilitates the consumer to see the brand in new and convincing ways. Copywriting is mostly about the fairly magical relationship between creator and creation, between writer and text, writer and brand. It is more about art than science. Copywriting is writing, and writing is a form of crafted magic. Magic cannot be taught. If you have a gift to begin with, then you can learn technique. Writing long paragraphs won't make you William Faulkner any more than writing self-effacing copy will make you Bill Bernbach. Copywriters must always bring spirit and imagination to advertising. Lee Clow, Leo Burnett, William Bernbach, and David Ogilvy have created some of the most memorable advertising in history. It's far too simplistic to state that copywriters are responsible for the verbal elements in an ad and art directors are responsible for the visual effects (O' Guinn et.al.402). In fact, copywriters and art directors function as partners and are referred to as the creative team in agencies. The creative team is responsible for coming up with the creative concept and for guiding its execution. The creative concept, which can be thought of as the unique creative thought behind a campaign, is then turned into individual advertisements. During this process, copywriters often suggest the idea for magnificent, arresting visuals. Likewise, art directors often come up with killer headlines. Some ads come to the media with no

headlines at all; some have no visuals. Still, in most cases, both a copywriter and an art director are equally involved in creating an ad.

6. Print Media Advertising

Print media advertising is in an unenviable position today because it has to compete with television advertising and World Wide Web advertising, the two new media options. As newspapers and journals are uni-dimensional ones, the impact hoped to generate in the ads have to be equally shared both by the visual image and the text. Text here means copy writing. So copywriters have to produce rather create their phrases like magic bullets. This is all the more important because ad is mostly about brands and these can be goods or services and the words phrased about them have to project brands for marketers into the consciousness of consumers. So much so print media ad is mostly about creativity; it involves not only copy writing, but art direction and message strategy as well. Accordingly, copywriters have to reach audiences/ consumers' expectations and motivations. The copywriters' expressions have to integrate into the promotional enterprises of an ad company towards achieving advertising synergy and to address to consumers in a single voice. Print media covers items that people consume in their every day life like newspapers, commercial journals, professional journals etc. As English is increasingly used in India these days in middle and higher strata of people's everyday life, popular dailies like *The Hindu*, *The New Indian Express*, *Deccan Chronicle*, and *Times of India* carry plenty of advertisements in almost all their pages and are comfortable enough to distribute the dailies at a whopping low rate. The paper is an attempt to see how effectively the words are structured together with the images of products and lucrative models to make the desired impact in the minds of the public.

7. Buyer Behaviour

One of the important things that a copywriter has to have in mind is the consumer behaviour; it is complex, flexible and multi-faceted. To study the inner mechanism of a buyer is a tremendous challenge to a copywriter. The copywriter has to understand that the consumer can make or break a product in no time. And so, the message building strategy in words and phrases should be done from a refreshingly honest perspective. It

may be borne in mind that it is rather a mystery how advertising creativity works. Since most of the buyers reading print ads never go beyond the headline, as Rajiv Batra et.al. point out, “it is also extremely important that the headline and visual complement each other so well and ‘tell the story’ so easily, that a reader who only looks at the headline and main visual can ‘get the message’ without having to read a word of the body copy” (425).

8. Promotion of Brand Image

Creativity is essential to the vibrancy of brands. Creativity builds a brand. Copywriters have to effectively build an emotional bond between consumers and brands. It is here the copywriters have to use their imagination and creativity because brands are all about creativity. Copywriters and promotion professionals are in the brand-meaning creation process. As O’ Guinn et al. points out, “The people who actually create the ads and shape the brand image can have a huge input into what the brand comes to mean. Making ads and promotions is one of the most important functions in the creation, growth, and survival of brands” (343). A brand is not some inanimate object; it is an incredibly complicated social creation. A brand has to have a creative force behind it; thousands of ads everyday try to create meaning in brands, which will resonate with the consumer long enough to be purchased and repurchased. Advertising makes brands and relationships, and creativity of a copywriter makes advertising. Advertising puts the brand in a social context; it makes things into brands. An astute advertiser will provide copywriters with as much information as possible about the objectives for a particular advertising effort. Account executives and creative directors must communicate the foundations and intricacies of the firm’s marketing strategies to the copywriters. Without this information, copywriters are left without guidance and direction, and they must rely on information about what sorts of information are relevant and meaningful to a target audience.

9. Emotional Appeal of Advertisements

Copywriters know pretty well that the readers in general are powered by emotion, and by love and not by reason, rules, rationality or regulations. Reason tries to work through with the brain. Emotion explodes through with the heart. Reason looks through the eyes of companies. Emotion sees through the eyes of consumers. Feelings promote emotional attachments. Emotional attachments promote brands.

10. Copy Writing and Professional Ethics

Never write an advertisement, which you wouldn't want your family to read. Good products can be sold by honest advertising. If you don't think the product is good, you have no business to be advertising it. If you tell lies, or weasel, you do your client a disservice, you increase your load of guilt, and you fan the flames of public resentment against the whole business of advertising.

11. Advertisements and Love marks

Advertisements help create lovemarks. Lovemarks are built on love and respect. Lovemarks inspire loyalty beyond reason. The people, who love them, not by companies or marketers, own Lovemarks. Lovemarks create perpetual attraction and irresistible appeal; they help create loyalty beyond reason. A selection of love brands are as follows: People, Auto, Aviation, Fashion, Beauty, Entertainment; Places, Sports, Food and Beverages, Technology, Media, Home and Living, Retail, Shopping, Education. Ayshwarya Rai, Shilpa Shetty, Sharu Khan, Amitab Bachan, and Sachin Tendulkar; we respect and love them and we readily transfer our love and respect from them to the brands for which they pose as ambassadors. Lovemarks reach our heart as well as our mind, creating an intimate, emotional connection that we just cannot live without it. Lovemarks are a relationship, not a mere transaction; you don't just buy lovemarks, you embrace them passionately; that's why you never let go. Put simply, lovemarks inspire. Lovemarks can be found everywhere but to connect with consumers four places matter most: in print media, on screen, online, and in store.

12. Advertisement Devices

- **Repetition**

The idea is that things said more often would be remembered more easily than things said less frequently. When the consumer stands in front of the laundry detergent aisle, you can't expect deliberate and extensive consideration of product attributes: just the recall of a brand name, a previous judgment, or habit is what does the trick and drives the purchase decision.

- **Slogans and Jingles**

Slogans and linguistic devices that link a brand name to something memorable, due to the slogan's simplicity, meter, rhyme, or some other factor. Jingles do the same, just set to music.

- **Testimonial Advertising**

Very popular people can generate popularity for the brand. The link between star and brand gives 'free' advertising to the brand every time consumers see the celebrity.

- **Instill Brand Preference**

Advertisers want consumers to like, rather, prefer their brand. Liking gets you closer to preference than does not liking.

- **Humorous Advertising**

Humorous advertisement may attract attention but may not increase the effectiveness or persuasive impact of the ad.

- **Sexual Appeal Ads**

Ads do focus on sex from time to time, but sex does not inherently facilitate selling. However, sexual appeals are attention getting and occasionally arousing, which may affect how consumers feel about a product. The advertiser is trying to get attention and link some degree of sexual arousal to the brand.

- **Identify the Brand:**

The brand name or label is used as the headline, either alone or in conjunction with a word or two. The goal is to simply identify the brand and reinforce brand name recognition.

13. Guidelines for Writing Headlines:

- Make the headline a major persuasive component of the ad. Five times as many as many people read the headline as the body copy of an ad.
- Appeal to the reader's self-interest with basic promise of benefits coming from the brand.
- Inject maximum information in the headline without making it cumbersome or wordy.
- Limit headlines to about five to eight words
- Include the brand name in the headline.
- Entice the reader to read the body copy.
- Entice the reader to examine the visual in the ad.
- Never change the typeface in a headline
- Use simple, common, familiar words.
- Headlines are newsy, offer new twists on familiar sayings.

**Ex.1. THE NEW LAND ROVER NOW GETS CONTINUOUS WEATHER REPORTS.
FROM ITS WHEELS.**

**2. THE LAST TIME I QUIT SMOKING WAS THE FIRST TIME I USED
NICORRETTE.**

14. The Subhead

A subhead consists of a few words or a short sentence and usually appears above or below the headline. It includes important brand information not included in the headline. If the headline attracts attention, the subhead can stimulate movement through the physical space of the ad, including the visual. I don't think people read the body copy.

Body copy is the textual component of an advertisement and tells a more complete story of a brand.

15. Guidelines for Writing Body Copy

- Use the present tense wherever possible.
- Use singular nouns and verbs.
- Use active verbs.
- Use familiar words and phrases.
- Vary the length of sentences and paragraphs.
- Involve the reader.
- Provide support for the unbelievable.
- Avoid clichés and superlatives.
- Attempt persuasion in expression.
- Avoid gruff expressions.
- Be specific and avoid generalities.
- Keep the format simple, uncluttered and straightforward.
- Message should be true to the product.
- Body copy should be detailed and specific.
- Body copy should support the headline, and readable and interesting.

16. A Word of Caution: Sometimes even wily strategies may fail if savvy consumers weed through message excesses looking for clear value and a persuasive incentive to buy.

Let us now see some of the popular Indian brands and how they come to the market and reach the consumer through the print media:

BAJAJ Pulsar DTS-I 200 oil cooled is advertised on the rear cover page of *India Today* (September 3, 2007):

- **WHEN THE ROAD ENDS THE RIDE BEGINS.**

Just below the BAJAJ logo the phrase goes as follows:

- **DISTINCTLY AHEAD.**

BISLERI Mini (250 ml) came to the market with the following ad in *The Hindu*:

- THE CUTE PACK TO SERVE EACH GUEST PERSONALLY. SHOW YOUR GUESTS--YOU CARE.

The impact of this can be seen in wedding parties; plenty of middle and higher income group in reality serve Bisleri Mini to the wedding guests. I have seen it and experienced it, of course, many a time, in Chennai.

CROMPTON GREAVES' GEYSER appeared in *The Hindu* with the following ad:

- A THING OF BEAUTY IS A JOY FOREVER; ENJOY THE MONSOON WITH A NICE HOT SHOWER.

Keats's line—"A thing of beauty is a joy for ever" is one of the most popular lines in English and it is used in the ad to catch people's attention; the message signaled is that the geyser is not only very useful in monsoon but also very beautiful like the Grecian urn in Keats' poem, "Ode on a Grecian Urn".

DR. BATRA'S MULTI-SPECIALTY HOMEOPATHY carried the following ad in *The Hindu*:

- THE JOY OF HEALING.

The doctor obviously relishes in healing others.

EUREKA FORBES (Aqua Guard) gave an ad in *The Hindu* for their flagship product, Eureka Forbes:

- THIS MONSOON, ENSURE THAT YOUR CHILD DOES NOT FALL SICK.

The target obviously is the sentiments of people and their natural attachment and concern and love for their children. It is obvious that nobody knowingly takes risks with regard to giving drinking water to their children.

INTEL the computer processor giant is advertised in the print media (*India Today*) with its logo and the phrase

- LEAP AHEAD.

JOCKEY is the brand name of women's undergarments and it is advertised in the print media (*The Hindu*) with a model wearing just a panty girdle and a lengthy bra lying on a single sofa with her eyes closed with the words:

- THE MOST COMFORTABLE PART OF YOU.

Just below the brand name another captivating phrase is printed:

- THE NEXT BEST THING TO <NAKED.

The product items and the brand name will naturally go deep into the minds of young women who wish to feel comfortable and want to appear beautiful like the model.

MARUTI marketed its ZEN ESTILO version with the following ad in *The Hindu*:

- SHAPE YOUR WORLD.

Quite obviously the user's personality is shaped by the ZEN ESTILO version. Many, no doubt, as I see it on the road, are lured not only by the shape of the car, but also by the catchy phrase, "Shape your world".

MICROSOFT comes to the market with just two phrases:

- YOUR POTENTIAL. OUR PASSION.

The ad is specially given for the product—Microsoft SQL Server 2005; I tracked this ad in *Business Today*.

MOKSHA is a shop for silk sarees like Kanchivaram and Benaras on the Cathedral Road in Chennai; an advertisement in *The Hindu* went as follows:

- REDISCOVER THE SILK ROAD.

The shop itself has an underpinning catchy phrase:

- FOR BEAUTIFUL PEOPLE.

The message is clear: The silk items in the shop are for beautiful people (women); it may be remembered that every woman thinks that she is beautiful.

NOKIA, the world's popular multinational mobile phone manufacturer came out with the following ad in *The Hindu* for their high-priced prestigious product **NOKIA N Series**:

- THE WORLD LISTENS TO MUSIC. I CELEBRATE IT WITH THE MAESTROS. I AM NOKIA N SERIES.

A male model is seen in the picture with ears clogged with a Nokia N 70 Music Edition and another variant model N 73 Music Edition placed nearby. The model's T-shirt has the labels like Bryan Adams, Aqua, Eagles, Lionel Richie, Elton John, and Daniel Bedingfield. Rich lovers of music are the target group and they may naturally be inspired.

OMEGA watch is advertised in the *Business Today* with its brand ambassador the Bolly Wood actor Abhishek Bachan's unshaven face looking deep with his sharp eyes saying,

- MY CHOICE.

The chromium-plated OMEGA is kept before his very eyes.

PRIYAGOLD Company presented their biscuit products in catchy covers and gave the ad in *The Hindu* in this way:

- EVERYONE HAS THE RIGHT TO GOOD TASTE.

So, no particular section of society or no particular age group or gender is targeted; the biscuit is for all, young and old and poor and rich and everyone has the right to good taste.

PUREIT is the brand name of a water purifier from Hindustan Unilever Limited, India and *The Hindu* carried the following advertisement:

- AS SAFE AS BOILED WATER.

It goes well to the people because the governments themselves on their part induce people to boil and then drink water.

SAMSONITE, the travel bags manufacturer comes to the market with the captivating ad of an international female model Elettra Rossellini Wiedemann, who is seen traveling with three product variants of Samsonite bags. The phrase used below the logo is quite sentimental in content,

- LIFE'S A JOURNEY.

STATE BANK OF INDIA comes with the ad in the Magazines with the pithy phrases like

- PURE BANKING NOTHING ELSE AND WITH YOU—ALL THE WAY.

These phrases are found with the SBI logo itself. And then with a couple of models smiling broadly, the ad still goes as follows:

- THERE'S ONLY ONE THING THAT'S AS BROAD AS OUR RANGE OF PRODUCTS. THE SMILES OF OUR CUSTOMERS.

TAJ MAHAL TEA (Brook Bond) is advertised in journals like *Business Today* with a tin and the words below:

- NOT EVERYONE'S CUP OF TEA.

In the two-page ad facing each other in glossy papers on the left hand side black tea is seen frothing in a large glass jar and the caption goes as follows:

- OUR TEA PLUCKERS HAVE TROUBLE BREATHING.

A brief explanation is also printed describing how TAJ MAHAL HIMALAYAN TEA is obtained:

- IN THE WAY ONE IS RENDERED BREATHLESS IN THE PRESENCE OF A MAGNIFICENT WORK OF ART. BUT ALSO BECAUSE AT 6500 FT ABOVE SEA LEVEL IN THE HIMALAYAS, THE AIR IS AS RARE AND PURE AS, SAY, OUR TEA. THE ALTITUDE GIVES OUR SELECTIVELY HAND PLUCKED TEA ITS UNIQUE AROMA AND BOUQUET, AND THE SPECIAL SOIL AND TEMPERATURE, ITS UNPARALLED FLAVOUR. WITH OUR MASTER TASTERS AT BROOKE BOND RECOMMENDED THE TAJ MAHAL CONNOISSEUR HIMALAYAN AS THE PERFECT BEGINNING AND END FOR EACH DAY, THEY CONFESS IT WILL STILL LEAVE YOU BREATHLESS. EACH TIME.

I am not at all happy with this ad, because, firstly it is lengthy, and secondly there is a couple of glaring grammar mistakes. In short phrases grammar may be sacrificed, but in long sentences, the copywriter should stick to grammar rules.

TEAM HEALTH SHOPPE came out with the following catchy phrases in *The Hindu* for their various products:

- NATURE'S BOUNTY . . . HEALTHY CHOICES.

An underlying emphatic assurance is given for the users of Team's products like Team Sesame Oil and Team Coconut Oil, Honey and Honey Products. Interestingly, the Team Health Shoppe itself appears with a catchy mind-pulling phrase—

- FOR WELLNESS.

VAIVO CR LAPTOPS gave an advertisement in *The Hindu* with a female model holding the branded laptop:

- ALL EYES ON YOU.

All eyes are naturally both on the model and the laptop. No doubt, both are enchanting. People will naturally transfer their choice from the lovely model to the machine that she holds.

ZODIAC POWER RINGS manufacturers, a low profile and low-priced finger ring manufacturers and market them through various jewelry networks in the Chennai city gave an ad in *The Hindu* with a couple of their products:

- YOU CAN'T CHANGE YOUR LIFE BUT YOU CAN CHANGE YOUR LUCK.

Not stopping with this prophetic positive statement, the ad has another highlighted phrase—

- SEE LIFE IN A NEW LIGHT.

The company has clearly studied the pulse of the consumers and so they have given another catchy phrase—

- POWER THE WORLD PREFERS.

Those who see the ad will naturally be interested and there will be plenty of enquiries at the marketing shops, naturally to empower them.

17. A Few Sample Copywriting Texts by the Author of this Paper

MAHINDRA AND MAHINDRA'S premium product--*Bolero*

- A ROUGH DIAMOND ON FAST TRACK
- SCINTILLATING PERFORMANCE WITH ROUGH EXTERIOR

TVS SUZUKI'S premium product—*Pep + Scooter*

- A DELICIOUS FRUIT SALAD PEPPERED WITH HONEY
- PREPARED SPECIALLY WITH AN EYE FOR THE FAIRY GENDER

MAHINDRA AND MAHINDRA'S premium product—*Scorpio*

- A BARON ON A STALLION
- A WAR LORD ON WHEELS

TOYOTA'S premium product—*Innova*

- A BHAJJAN ON A MARGAZHI DAWN
- FRESH, DEWY, SILENT AND WHISKING

HONDA CITY, a luxury sedan from the stables of Honda.

- FOR THOSE WHO HAVE AN EXTRA EAR FOR BEETHOVEN
- SONOROUS, ENCHANTING AND ANGELIC

18. Conclusion

Catchy phrases in advertisements sometimes go heady into the emotions of weak-willed people. Copy writing can even warp judgments. Copywriters knowingly or unknowingly coin their catchy phrases with three unmistakable ingredients: Mystery, Sensuality, and Intimacy. Mystery draws together stories, metaphors, dreams and symbols. It is where past, present and future becomes one. Mystery adds to the complexity of relationships and experiences because people are drawn to what they don't know. After all, if we knew everything, there would be nothing left to learn or to wonder at. Sensuality keeps the five senses on constant alert for new textures, intriguing scents and tastes, wonderful music. Our senses (sight, hearing, smell, touch, taste) work together to alert us, transport us. When they are stimulated at the same time, the results are unforgettable. It is through the five senses we experience the world and create our memories. Intimacy means empathy, commitment and passion. These are often remembered long after functions and benefits have faded away. Without intimacy people cannot feel they own a brand, and without that conviction a brand can never become a Lovemark. Before we wind up this paper, it may be remembered that most marketing is about establishing brand relationships—creating

and maintaining brand image and position. It is the creative execution that facilitates this to happen. The smartest advertising is the advertising that communicates the best and respects consumers' intelligence. Nobody is going to read the ads if they are not said with freshness, originality and imagination. To conclude, we have a couple of questions to ponder over: Is print media advertising intrusive, manipulative, and deceptive? Does it squander resources, promote materialism and perpetuate stereotypes? Does it in actuality throw light on important issues, and raise the standard of living? What are the ethical considerations that a copywriter initially and an ad firm terminally have to have in mind?

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