

The Secret of Copywriting

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We'd like the session to be interactive





this is a product



this is a logo



this is a brand



**“A brand is
a person’s gut feeling about
a product, service or organization”**

– Marty Neumeier



**“A brand is what
people say, feel and think about
a product, service or organization”**

– ©2008 Paul Isakson

Commodity

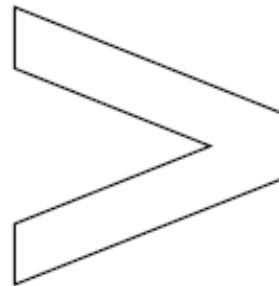


Rp 8.000

Brand



Rp 40.000



**“A Strong brand is
a collection of coherent ideas
and experiences with
a product, service or organization
... overtime”**

– ©2008 Paul Isakson



**“A Great Brand is
a great story”**

– ©2008 Paul Isakson

1. Stop Campaigning Start Committing
2. Campaigning is Marketing for SHORTTERM gain
3. Committing is Marketing for LONGTERM growth
4. Commitment create Brand Loyalist

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Stop Campaigning Start Committing

– ©2008 Paul Isakson

Campaigning is Marketing for **SHORTERM gain**

– ©2008 Paul Isakson

Committing is Marketing for LONGTERM growth


– ©2008 Paul Isakson

A close-up, side-profile shot of a man with a beard and a black bucket hat. He is wearing a black tank top, and his right shoulder is prominently displayed, featuring a large, colorful tattoo of the United States flag. The background is blurred, suggesting a crowd or a public event.

Commitment create Brand Loyalist

Matrix 1

	Awareness	Knowledge	Liking	Preference	Conviction	Loyal
Need (NEW)						
Brand						
Promise (BIG)						
Proof						
Call to action						



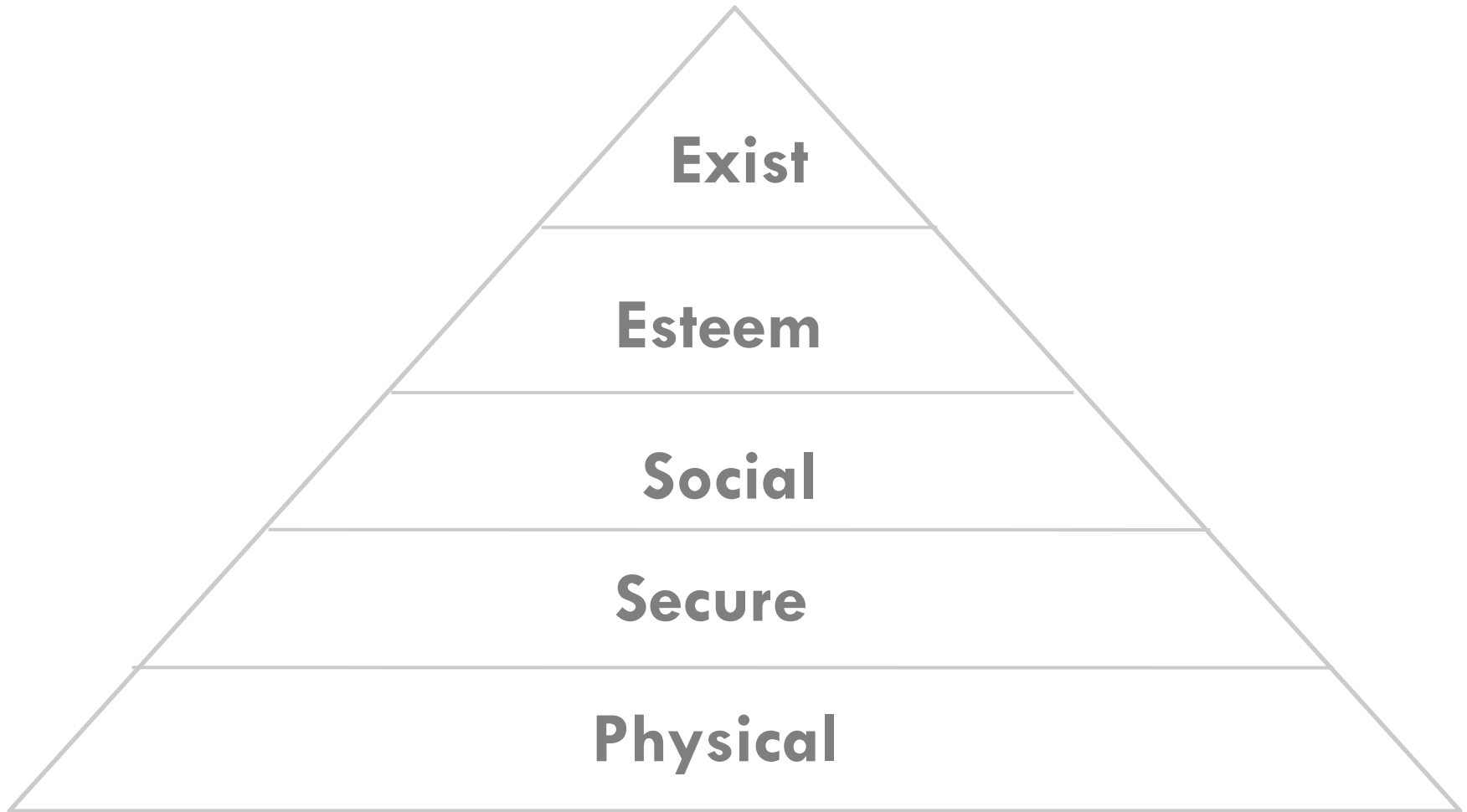
Matrix 1

	Awareness	Knowledge	Liking	Preference	Conviction	Loyal
Need (NEW)						
Brand						
Promise (BIG)						
Proof						
Call to action						

Matrix 2

	Personal	Family	Face to face	Reference group	Social Class	Sub Nation	Nation
Initiator							
Influencer							
Decider							
User							
Buyer							

Hierarchy of Need



Matrix 1

	Awareness	Knowledge	Liking	Preference	Conviction	Loyal
Need (NEW)						
Brand	Physical	Secure	Social	Esteem	Exist	
Promise (BIG)						
Proof						
Call to action						

Consumers today

Geography	Urban, sub urban, rural
Demography	Pria/wanita, Usia, Pendidikan, Pekerjaan, Family size
Psychograph	Layman vs expert Loner vs gregarious
Behaviors	Usage rate : Light, Medium, Heavy Media habit : Traditional vs Digital



Consumers today

Passive Media

One way communications



Active Media

Two ways communications



Let's discuss.