

Copy Design

an overview of **PRODUCT** copy & its
relationship to catalog page **DESIGN** concepts

What's Important?

Copy consumes up to 33% of each catalog selling page.

In a well thought-out catalog, copy and photograph form a one-piece impression – Give equal emphasis to the benefit driven, credible, easy to read, yet romanced aspect of copy as you would to the quality, focus, color, consistency and visual interest of photos.

Cover treatment & Company image – The emphasis given on a cover should reflect company image and brand: who you are, what you sell and what you do for your customer (services and policies). These areas must be addressed on every cover and customer information area of your catalog.

Match the Catalog Elements to the TARGET Customer – Success is judged according to whether or not the catalog achieves its goal of reaching the target with a consistent message, and sells products

1. Your Catalog Checklist:

= included now = area to add into the design

Cover:

- Provides a taste of what's inside, indicates catalog purpose & merchandise, conveys company image and brand.
- Provides stopping power, reason to go inside.
- Sells services, policies or extras.
- Uses large point sizes to sell main ideas.

Photography:

- Quality – lighting, exposure, overall look.
- Interest, Focus – product pop, attractive and desirous location.
- Color – accuracy, brightness.
- Consistency – same identity carried throughout.
- Space allotment – 66% of the page.

Copy:

- Balanced romance & personality with helpful, benefit driven, easy to read and understand copy.
- Always benefit driven. Feature oriented.
- Credible, Targeted.

Policies and Services:

- Your Guarantee: strong and visually evident, explained fully.
- Easy ordering (provide info on ways to order often).
- Website address played up.
- Personalization: caring about the needs of the customer honestly & sincerely.

2. The Copy Goal:

The importance of copy can be underestimated

- | | |
|--|---------------------|
| Can a photo alone sell the product? | No |
| Can a photo plus price sell the product? | Probably Not |
| Can a photo plus price plus disciplined copy sell the product? | Yes |

The Copy Role – Sell Products and Company Confidence

- a. Grab attention (headline and large callouts).
A few chosen words identify the product & announce the #1 benefit/feature.
- b. Direct, educate, inform (item name, body copy and callouts).
Build credibility with a user-friendly description of use, or by performance results that are interesting, entertaining and confidence building.
- c. Assure and guarantee (body copy)
Specifications are provided in an clear and concise form.
- d. Complete the sale (body copy and callouts).
Provide a command to buy.

The Copy Connection – What Information to use

- a. Vendors and Buyers: the first step in why buy the product.
- b. Historic Successes: past successes, the next basis for buying.
- c. Product Specifications: converting vendor info into consumer info.
- d. Firsthand Knowledge: testing and trying each product.