

Why don't we see long copy anymore?

Is it because of the perception that we live in this crazy fast past world and we simply don't have time. Are we so ignorant to make decisions based on just simply snippets of information and not seek to know more?

Or is it that it's simply not fashionable in today's advertising world to write long-winded copy ads. We are in a visual phase, where fewer words are what are winning awards. Has copywriting evolved (although it can be just as difficult to write 6 words as it is to write 600 words)? Some believe its art directors who play just an important role in making the words appeal, as the words are appealing.

"There's no rational reason to create billboard-type advertising in media other than billboards. Unless the creative team just doesn't want to work very hard. Or they have a stupendous idea that really works in six words or less."

So what makes a good long copy ad? Relevance to the reader – are they in browse or search mode....if there's something of value to them. Is there a benefit in getting the information that's contained here? Prospects do read long copy, especially "about-to-buy" prospects in the market for a considered purchase such as a car, a financial product, or a capital expenditure for a business. The person generally that says "I would never read all that copy" is probably not the customer

Relevance to product and do you have something to say about it? But not only is that something interesting, but how can you say it in an interesting way?

Some elements to be concerned about include easy typeface to read, targeted headlines and specific subheadings, short sentences and paragraphs, use columns to break up copy and lots of white space.

Benefits of a long copy ad:

1. Separate your brand from the competition
2. Provide your brand with a perceived level of expertise
3. Generate high awareness scores in the publications in which it runs
4. Increase the "intent to buy" scores of even those not in the "about to buy" segment
5. Provide information for the people other people turn to for advice.

Don't be long for the sake of being long. Be long for the sake of providing as much information as is needed to make the sale – and not one word more.

So if we look at how consumers use newspapers. They go there to read articles, get the in-depth analysis. They go to find articles relevant to them including ads. They will take time to read if it is relevant to them. Newspapers are a high involving, keepable commodity....if they don't have time to read it now, they can tear it out and read it later also.

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