

Good copy underpins a company's success



Arjun Khara, creative director at Quantico Singapore, facilitating the copywriting workshop yesterday.
BT/Zafirah Zaili

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DEVELOPING communication techniques can help local companies grow and expand their markets.

According to Arjun Khara, creative director of copywriting agency Quantico Singapore, copywriting and communication have helped many global companies succeed.

"The purpose of any business is to communicate with your audience and build a community around your products and services," he said.

He said technology companies Google and Apple have succeeded in broadening their market reach because they have created "meaningful relationships with their audience through branding".

Khara, who conducted yesterday's copywriting workshop in the capital, said Apple is "the most valuable company in the world" partly due to its design and ability to create a huge buzz for each product launch.

But he said sales copy plays a key role, too.

"There is something about Apple that makes it viral. No other company can make people wait in queue for three days. Apple copywriters know exactly how to sell with words. They know the copywriting tricks, techniques, and formulas that sell products," said Khara.

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One of the most important components in a company's branding is the tagline as this is what catches a consumer's attention. A tagline, he said, can determine the success of a company.

"When someone hears 'Just Do It' and 'I'm Loving It', it is immediately associated with Nike and McDonald's. This just shows how influential a tagline can be for a company," he said.

Khara said some people might think that a tagline is just a few words randomly put together. But as most copywriters know, a tagline has to be crafted well as it has the potential to make or break a business.

He said that one of the most difficult challenges in advertising is the fact that people like to buy but don't like to be sold to. The only way to overcome this challenge is for the company to use stories in conveying facts and data about the products they're selling.

"As a copywriter, we need to write stories that are relatable to consumers. Stories regarding a product and company need to include all essential information but also have the power to bring people in," he said.

He said this is called a three line story and "all successful companies follow this structure".

"It's not enough that a company catches consumers' attention through their marketing, their attention needs to be kept through the telling of a story. When a customer is no longer engaged in the product, sales are lost," Khara said.

As the purpose of any business is to create relationships with their audience, it is important for a company to think of their customers when they are marketing themselves and their products.

According to Khara, a company should always focus on what their products can do to benefit their customers. It's important to think about how a product will change customers' lives and reveal that in the company's advertisements.

"When Apple comes out with videos for their new products, the focus is on how these products can help in their everyday lives and not on the actual gadgets. People don't care about the features and the operating systems, they care about what the product can do for them," he said.

The "humanising concept" is very important in a company's sales copy. He said this is because a company's target audience are human beings who have different stories, backgrounds and professions.

Khara said that in order for copywriters to reach a wider audience, a copy needs to be created for more than the professional profile of a human being as it will be unfair for a person to be treated only for what they do and not what they are.

"Every single one of us has a story way beyond our professional lives. At the end of the day, we stop being managers, vice presidents and bankers. We go home and we become parents, brothers, siblings, dreamers... so when you create a copy, consider a human being in its full form," he said.

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