



When Is Copy Too Much Copy?

Perhaps one of the most undervalued elements of a great campaign is its copy. When it's right, it flows so easily that you're drawn into the words without noticing. Likewise, when it's wrong, it creates such a roadblock that even the best design can't overcome.

So, what makes good copy good? And, when is it enough?

Good copy starts with a good campaign theme and creative concept. From there, copy becomes an enhancement to the theme, another element in the creative execution. One of the biggest mistakes made with copy is using it to explain your campaign. It shouldn't need explanation; if it does, it's not right. Well written copy will also direct its audience to a single point of action. Trying to include too many steps for consumers to follow is a mistake often made. It's important to make it easy for your consumers to do what you're asking them to do; otherwise, the likelihood of any or accurate follow through is slim.

So, when is enough enough? In general, the answer lies in brevity; just because you have room for more words doesn't mean you need them. A hard lesson to learn in marketing is that you care a whole lot more than anyone else does. For example, while you might think it's very important to list every award ever earned, every detail including linen thread count and decorating style, your consumer really doesn't care that much and they won't take the time to read through it all. Make your point and make it well, then stop. We know this is easier said than done. A quote attributed to Mark Twain makes this point, "If I had more time I would have written a shorter letter." Writing succinct copy takes talent and time.

Now, at risk of not taking our own advice, we'll wrap this up. Here's your pocket guide to good copy:

- Good copy is impossible if your creative direction isn't right
- Stick to a single point of action
- Just because you have room doesn't mean you need more copy
- You care more than they care
- Good copy takes time, don't rush it and give it the respect it deserves

Fresh Creative is a communications and design firm that specializes in marketing real estate development and hospitality properties. We use strategic process and experience to develop comprehensive solutions that create distinctive impressions.

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