



Copywriting

Nina Vasic
Corporate Communications
Fall 2014

Advertisement Content

(Headline) Your dad listened to his music on vinyl. You listen to your music from row 12B. Experience the difference.

(Copy) Still think concert halls are only for your parents? Think again. With a state-of-the-art, acoustically designed music hall, you can experience music like it was meant to be experienced: Live. At Centre in the Square, every seat gives you superior sound quality and stage view. Experience something different. Visit www.centreinthesquare.com/student for a full listing of events and student promotions (including 30% discount with a valid student I.D.)

(Suggested Image)



Copywriting Plan

Purpose

- To create an advertisement that appeals to the target audience (20 to 25 year old) and informs them about Centre in the Square's student promotion.
- To increase awareness about Centre in the Square's programming to the target market.

Audience

Demographics:

- 20 to 25, generation known as the 'millennials'

Psychographics:

- University graduate, in University or young professionals
- Interested in art and culture (have degrees in subjects such as: English, Fine Art, Theatre, Art History, Music, Sociology, Psychology, Women's Studies, etc.)
- Want quick, relevant, and timely content¹
- Have a keen interest in ethics, perhaps moral or environmental for example. Are often concerned with ethics of a corporation and are vocal (usually online) about their disappointment with service and/or ethics of an organization
- Relies on public transit or a bike to get around
- Number of those in KW region with a University, certificate, diploma or degree at bachelor level or above is 83,045
 - of those, 6,450 have a degree in Visual and performing arts, and communications technologies, 13,275 have a degree in the humanities, and 21,300 have a degree in business management or public administration²
- Frequents Conestoga Mall

Geographic:

- Living in Kitchener Waterloo region
- Living on Wilfrid Laurier University or University of Waterloo campus
- Live off campus but within its vicinity

Information

- 30% discount on all ticket prices
- Need to show your student card at the door
- Compare the price to other common purchases of students – show that going to a concert is not as expensive as you think.

Benefits

- Appeal to student's need for novelty and breaking routine. Appeal to student's need for diversion – to have fun, relax. Students enjoy taking time off to go out with friends or a partner as a reward system after finishing a tough assignment, or just to ease the stress from University.
- Appeal to student's needs for independence – students want to appear mature, they are acquiring their tastes for new food, music, etc.
- Millennials would benefit from a musical experience at Centre in the Square not only because it would meet the above needs, but also because it attracts

relevant performers that would entertain them. Seeing a live show will expand your horizons, expose you to art, and provide a fun night out.

Objections

- It's too expensive
 - Promote student discount of 30%
 - Compare price of a ticket to CITS with other, common purchases that University students make already
- Theatres are boring and for old people
 - State-of-the-art theatre hall that creates an exceptional experience of live musical performances

Context

- Ad is going to appear in Wilfrid Laurier Publications
 - The Cord Online, Blueprint Magazine
- Seasonality of University (Sept to April)
 - Also worth noting, students generally have the most free time and resources at the beginning of a semester (Sept. and Jan.)

Copywriting Strategy

Music	Instruments	Jam	Emotion	Dance	Connec-tion	Entertaining	Happiness
Live	Experience	Stage	Watch	Professional	Better	Quality	
Fun	Memories	Relax	Night out	De-stress	Friends	Party	Silly
Theatre	Stage	Shakespeare	Outdated	Boring	English Class	Live	Lines
Show	Gig	Festival	TV Show	...& tell	Learn	Experience	Discover
Entertain	Movies	Videos	Humour	Internet	TV		
Concert	Music	Experience	Front Row	Jam	Good time	Hall	Crowd
Memory	Forever	Life	Positive	RAM	Joy	Captured	Last

References:

¹ The Online Habits of Millennials: What Businesses Should Know by Dave Ojade, 2014 in Business Administration Information

<http://www.businessadministrationinformation.com/resources/marketing-2/the-online-habits-of-millennials-what-businesses-should-know>

² StatsCan, NHS Profile, Kitchener – Cambridge – Waterloo, CMA, Ontario, 2011

<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CMA&Code1=541&Data=Count&SearchText=Kitchener%20-%20Cambridge%20->

%20Waterloo&SearchType=Begins&SearchPR=01&A1=All&B1=All&GeoLevel=PR&GeoCode=541&TABID=1