

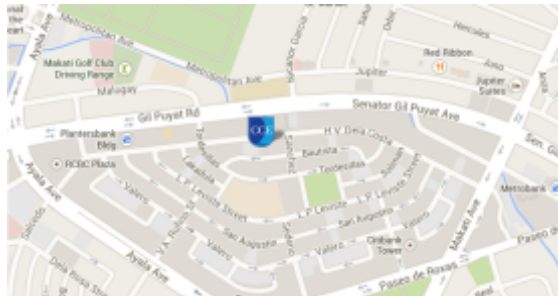
# Introduction to Copywriting

## Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

## Venue:

Ateneo de Manila University - Salcedo Campus  
 3/F Ateneo Professional Schools Bldg.,  
 130 H.V. Dela Costa St., Salcedo Village,  
 Makati City, Philippines



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August 23, 2019



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Introduction to Copywriting

March 30 - 31, 2020

 CENTER FOR CONTINUING EDUCATION

## DATES

March 30 - 31, 2020  
 Monday - Tuesday  
 8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Mar. 16)  
 Php 12,800.00 (Regular Rate)

## HOW TO REGISTER

Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

(+632) 8302040

Schedules and prices may change without prior notice

Promoting brands whether they are for a product or a service will need both words (copy) and visuals (art). And while some people may have a knack for writing copy, it is a learnable craft as long as you're motivated. Whether you're a small business entrepreneur, a brand manager or a rookie writer with an interest in writing copy – you will find something new to learn from this course. Copy is essential to any campaign whether it's writing headlines for a press campaign, scripts for radio or television commercials or content for websites, display ads, etc.

You'll be exposed to some of the best samples of copywriting from award winning press, radio and TV campaigns from our local market scene in the Philippines as well as the best from the world. You'll learn tips on what words and phrases to use in order to get attention, motivate, and elicit action from your target audience.

# Introduction to Copywriting

## objectives

After the course, you will:

1. Gain a better understanding of how copy can make a difference in selling;
2. Learn by doing via writing exercises;
3. Appreciate how words and visuals work hand-in-hand to create effective advertising campaigns in press, radio, television, as well as in digital.

## who should attend

Aspiring copywriters or people who are tasked to lead and manage the development of advertising campaigns for the clients as well as the agency. Marketers, sales managers, writers who create content for digital medium, and bloggers will benefit from this basic introduction in the art and craft of writing copy.



## resource person



**MS. ELEANOR S. MODESTO** was one of the first graduates of Visual Communication who was trained to write copy. She entered the advertising business as a copywriter and rose from the ranks to become a Creative Director in Ace-Compton (now Saatchi and Saatchi). She then moved to join Lintas Manila (now Mullen Lowe) before moving to lead the creative team of Lintas in Jakarta, Indonesia. The 21 year stint in Jakarta made her realize that ideas don't have a nationality and the great ideas are those based on human insights that delve into the mind and hearts of the people who use the brands.

She moved laterally and became one of the early Agency Heads from Creative who led the advertising agency as CEO. She saw the growth of the advertising business in Jakarta from pure print and outdoor to a robust multi-media communications power house in Asia. They were exciting times in Indonesia and it was a time for pioneering ideas like starting a TV-show production unit as well as a below-the-line activation group within the agency.

She returned to Manila in 2010 and started a digital agency, Rogue360, which evolved into pure digital and was later absorbed by a big multi-national advertising agency. She conducts and facilitates workshops on Marketing Communications, Consumer Insighting, Research, and Negotiations around Asia and Asean.

Ms. Modesto graduated cum laude from the University of the Philippines, with a degree in Visual Communication.

## program content

### I. Introduction to advertising

A brief history of advertising and how it developed over time

- A. The rise of art & copy teams and the introduction of strategic planning

### II. It all starts from the strategy and the insight

- A. Strategic thinking is the creative before the "Creatives"
- B. Consumer insight - what is it really?

### III. Writing for print

- A. Writing effective headlines
- B. Tips on writing compelling print ads and posters

### IV. Creating stories for radio & television

- A. "What's the story?" and "why should you care?"
- B. Making it work in 30 seconds and less

### V. Creating compelling content for digital

- A. Writing beyond display ads to videos

## methodology

The learnings will be a combination of "lectures and sharing" with lots of examples from all media platforms – print to electronic to digital. Participants will be expected to try their hand writing copy skills; develop ideas in groups or via individual work and assignments with the end objective of polishing their copywriting skills and idea generation.