

# Advertising Copy Test

## A NOTE ON THE FOLLOWING ITEMS:

**The following headlines and concepts comprised a copy test devised by the creative director of Rich Advertising (Buffalo, New York) as part of my application for a job as copywriter.**

**At the time (1973), I had no experience working in an ad agency. I had a bachelor's degree in English, and I had written a couple of short film scripts for the National Film Department of Malaysia while I was a Peace Corps Volunteer.**

**The creative director simply tore out some pages from magazines and told me to create ads for the clients —specifically, the headlines and concepts. I did all the enclosed work over a weekend and landed my first job as a copywriter.**

# POLAROID

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## **Join the Minuteman.**

*A row of men marching, either in T-shirts embossed with "Polaroid" across the front, or in 18th century revolutionary army uniforms -- all carrying Polaroids cameras.*

## **Get a Polaroid.**

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## **Good Things Don't Happen Overnight.**

*A family scene outside a newly-constructed home. The father peels off the negative-flap to reveal the just-taken Polaroid photo, which can be either the newly-completed home, or the frame of it as it was still under construction.*

## **They Only Take a Minute.**

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## **Some Things Take Time.**

*A split-screen photo - one half shows a house under construction and only partially complete; the other half is a Polaroid photo showing the house fully completed.*

## **Polaroid Only Takes a Minute.**

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**All This Is Not Really Necessary...**

*A cluttered-up darkroom, with all the trappings of a professional photographer;*

**...With Polaroid.**

*A Polaroid camera.*

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**Polaroid Gives You All This...**

*A cluttered-up darkroom, with all the trappings of a professional photographer;*

**in This.**

*A Polaroid camera.*

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**Instant Replay**

*A Polaroid camera.*

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**Instant Darkroom**

*A Polaroid camera.*

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**Minute-Made...**

**...by Polaroid.**

*A Polaroid camera.*

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# CONVERSE athletic shoes

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## **Play Around with these Awhile**

*A beautiful, busty woman in head and mid-torso shot, wearing a skimpy bikini and a coy smile. In each hand she holds a pair of Converse Coach and Jack Purcell athletic shoes, just below her bosom.*

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## **With Converse, Anything's Possible**

*Swimmers in the middle of a race. One lane is taken up by a guy wearing Converse athletic shoes and skimming along the top of the water.*

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## **For that Soft-Cushioned Feeling...**

*A geek standing with a couple of pillows strapped to his feet...*

## **Try Converse**

*An athlete in a pair of Converse sneakers, snickering at the geek's attempt to imitate the feeling of wearing Converse.*

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# INTIMATE by REVLON

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## **If You've Got the Right Idea...**

*A sensuous-looking woman with bedroom eyes and a come-hither look.*

## **...We've Got the Right Fragrance**

### **Get Intimate**

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## **For Personal Reasons, I Can't Explain Why I Use Intimate**

*A beautiful woman, somewhat coy and alluring, applying Intimate perfume.*

## **But I Do Use Intimate...For Personal Reasons**

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### **Caution: Use At Your Own Risk**

*A beautiful woman applying Intimate perfume.*

**Clever body copy mimics a legal disclaimer notice, in which Revlon hereby absolves itself of any claims arising from the personal use of Intimate.**

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## **If Only I Had Used Intimate**

*Photo or cartoon: A black widow spider being rejected by the male.*

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## **In To Mate**

*A beautiful woman and a handsome man only indirectly playing at chess in an elegant, high-rise apartment. Their eye contact and concentration is on more each other than on the chess pieces.*

## **Intimate**

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# BEAUTYREST mattress

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## What Do You Look For in a Mattress?

*Woman under the covers, playing hide and seek, as a man plays at chasing after her.*

**Body copy concept: “Besides some very personal preferences, here are some other things you should look for in a good mattress...”**

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## Have Room Will Comfort

*A beauty shot of a Beautyrest mattress.*

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## For Sleeping Beauties Only

*A fat slob really enjoying a good night's sleep.*

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## The Dreamers' Choice

*A man and woman lying down on a mattress, looking at each other dreamy-eyed and contented.*

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# Long Distance Telephone

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## Don't Shout

*A graphic drawing, like Edward Munch's "The Scream," in which the sound waves emanating from the shouting person are superimposed over a map of the USA/World.*

## Use Long Distance

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## Your Voice May Not Look Like Much

*A lover speaking into a telephone. An oscilloscopic display of a voice pattern. A happy listener at the other end, listening to the sounds.*

## But It Means a Lot Over a Long Distance

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## What Do You Mean "Long Distance"?

*Person reaches for the phone.*

*Body copy concept: There is no such thing as "long distance." The longest distance you ever have to worry about is the reach to the nearest telephone. That makes everything close.*

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# CRANAPPLE

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## No One Can Resist Cranapple

*Adam and Eve drinking Cranapple in the Garden of Eden, with Satan smugly looking on.*

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## Try Cranapple For Breakfast

*Bottles of Cranapples hanging from man's shirt at breakfast table.*

## It'll Grow on You

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## This Isn't Cranapple

*Drawing of a worm with a disappointed, sour expression after it just bit into an ordinary apple.*

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## I Said Cranapple, Not Crabapple

*Drawing of a worm with a disappointed expression after the waiter at a posh restaurant brings it an ordinary crabapple instead of Cranapple.*

# FEEDERS AIR CONDITIONER

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## **You Probably Can't Afford This**

*Exotic court scene, with king and queen being fanned by a half dozen ravishing beauties.*

## **But You Can Afford This**

*An air conditioner.*

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## **This Is One Way to Keep Cool**

*Street Scene: Children cooling themselves at a fire hydrant which is gushing water. In the midst of the children is a very silly-looking, out-of-place adult male in formal clothing.*

## **This is Another**

*The silly looking adult at home, relaxing near an air conditioner.*

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## **Sleep With a Friend. It's Cool.**

*Man sleeping in an air-conditioned bedroom.*

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## **Buy Yourself a Breeze**

*An air conditioner.*

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# KAWASAKI

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## **For Low Level Flight**

*A motorcyclist slightly airborne after cresting a hill.*

**Kawasaki**

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## **Take Off...**

*Motorcyclist, doing a wheely.*

**...With Kawasaki**

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## **They Call the Wind...**

*Romantic image of a young couple on a motorcycle, her long, flowing hair streaming behind, as they ride off into the sunset.*

**Kawasaki**

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