



tap

Training Academy for Professionals

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# BIG COPY

COPYWRITING IN THE AGE OF BIG DATA

With Edward Ong

## OVERVIEW:

In today's world, does copy matter?

Text, tweets, blogs, posts. Call it what you like, this generation writes more than any other in the past.

So where does our craft belong in a time when data dictates? Is this an art lost in the age of search?

As Somerset Maugham said, "There are three rules for writing. Unfortunately no one knows what they are."

In this four-day workshop, we re-visit the role of copy from the days of print to its present incarnation on multiple platforms.

We look at the power of the written word and how it can transform minds, brands and pop culture.

Join us, and discover why the thinker/ writer/ brand communicator is needed more than ever before.

### Who should attend:

- Copywriters, Senior Copywriters, Creative Group Heads
- Anybody who wants to stay relevant in copy crafting

**Dates:** 26 & 27 April, 3 & 4 May 2019, Fridays & Saturdays, 9am - 5pm

**Venue:** VSQ @ PJ City Centre

### \*Fee:

RM 4,200 per pax

RM 3,990 per pax for Early Birds before 12 April 2019

RM 3,990 per pax for groups of 2 or more

\*Subject to 6% SST

### To book:

Call Nadia (03) 7932 1833 / 011 2391 8447

Call Yante (03) 7932 1833 / 012 267 5676

Email us at [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)

## WORKSHOP OUTLINE

### Day 1

#### **We are all #DigitalWriters**

Writing for digital is no longer an option, it's what we do day in, day out. But what is digital really? Just a media, platform, or something that changes the way we- and our clients- do business?

#### **Fact, Observation, Insight**

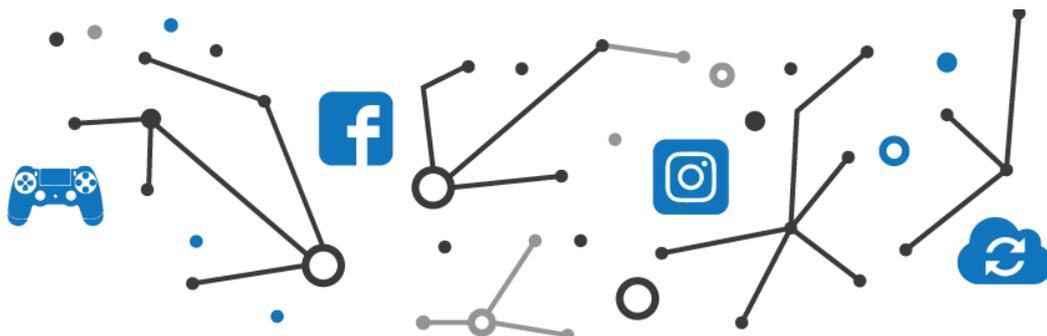
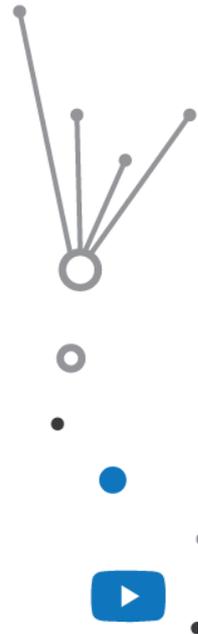
These three are not the same. Learn how to identify each one and find your way to the holy grail- the mother of all insights! No, it's not always the planner's job.

#### **Begin at your finishing line**

The end is where we begin. Knowing where the goal posts are helps us focus. Without which, we'll be kicking the ball all over the field.

#### **More business solutions please**

It's really about the numbers. It's not really about advertising. Clients don't get promoted because you did a great campaign. They get promoted because your campaign grew the business. Learn how to speak fluent client-ese and sell the work.



## WORKSHOP OUTLINE (cont'd)

### Writing the perfect brief (guest speaker)

What does it take to write to perfect brief? We look at the 'ultimate brief'- one that took over a year to develop and helped creatives deliver smarter, sharper work with very few revisions.

### Day 2

### Writing for travel (guest speaker)

Melissa works for Hilton Kuala Lumpur and moonlights as a travel writer. Find out how she writes and where she draws her inspiration from.

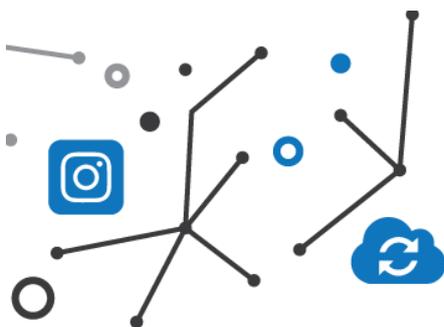


### Thinking visually

Writers are not exempt from thinking visually. Learn how to think and communicate in visuals. All it takes is 3 simple steps: Practice, Practice, Practice.

### Visual Hammer, Verbal Nail

A strong headline deserves a strong visual. We look at examples and try to create some of our own.



### Developing ideas at lighting speed

What does it take to develop ideas faster than fast? Fear? Desperation? Experience? Having the surname Droga? We develop lots of ideas- not just copy ideas- for a brand chosen by you.

## WORKSHOP OUTLINE (cont'd)

### Day 3

#### **Writing for regional markets**

Case studies on work done for China, APAC and other regional market.

#### **What clients want (Guest speaker)**

Our guest speaker spent 15 years with Nestle, 5 years with OCBC and 5 years with Petronas- hear what Marketing is looking for, and how to deliver sharper, smarter work.



#### **The best work so far**

We discuss some of the best- and most recent- campaigns around the world, and why it works.

#### **50 ways to say the same thing**

How do you take the same old same old and say it differently? We look at examples and attempt to write some of our own.

### Day 4

#### **Lessons from the world's greatest copy campaign**

What does it take for write for the Economist? We break down the techniques and learn how to write that killer one-liner



## WORKSHOP OUTLINE (cont'd)

### **Edit, Edit, Edit**

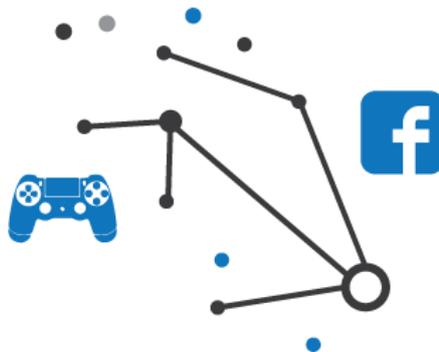
Keep is short. Simple. Smart. Direct. Be careful not to lose the charm and wit. Make editing your BFF and see where it takes you.

### **Don't wait, innovate**

If you were leading the account, what would you propose to your clients to help them find new markets/ grow existing markets? In other words, how are you growing as a creative leader?

### **Things we learned**

Recap on the things we learnt, the work we did and our thoughts and hopes for the future.



## YOUR FACILITATOR



**EDWARD ONG**  
*Founder and Creative Director,  
Borderless*



Ed was the Regional Copy Chief of Y&R Asia, and one of the most awarded writers in Malaysia. He left the big agency scene in 2014 to set up a shop called Borderless. Since then, he's mentored startups at MaGic, written communication pieces for a software company in HK, helped develop brand direction for social commerce platform in Canada, and created social media campaigns for a 100-year old brand in Australia.

He also does regular work for Malaysian clients- projects and long-term consultancies. Ed also leads creative teams based at the clients' offices. When he's not busy telling other people what to do, he's learning how to be a Marketing Director, Creative Director, Corporate Trainer, Social Worker and Family Man rolled into one. Which sort of explains his expanding waistline.

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*Edward honed his craft under the guidance of the infamous Neil French, and has won awards for copywriting at D&AD, LIAA, NYFest and more. He also won Kancil Best of Show twice and was honoured to have @StephenFry tweet about his work on savethewords.org.*