

# 30 Copywriting Secrets From The Best Ad Campaign Of All Time



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The "I Love New York" ad campaign is widely considered to be one of the most successful of all time. It ran from 1977 to 1981 and helped to revitalize tourism in New York City. The campaign was created by advertising agency Wells Rich Greene and featured a simple but iconic logo and the tagline "I Love New York."

The ad campaign was a huge success, and it is still remembered today as one of the best examples of copywriting. Here are 30 copywriting secrets that you can learn from it:

### 1. Keep it simple

The "I Love New York" logo is one of the most recognizable in the world. It is simple, yet effective. When writing copy, it is important to keep it simple

and to the point. Don't try to cram too much information into your copy. Instead, focus on getting your main message across in a clear and concise way.

## **2. Use strong verbs**

The "I Love New York" tagline is memorable because it uses a strong verb. The word "love" is a powerful word that evokes strong emotions. When writing copy, use strong verbs that will grab your readers' attention and make them want to learn more.

## **3. Create a sense of urgency**

The "I Love New York" ad campaign created a sense of urgency by using the tagline "I Love New York." This tagline implies that there is something special about New York City and that you need to visit it soon. When writing copy, create a sense of urgency by using words like "now," "today," and "limited time offer."

## **4. Use emotional appeals**

The "I Love New York" ad campaign used emotional appeals to connect with its audience. The ads featured images of people who loved New York City and who were proud to call it home. When writing copy, use emotional appeals to connect with your readers on a personal level.

## **5. Tell a story**

The "I Love New York" ad campaign told a story about the people who loved New York City. The ads featured real people who shared their stories about why they loved the city. When writing copy, tell a story that will resonate with your readers.

## **6. Use humor**

The "I Love New York" ad campaign used humor to make its ads more memorable. The ads featured a variety of funny characters and situations. When writing copy, use humor to make your ads more engaging and entertaining.

## **7. Use repetition**

The "I Love New York" ad campaign used repetition to reinforce its message. The tagline "I Love New York" was repeated throughout the ads. When writing copy, use repetition to reinforce your main message.

## **8. Use contrast**

The "I Love New York" ad campaign used contrast to make its ads more visually appealing. The ads featured images of the city in both its good and bad times. When writing copy, use contrast to make your ads more interesting and engaging.

## **9. Use celebrity endorsements**

The "I Love New York" ad campaign used celebrity endorsements to add credibility to its message. The ads featured celebrities who were known for their love of New York City. When writing copy, use celebrity endorsements to add credibility to your message.

## **10. Use testimonials**

The "I Love New York" ad campaign used testimonials to build trust with its audience. The ads featured testimonials from people who had visited New York City and who loved it. When writing copy, use testimonials to build trust with your readers.

## **11. Use data**

The "I Love New York" ad campaign used data to support its claims. The ads featured statistics about the number of tourists who visited New York City each year. When writing copy, use data to support your claims.

## **12. Use a call to action**

The "I Love New York" ad campaign used a call to action to encourage its audience to visit the city. The ads featured a variety of calls to action, such as "Visit New York City today" and "Book your trip now." When writing copy, use a call to action to encourage your readers to take action.

## **13. Test your copy**

The "I Love New York" ad campaign was tested before it was launched. The ads were tested on different audiences to see which ads were most effective. When writing copy, test your copy on different audiences to see what works best.

## **14. Track your results**

The "I Love New York" ad campaign tracked its results to see how effective it was. The ads were tracked to see how many people visited New York City after seeing the ads. When writing copy, track your results to see how effective your copy is.

## **15. Be consistent**

The "I Love New York" ad campaign was consistent in its message. The ads all used the same logo and tagline. When writing copy, be consistent in your message. Use the same tone of voice and the same style throughout your copy.

## **16. Be authentic**

The "I Love New York" ad campaign was authentic. The ads featured real people who shared their stories about why they loved the city. When writing copy, be authentic. Write in your own voice and share your own stories.

## **17. Be creative**

The "I Love New York" ad campaign was creative. The ads used a variety of creative techniques to make them memorable. When writing copy, be creative. Use your imagination to come up with new and innovative ways to get your message across.

## **18. Be original**

The "I Love New York" ad campaign was original. The ads were not like anything else that was being done at the time. When writing copy, be original. Don't copy other people's work. Instead, come up with your own unique ideas.

## **19. Be persuasive**

The "I Love New York" ad campaign was persuasive. The ads convinced people to visit New York City. When writing copy, be persuasive. Use your words to convince your readers to take action.

## **20. Be memorable**

The "I Love New York" ad campaign was memorable. The ads are still remembered today as one of the best examples of copywriting. When writing copy, be memorable. Write copy that will stick in your readers' minds.

## **21. Be effective**

The "I Love New York" ad campaign was effective. The ads helped to revitalize tourism in New York City. When writing copy, be effective. Write copy that will achieve your desired results.

## **22. Use a strong headline**

The headline is the first thing that your readers will see. Make sure that it is strong and attention-grabbing. The headline for the "I Love New York" ad campaign was "I Love New York." This headline is simple, yet effective. It grabs your attention and makes you want to learn more.

## **23. Use subheads**

Subheads can help to break up your copy and make it more readable. They can also be used to highlight important points. The "I Love New York" ad campaign used subheads to break up the copy and to highlight the different benefits of visiting New York City.

## **24. Use bullet points**

Bullet points can also help to make your copy more readable. They can be used to list benefits, features, or other important information. The "I Love New York" ad campaign used bullet points to list the different benefits of visiting New York City.

## **25. Use images**

Images can help to make your copy more visually appealing. They can also be used to illustrate your points or to break up your text. The "I Love New York" ad campaign used images of the city to make the ads more visually appealing.

## 26. Use white space

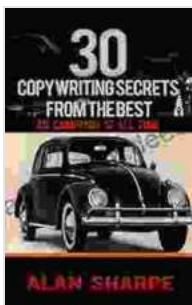
White space can help to make your copy more readable and inviting. It can also be used to create a sense of luxury or exclusivity. The "I Love New York" ad campaign used white space to create a sense of luxury.

## 27. Use calls to action

Calls to action tell your readers what you want them to do. They can be used to encourage your readers to visit your website, call your business, or make a purchase. The "I Love New York" ad campaign used calls to action to encourage people to visit the city.

## 28. Use a strong close

The close is the last thing that your readers will see. Make sure that it is strong and memorable. The close for the "I Love New York" ad campaign was "I Love New York." This close is simple, yet effective. It



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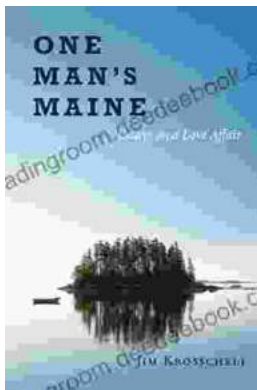
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