



**BILLY BLUE**  
COLLEGE OF DESIGN



<b>Course</b>	<b>Copywriting</b>
<b>Lecturer</b>	Mike Mackay
<b>Duration</b>	Two days or eight evenings
<b>Fee</b>	\$495
<b>Venue</b>	Billy Blue College of Design, 171 Pacific Highway, North Sydney

### **Course Outline**

If you like The Gruen Transfer, you'll love this. Copywriting is coming up with creative ideas and then writing them well to sell whale meat to whale-loving Aussies, make plastic shopping bags sexy or doing what Dove did and making a cosmetic ad which is actually different. It's about immersing yourself in a product or service and coming up with an idea that stands out, creates a longing mind and ultimately sells a product.

### **Who should attend**

Anyone who wants to understand how the ad business works and/or needs to write advertising for their job or pleasure. If you write a lot this is a good way to learn how to write a lot less for maximum impact.

### **Course Outcomes**

At the end of this course you should have some nice writing work to show and a better understanding of how to think creatively.

### **Course Content**

Various weekly creative writing exercises

- understanding the intricacies of a brief
- understanding target markets
- brainstorming in a team environment to answer a brief
- working with words and images



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- writing headlines and body copy
- examining examples of good ideas and great creators

### **Prerequisites**

A sense of humour otherwise you'll be lost.

### **Lecturer's Biography**

Mike started his career working as a copywriter in the Radio industry in New Zealand and won a couple of awards early on. This gave him the confidence to travel and he spent the next 10 years working in various countries as a writer and then promotions and marketing manager. He was based in Hong Kong when he was offered the chance to switch from radio to TV and help develop the Channel [V] brand, spending the next few years travelling around Asia and the Middle East.

When he returned to Australia in 1998 he was interested in exploring how the web and radio could work together and after setting up Australia's first hybrid web/radio station he went on to work in the growing digital domain. In 2003 he set up his own small but successful creative agency, ran it for 5 years and then sold it so he could retire at the ripe old age of 43. He was bored within weeks and decided that as he had a lot of knowledge and experience to pass on he'd try teaching. A year on and he's still loving it.