

Project Notes

ASSIGNMENT

A company in the process of developing a new instant messaging app (similar to Whatsapp or Viber) needed copy for their app which uses the slogan "simpler but better." The purpose of the copy is for future publication in technical blogs, so the "voice" is that of a tech expert who is recommending the product. Copy needed to be 250 words or less.

CREATIVE SOLUTION

Although the company provided an intentionally vague description of the app to protect their ideas, I wrote a number of options that frame the product as an exciting new app that blows its competitors out of the water and I ended the copy with a call to action.



You may not think that you need a new instant messaging app, but [insert name] will make you think again. We know there are already a lot of apps that allow you to exchange messages with your friends, family, or professional contacts, but if you are looking for a fresh, dynamic and incredibly user-friendly app to communicate, we found your solution: [insert name]. [Insert name] has brought their app to the market using the slogan "simpler but better" and it seriously is. Trust us on this one.

As experts on all things technology, we are always skeptical when we hear about new apps that claim to be better than all of the existing competition on the market. We take our mission to guide consumers in the right direction very seriously and when we make a recommendation it is because we know that the product will enhance the lives of every day people. [Insert name] is not "just" another instant messaging app—it will revolutionize the way you communicate.

We were absolutely impressed with [insert name]'s innovative, sleek, and simple interface that allows users to instantly message their contacts without any of the complication that can accompany other apps in this sector. [Insert name] is the future of messaging apps and we are telling you about it now because soon all of your contacts will be using it. And we will be too.