

## Modern copy stinks.

Let's face it: people see brands or corporations online and they scoff. The social media managers and copywriters at big corporate firms or expensive art schools all have the same problem. **They're trying too hard.**



**MINNIDIP.**  
DO AS YOU PLEASE

Public beaches and pools welcome crowds, gazing eyes, unidentified band-aids, pesky seagulls and what have you? With MINNIDIP, you can spend your pool day **unencumbered by the pitfalls of the outside world** – do anything. Dance, prance, take off your pants; put your pants back on, maybe – anything.



Advil

We all know that **assholes, jerks, and dickweeds are the leading cause of our headaches**. But, we don't get a chance to call those wankers out enough. Advil is here to help you dull the pain and **Dull the Noise** by letting out all the things we really want to say to the people who deserve it the most.

**Dull the Noise**



The executives at companies like Pfizer and Minnidip might enjoy these, but to the common consumer online, it's too... obvious. People read these, and at best see a company *trying* to be cool, or at worst, a company *failing* to be cool. Modern copy, and modern copywriters, lack grounding. They lack relatability. Our headaches aren't because of "assholes, jerks, and dickweeds," they're because we work long days. Because we fight to pay the bills. Because we are tired.

You want good copy? There's a way easier way to do this. People fight every day, maybe literally, and definitely figuratively. Don't worry about "dulling" the "noise" or swearing so that kids think you're cool and trendy. Grab them with a simple line, one that never leaves your mind:

### **Advil puts up a fight**

It's simple, it's sweet, and it can be plastered everywhere. Most of all, though, it's unashamed of itself. People are tired of seeing brands everywhere try and be funny, cool, or relatable. Social media has an economy based solely around "dunking" on corporate social media accounts on sites such as Twitter or Instagram (I'm never calling it X.) Why does your pain medication need to be cool? Why does your inflatable pool brand need to try and relate to the human struggles of daily life? With so much going on in our lives, the **only** thing people care about is what they remember to care about.



**RoBlox**

Beat Your Kids

Trying to connect with your kids outside of their digital world can be incredibly frustrating. Don't get frustrated! Get connected with your kids on Roblox and beat your kids at their favorite games!

On the other hand, copywriters who recognize this tend to go... overboard in an attempt to get a laugh or create a viral moment. Once again, trying too hard.

**Modern copy STINKS.** Let me freshen yours up a bit.

-Kobe