

50 Advertising Copywriting Examples Guide

Each example highlights:

1. Copywriting style
2. Brand Name
3. Advertising copy
4. Insight
5. How to use it in your ads

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1. Copywriting style: Contrast and Curiosity
Brand Name: Volkswagen
Advertising copy: Think Small.
Insight: Breaks the norm by highlighting the car's small size as a positive, making people question their expectations.
How to use it in your ads: Position your product's perceived weakness as its strength; challenge conventional thinking.
 2. Copywriting style: Negative Label
Brand Name: Volkswagen
Advertising copy: Lemon.
Insight: Uses a negative word to intrigue and prompt readers to learn more about why it's used.
How to use it in your ads: Apply an unexpected or shocking label to spark curiosity and reframe perceptions.
 3. Copywriting style: Unexpected Action Logic
Brand Name: Volkswagen
Advertising copy: Why you should open the window before you close the door of a Volkswagen.
Insight: Disrupts ordinary logic to highlight unique product features.
How to use it in your ads: Present instructive but unusual scenarios that reveal product

benefits.

4. Copywriting style: Tangible Benefit
Brand Name: Generic/Financial
Advertising copy: Here's an extra \$50, Grace—I'm making real money now!
Insight: Concrete numbers make benefits feel real and attainable.
How to use it in your ads: Use specific rewards or savings to convey value directly and vividly.
5. Copywriting style: Aspirational Transformation
Brand Name: Beauty/Haircare
Advertising copy: How a plain girl could suddenly become a glamour girl.
Insight: Offers transformation and emotional appeal, promising change.
How to use it in your ads: Demonstrate how your product can help customers achieve their aspirations.
6. Copywriting style: Shock Authority
Brand Name: Anti-smoking
Advertising copy: Last year, 97,000 doctors were killed by cigarettes.
Insight: Leverages large numbers and trusted roles to deliver impactful, shocking information.
How to use it in your ads: Use powerful data and authority figures to create urgency and trust.
7. Copywriting style: Social Aspiration How-To
Brand Name: Dale Carnegie
Advertising copy: How to win friends and influence people.
Insight: Simple promise of achieving a socially desirable goal.
How to use it in your ads: Make your product a step-by-step path to something people want.
8. Copywriting style: Proof Through Ridicule
Brand Name: Piano Instruction
Advertising copy: They laughed when I sat down at the piano—but when I started to play...
Insight: Turns skepticism into admiration by showing proof of ability.
How to use it in your ads: Paint a before-and-after story that addresses doubts and shows remarkable results.
9. Copywriting style: Problem → Consequence
Brand Name: Listerine
Advertising copy: Halitosis makes you unpopular.
Insight: Directly links a problem with a socially undesirable outcome.
How to use it in your ads: Frame the consequences of not using your product as

relatable fears.

10. Copywriting style: Authority Usage—Social Proof

Brand Name: Lux

Advertising copy: 9 out of 10 screen stars use Lux Toilet Soap.

Insight: Shows widespread trust among admired figures.

How to use it in your ads: Reference high usage rates among respected groups or influencers.

11. Copywriting style: Ultimate Aspiration

Brand Name: Career/Finance

Advertising copy: To the man who will settle for nothing less than the presidency of his firm.

Insight: Appeals to those with the highest ambitions.

How to use it in your ads: Address your message to the top performers in your market.

12. Copywriting style: Future Benefit

Brand Name: Career/Finance

Advertising copy: To men who want to quit work someday.

Insight: Sells the dream of a better, future lifestyle.

How to use it in your ads: Speak to the deeper, long-term goals of your audience.

13. Copywriting style: Counterintuitive Claim

Brand Name: Self-improvement

Advertising copy: You are twice as smart as you think.

Insight: Surprises and flatters the reader, prompting curiosity.

How to use it in your ads: Make bold, positive claims that unlock interest and invite further reading.

14. Copywriting style: Product Redefinition

Brand Name: Dove

Advertising copy: Not soap, but a beauty bar.

Insight: Moves the product out of its competitive category and sets a new standard.

How to use it in your ads: Reframe your product's category to highlight new benefits.

15. Copywriting style: Statistic as Hook

Brand Name: B2B/Sales

Advertising copy: 78% of buyers go with the first responder.

Insight: Hard statistics make urgency and value clear.

How to use it in your ads: Leverage credible numbers to drive action or justify why the prospect should care.

16. Copywriting style: Feature Dramatization

Brand Name: Rolls-Royce

Advertising copy: At 60 miles an hour, the loudest noise in this Rolls Royce is the electric clock.

Insight: Turns small features into dramatic benefits.

How to use it in your ads: Elevate a technical feature through storytelling or vivid contrast.

17. Copywriting style: Celebrity/Authority Endorsement

Brand Name: Dove

Advertising copy: Recommended by dermatologists.

Insight: Uses experts to build credibility and trust.

How to use it in your ads: Reference endorsements from trusted professions or influential people.

18. Copywriting style: Before/After Solution

Brand Name: Comet Cleanser

Advertising copy: When you have a problem, only Comet delivers the solution.

Insight: Problem-solution visuals drive home effectiveness.

How to use it in your ads: Illustrate your product's impact with clear before-and-after scenarios.

19. Copywriting style: News Angle / Recent Innovation

Brand Name: Shampoo

Advertising copy: Now a shampoo you can use every day.

Insight: Presents the product as newsworthy or an innovation.

How to use it in your ads: Announce new improvements or features that redefine how and when users engage.

20. Copywriting style: Exclusivity and Belonging

Brand Name: American Express

Advertising copy: Membership has its privileges.

Insight: Creates an aura of exclusivity, enticing those who want to belong.

How to use it in your ads: Frame offers or products as exclusive opportunities not available to all.

21. Copywriting style: Humor

Brand Name: Guinness

Advertising copy: My Goodness, My Guinness.

Insight: Uses humor to create memetic value and memorability.

How to use it in your ads: Make your brand approachable and fun by using playful language or wit.

22. Copywriting style: Aspirational Label

Brand Name: American Express

Advertising copy: The card as a symbol of prestige.

Insight: Connects product with elite lifestyle to build desire.

How to use it in your ads: Position product as access to an aspirational community.

23. Copywriting style: Visual Metaphor

Brand Name: Dove

Advertising copy: Photo showing cream pouring into soap.

Insight: Makes benefit tangible by showing instead of merely telling.

How to use it in your ads: Use images/words that visually dramatize your product's advantage.

24. Copywriting style: Educational Curiosity

Brand Name: Ogilvy

Advertising copy: How to create advertising that sells.

Insight: Educational headline creates intrigue and respect.

How to use it in your ads: Present knowledge as a benefit that only you can deliver.

25. Copywriting style: Repetition

Brand Name: Dove

Advertising copy: One-quarter moisturizing cream. (repeated)

Insight: Reinforces single selling point until it sticks.

How to use it in your ads: Repeat your main benefit so it becomes synonymous with your brand.

26. Copywriting style: Sensory Claim

Brand Name: Shell

Advertising copy: It cleans your engine while you drive.

Insight: Ties concrete benefit to everyday activity.

How to use it in your ads: Tie practical result directly to product use case.

27. Copywriting style: Risk Reversal

Brand Name: Sears

Advertising copy: Satisfaction guaranteed or your money back.

Insight: Removes purchase barriers and builds trust.

How to use it in your ads: Offer guarantees to reduce fear and resistance.

28. Copywriting style: Flattery

Brand Name: Dove

Advertising copy: Because you're sophisticated, you deserve Dove.

Insight: Appeals to consumer's positive self-image.

How to use it in your ads: Compliment your audience as uniquely suited for your product.

29. Copywriting style: Urgency

Brand Name: Subscription Ads

Advertising copy: Limited-time offer.
Insight: Creates pressure to act now.
How to use it in your ads: Add time-sensitive language to trigger immediate response.

30. Copywriting style: Authority Endorsement

Brand Name: Ogilvy (Medical)
Advertising copy: Approved by authority for benefit.
Insight: Uses expert validation to build trust.
How to use it in your ads: Secure and quote authority figures wherever possible.

31. Copywriting style: Lifestyle Aspiration

Brand Name: Schweppes
Advertising copy: Commander lifestyle aura.
Insight: Turns product into a symbol of an ideal life.
How to use it in your ads: Connect your product to lifestyles people aspire to.

32. Copywriting style: Simple Power Word

Brand Name: Nike
Advertising copy: Just Do It.
Insight: A short, memorable phrase that drives action.
How to use it in your ads: Use strong command verbs to urge immediate action.

33. Copywriting style: Celebrity Endorsement

Brand Name: Good Luck Margarine
Advertising copy: Endorsed by Eleanor Roosevelt.
Insight: Star power bestows reputation and trust.
How to use it in your ads: Feature well-known names authentically associating with you.

34. Copywriting style: Fear of Missing Out

Brand Name: Prudential Insurance
Advertising copy: Get a piece of the rock.
Insight: Creates anxiety about missing an opportunity.
How to use it in your ads: Frame product as security against potential loss.

35. Copywriting style: Demonstration

Brand Name: Colgate
Advertising copy: Watch how we prevent cavities.
Insight: Shows rather than tells for instant proof.
How to use it in your ads: Use before/after visuals or video demonstrations.

36. Copywriting style: Numbers Proof

Brand Name: Rolls-Royce
Advertising copy: 27 engineering points listed.
Insight: Specific details build authority.

How to use it in your ads: Use numbers/data to make claims concrete and believable.

37. Copywriting style: Humor

Brand Name: Guinness

Advertising copy: Even animals can't resist Guinness.

Insight: Approachable, memorable, and fun.

How to use it in your ads: Use playful scenarios or lines for brand memorability.

38. Copywriting style: Dramatized Contrast

Brand Name: Puerto Rico Tourism

Advertising copy: The island where summer spends the winter.

Insight: Creates a vivid comparison for aspiration and escapism.

How to use it in your ads: Play up dramatic opposites between your offering and normal life.

39. Copywriting style: Personalization

Brand Name: The New Yorker

Advertising copy: Do you read The New Yorker?

Insight: Targets users directly for a tailored approach.

How to use it in your ads: Speak personally to the reader to increase relevance.

40. Copywriting style: Value Proposition

Brand Name: Apple

Advertising copy: Think Different.

Insight: Invites users to feel smart, unique, and creative.

How to use it in your ads: Promise a new experience or perspective.

41. Copywriting style: Money & Status Appeal

Brand Name: Parc Vendome

Advertising copy: Owner of prime New York real estate.

Insight: Ties product to financial and social prestige.

How to use it in your ads: Emphasize status, exclusivity, and value.

42. Copywriting style: Power Words

Brand Name: PPC Software

Advertising copy: Fix errors in 60 seconds.

Insight: Urgency and speed attract attention.

How to use it in your ads: Use immediate, fast, or exclusive as active power words.

43. Copywriting style: Relatable Problem

Brand Name: Kayak

Advertising copy: Find the Best Rates.

Insight: Addresses a persistent consumer worry.

How to use it in your ads: Start with the core pain point your customer faces.

44. Copywriting style: Outrageous Curiosity

Brand Name: Perfume Ad

Advertising copy: Does not contain illegal sexual stimulant.

Insight: Provokes curiosity by addressing taboo topics openly.

How to use it in your ads: Use curiosity-driven hooks that make readers want the answer.

45. Copywriting style: Relatable Lament

Brand Name: KFC

Advertising copy: Fck (2018, chicken shortage apology)

Insight: Humor and honesty turn a mistake into endearment and forgivable brand moment.

How to use it in your ads: Use self-aware or humorous approaches for empathy.

46. Copywriting style: Give Outcome, Not Features

Brand Name: Apple

Advertising copy: 1000 songs in your pocket.

Insight: Focuses on the result, not tech specs.

How to use it in your ads: Speak to the result users care about.

47. Copywriting style: Direct CTA

Brand Name: Amazon

Advertising copy: Give eGift cards instantly. The last minute gift they'll love!

Insight: Combines direct call-to-action with a relatable scenario.

How to use it in your ads: Make your CTA crystal clear and urgent.

48. Copywriting style: Human-centric Focus

Brand Name: Nike

Advertising copy: Nike is about the people who wear Nike.

Insight: Brand is defined by the user's story, not the company's.

How to use it in your ads: Center copy on the customer, not yourself.

49. Copywriting style: "We Try Harder" Humility

Brand Name: Avis

Advertising copy: We Try Harder.

Insight: Turns second-place position into a positive "we care more."

How to use it in your ads: Reframe challenges as strengths through honesty.

50. Copywriting style: Forbidden Temptation/Insecurity Trigger

Brand Name: Perfume Ad/English Ad

Advertising copy: Holy hell did I have a hard time tracking down a copy... / Mistakes in English trigger insecurity.

Insight: Mentions hidden/rare quality or fear to pique desire and address real worries.
How to use it in your ads: Allude to rarity, secret formulas, forbidden elements, or solve everyday insecurities.
