



# MAGNUM COPYWRITING COMPILATION

By:  
Cindy Karina  
Jennisa Mayang  
Joana  
Regina Carissa

## NEW PRODUCT MAGNUM GOLDEN DURIAN - BRIEF

# Magnum



**Product Name:** Magnum Bali Series- Golden Durian

**Type of Advertisement:** Brand Awareness, Printed Ad

**BRAND SUMMARY :** Magnum sells good quality ice cream to middle class new adults with affordable price. Their brand style is classy and luxurious to make the target audience feel like as if they are eating a very expensive ice cream.

**THE BRAND ESSENCE :**

- Magnum is made with high quality ingredients to give luxurious pleasure to its consumers

**TARGET MARKET :** Middle class (Grade B +), new adult (around 21-35), already working (can be professionals or young entrepreneurs).

**COMPANY MISSION & GOAL :**

- To sell good-quality ice cream with affordable price, but must can give its consumers the feeling of eating something very luxurious and expensive..

**BRAND DICTIONARY :**

**Pleasure Seekers:** the way Magnum call their customers

**Magnum Privilege Club:** the membership Magnum offers to their customers to get special benefits like free holiday ticket or discount coupons.

**WORD BANK :**

- Premium > High quality
- Exclusive > Elite
- Perpaduan > Gabungan, Kombinasi
- Langkah > Tindakan
- Nikmat > Enak

**TONE OF VOICE :** The language must be formal, grammatically correct, doesn't use slangs.

The word choice must sound classy. The overall tone should sound mature and graceful.



NEW PRODUCT MAGNUM GOLDEN DURIAN - ADVERTISEMENT



MAGNUM<sup>®</sup>  
BALI-SERIES



GOLDEN DURIAN





# MAGNUM CONTENT MARKETING - BRIEF

## MAGNUM

COPYWRITING BRIEF



**TYPE :** Content marketing, Instagram multiple post

### BRAND IMAGE

Luxurious, graceful, classy / high class

### CONTENT MARKETING PROJECT OVERVIEW

**Problem :** Everyone is advised to stay at home, which can be dull after some time.

**Objective / Goal :** To help the audience enjoy their self-quarantine with Magnum Ice Cream

**Core Message :** There are activities you can do to spice up your quarantine

**Tone of voice :** Casual but classy, motivating

### TARGET AUDIENCE PROFILE

Instagram User

Coffee enthusiasts

Age: 21-35, but may work for coffee enthusiasts in other age groups

Currently working from home

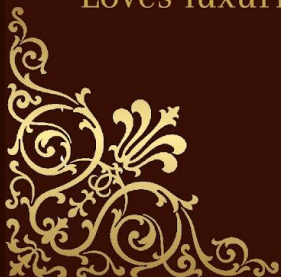
Location : Indonesia

Sex : Neutral

Income : middle to high

Loves Magnum

Loves luxurious / expensive / high class lifestyle



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# MAGNUM CONTENT MARKETING - INSTAGRAM POST



**MAGNUM**  
WORK FROM HOME  
- COFFEE SERIES -



**MAGNUM CLASSIC  
ICED COFFEE**

**BAHAN - BAHAN :**

- 1 Magnum Classic
- 1/2 Gelas air
- 1/2 Shot espresso
- Es batu secukupnya
- Pemanis dark chocolate & rollerin bubuk opsional

**CARA MEMBUAT :**

1. Blender Magnum Classic, espresso, dan air
2. Tambahkan es batu dan taburkan pemanis coklat & bubuk rollerin

**MAGNUM DOUBLE CHOCO  
FRAPPUCCINO**

**BAHAN - BAHAN :**

- 1 Magnum Double Chocolate
- 1/2 Gelas susu rollerin
- 1 Sendok makan bubuk rollerin
- 1/2 shot espresso
- Es batu secukupnya
- Whip cream & rollerin parut untuk hiasan

**CARA MEMBUAT :**

1. Blender Magnum Double Chocolate, susu rollerin, bubuk rollerin, espresso, dan es batu
2. Tambahkan whip cream dan tabur parutan rollerin di



**MAGNUM ALMOND  
CAPPUCCINO**

**BAHAN - BAHAN :**

- 1 Magnum Almond
- 1 Gelas susu almond
- 1/2 Shot espresso
- Es batu secukupnya
- Taburan almond opsional

**CARA MEMBUAT :**

1. Blender Magnum Almond, dan espresso
2. Blender susu almond hingga berbuih
3. Masukkan es batu ke dalam gelas yang 1/2 dari susu almond yang berbuih
4. Tuang campuran kopi
5. Tuang susu almond dan hiasnya
6. Taburkan almond di atasnya



**MAGNUM ICED  
CARAMEL LATTE**

**BAHAN - BAHAN :**

- 1 Magnum Caramel
- 1 Gelas susu
- 1 Sendok makan vani karamel
- 1/2 Shot espresso
- 0.4 Sendok teh ekstrak vanili opsional
- Es batu secukupnya

**CARA MEMBUAT :**

1. Blender Magnum Caramel, susu, dan espresso
2. Tambahkan ekstrak vanili secukupnya jika ada hingga rata
3. Tambahkan es batu secukupnya dan hias dengan vani karamel di atasnya





**MAGNUM**  
WORK FROM HOME  
- COFFEE SERIES -





Hai pleasure seekers, WFH bikin kamu gak semangat kerja? Ikuti resep simpel ini untuk membuat sajian kopi kafe ala #DiRumahAja bersama Magnum untuk kembalikan produktifitasmu!

Stay tuned untuk ikut live demo resep spesial ini bersama barista Joshua Tanu Sabtu ini pk. 17.00-18.00 WIB di [bit.ly/magnumcoffeedemo](https://bit.ly/magnumcoffeedemo) atau klik link di bio!

24 seconds ago · See Translation

# MAGNUM RELATIONSHIP MARKETING - BRIEF

# MAGNUM

## COPYWRITING BRIEF

**TYPE :** Relationship marketing, birthday email

### BRAND IMAGE

Luxurious, Graceful, Classy / high class



### RELATIONSHIP MARKETING PROJECT OVERVIEW

Objective : to appreciate Magnum Privilege Club members on their birthday by giving them free ice cream coupon

Core message : Enjoy your birthday with Magnum

Tone of voice : Classy, graceful, loving / appreciative

### TARGET AUDIENCE PROFILE

Magnum Privilege Club members

Age: 21-35

Location : Indonesia

Sex : Neutral

Income : middle to high

Loyal customer of Magnum

Loves luxurious / expensive / high class lifestyle

### MAGNUM PRIVILEGE CLUB

A membership program for loyal customers, with special benefits.

Three membership tiers :

Silver : has collected over 100 Magnum points\* in a year.

Benefits : Birthday email, Magnum newsletters, shopping vouchers worth IDR 250.000, twice a year.

Gold : has collected over 200 Magnum points\* in a year.

Benefits : Birthday email, Magnum newsletters, shopping vouchers worth IDR 500.000, twice a year.

Premium : has collected over 500 Magnum points\* in a year.

Benefits : Birthday email, Magnum newsletters, luxurious (paid for) 5-day Bali getaway, once a year.

\* 1 Magnum ice cream equals to 1 Magnum point

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## MAGNUM RELATIONSHIP MARKETING - BIRTHDAY EMAIL

DEARERST PLEASURE SEEKER, (NAME)

# HAPPY BIRTHDAY



**TUKARKAN VOUCHER**

INI DENGAN SATU MAGNUM ALMOND  
(BERLAKU HANYA HARI INI)

\*tersedia di toko terdekat

HAVE A PLEASURABLE DAY

**MAGNUM®**

# MAGNUM BALI SERIES COCONUT BRAND AWARENESS - BRIEF

# Magnum



Product Name: Magnum Bali Series-Coconut

Type of Advertisement: Brand Awareness Printed Ad

Target audience Profile

Age: 21-35

Sex: Neutral

Location: Bali (on holiday)

Income level: Middle to high income

Likes/ Dislikes: Luxurious things, pleasureable moments/ boring, stagnant life, things that look cheap/ot classy.

Opinion About Magnum: They LOVE it

Aspiration: They want to enjoy a luxurious, fancy life

Lifestyle: Somewhat consumerist/ hedonistic

Attitude: Work hard play hard

The World through Their Eyes: Full of opportunities to explore

How They Weight Things: They know exactly what they want, so when opportunities arise, they take action immediately. They're decisive.

## Possible Reactions

What won't appeal to them?

1. Witty ads because when they come to our brand they are looking for refreshment from work. They want something direct, easy to understand, and enjoyable. Not something to think.
2. Off-brand ads. Advertisement that doesn't look luxurious or classy won't appeal.

What appeals to them the most? Advertisements that shows how enjoyable magnum is. How it can give them the luxurious pleasure to escape the stress of work.

What call would make them act? Call that offers them real, tangible solutions to their problem, which is the stress from work. The call should offer them a reward of their hard-work.

The Advertisement:

We make it black and gold to give luxurious feeling. The ice cream and coconut to highlight the product, the frangipani: as a symbol of Bali. The copy "Experience Tropical Luxuries," is concise. The word 'tropical' stands for Bali, 'luxuries' here means Magnum, while 'experience' would encourage audience to explore new things, just like what they love.



MAGNUM BALI SERIES COCONUT BRAND AWARENESS -  
ADVERTISEMENT

MAGNUM<sup>®</sup>  
**BALI SERIES**  
COCONUT



Experience Tropical  
Luxuries

Available exclusively in Bali

# MAGNUM BALI SERIES RASPBERRY DIRECT RESPONSE - BRIEF

# MAGNUM

## COPYWRITING BRIEF



**TYPE** : Print ad, direct response

### BRAND IMAGE

Luxurious, graceful, classy / high class

### DIRECT RESPONSE PROJECT OVERVIEW

Background Problem : The pandemic makes it hard for people to travel to Bali.

Situation : Magnum Bali Series Raspberry is now available nation wide

Objective / Goal : To convince people to buy Magnum Bali Series Raspberry as soon as possible.

Core Message : There is a special price.

Tone of voice : Despite it being a direct response, the tone should be subtle and classy.

### TARGET AUDIENCE PROFILE

Age: 21-35

Location : Indonesia

Sex : Neutral

Income : Middle to high

Loves Magnum

Loves luxurious / expensive / high class lifestyle

Missing vacations



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MAGNUM BALI SERIES RASPBERRY DIRECT RESPONSE -  
ADVERTISEMENT



MAGNUM<sup>®</sup>  
BALI SERIES  
RASPBERRY

Nikmati kesegaran Bali dengan  
harga istimewa

Rp 10.000

Berlaku sampai  
13 Desember 2020



## MAGNUM UK WEBSITE MICROCOPY

# MAGNUM

W E B S I T E   M I C R O C O P Y



### **BREVITY:**

The brand's choice of words is simple. The instructions which are written on each section (e.g. products, search bar, review) are very clear. It does not use unnecessary words and is easy to understand.

### **CONTEXT:**

The brand establishes a good trust with their customers. On their website, they give detailed information about the products they sell (e.g. flavors). Magnum also let potential and existing customers know about how they care about the planet's sustainability in the planet tab on their brand's website.

### **ACTION:**

Magnum also gives clear guidelines if potential or existing buyers wish to buy their products. They even put an "add to basket" button in the product description detail. Magnum also provides us with a list of stores and delivery services the customers can use to buy the products they want.

### **AUTHENTICITY:**

Magnum is honest to its customers. They put detailed ingredients of their products that their customers can check on their website, along with the complete list of nutrition and allergen. They also put customer reviews, so that potential buyers can see what the other customers think after buying the Magnum's products.

### **ERROR MESSAGES:**

On Magnum's website, there is an error in the sign-up section. When a random address is put, we are still able to sign up. However, the error message on the search bar is clear. When we try to search for random and get no result, the website encourages us to use alternate filters instead. The choice of words that are used is helpful, humble, and on-brand.



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THANK  
YOU

