

Pidgin English Product & Service Descriptions

Pidgin English: defined as simplified language that develops as a method for easier communication in situations such as “trade”! What language communication methods are the best methods for your Product and Service?

What is the damage to your brand of using poor copywriting in your marketing and advertising collateral?

How do you measure damage caused by poor copywriting?

Pidgin English may be appropriate in your copywriting if this is a form of “trade” term. (Localised language terms used in community and networks; a way to tap into your target market.)

However, poorly constructed communication give the potential customer the perception that the brand is of poor quality and lacks attention to detail. A sense of “a Fly by Night operator” permeates the potential buyers mind, leading to a lack of consumer confidence!

So how do you find a happy medium of communication techniques?

We’re All About Marketing (WAAM) conduct all client works from a marketing perspective, therefore ensuring that target markets are catered to with their primary and emotional needs.

Those businesses whom conduct their operations in Australia will find that the presentation of their product and reputation of their name will become increasingly important as Australian consumers second-guess their purchasing decisions.

Only a small change to product and/or services copywriting is required in most instances to strengthen a brand or marketing message and to instill consumer confidence.

We’re All About Marketing (WAAM) know your target markets and the messages which will enact a purchasing or other business relationship cycle. Unfortunately poor English has never been a strong selling point of any product or service sold in primarily English speaking countries.

Consumers are becoming increasingly aware of misrepresentation and false advertising in media, and therefore are much more aware and concerned with product and service presentation and descriptions, especially anything which they read in printed text. The most astute of consumers will even have a success story of beating a contract in court which contained poorly constructed English, resulting in a favorable judgement.

So, you may not have concerns over ending up in court for your street signage which states ‘Professional Equipments’, or ‘Happy Bread’ but do you know how many of your target market do not take you seriously and walk on by, never to purchase, to tell approximately 11 friends about your store which obviously does not have professional equipment, otherwise they would know how to best present the product/service in English

Service is very important in today’s consumer society, and unless your target customer is blind or ignorant of marketing materials, then you might need to consider getting a professional copywriter in... Try WAAM for your next article... You’ll be surprised at the difference a professional team behind you will make!