

3M Command Product Copy for Business Team – Proof of Concept

Web Copywriter: Melissa Winter Sku: 17067 Small Wire Hook

2 New Versions of Copy:

- Version 1: Body Copy + Bullets - for accounts that take both
- Version 2: Bullets Only - which can stand alone on account's website

Graphics suggestion: Use *Stretches Off Cleanly* logo on product detail pages?

1. *Command.com copy currently on site for comparison:*

Command™ Small Wire Hooks

- Damage-Free Hanging
- Weight Capacity: 1/2 pound
- Size: Small
- Color: White
- Package Contents: 3 hooks, 4 strips
- Holds strongly and removes cleanly
- Easy to apply and remove
- Works on a variety of surfaces

Command™ Hooks are available in a wide range of designs to match your individual style and decor. They also come in a variety of sizes and hold a surprising amount of weight, up to seven and a half pounds! Forget about nails, screws and tacks, Command™ Hooks are fast and easy to hang! Using the revolutionary Command™ Adhesive, holds strongly on a variety of surfaces, including paint, wood, tile and more. Yet, removes cleanly - no holes, marks, sticky residue or stains. Rehanging them is as easy as applying a replacement Mounting™ Strip, so you can take down, move and reuse them again and again! Contains 3 hooks and 4 strips. Holds up to .5 pound

2. *Retailers Syndication – i.e. Home Depot copy currently online for comparison:*

Command Hooks™ are available in a wide range of designs to match your individual style and decor. They also come in a variety of sizes and hold a surprising amount of weight - up to seven and a half pounds. Forget about nails, screws and tacks, Command™ Hooks are fast and easy to hang. Using the revolutionary Command Adhesive, holds strongly on a variety of surfaces, including paint, wood, tile and more. Yet, removes cleanly - no holes, marks, sticky residue or stains. Rehanging them is as easy as applying a replacement Mounting Strip, so you can take down, move and reuse them again and again. Contains 3 hooks and 4 strips. Holds up to 0.5 lb.

- Damage-free hanging
- Holds strongly
- Removes cleanly
- Easy to apply
- Easy to remove
- Works on a variety of surfaces

3. *Lowe's version of bullets only for comparison (yes, they call them plastic hooks in the title/name):*

Command 3-Pack Plastic Adhesive Hooks

- Damage-free hanging
- Holds strongly
- Removes cleanly
- Easy to apply

- Easy to remove
- Works on a variety of surfaces

New Versions of Copy:

#1

Organize utensils, measuring cups, calendars, keys, leashes and more with easy-to-use Command™ Small Wire Hooks. These hooks stay put thanks to 3M's *stretch-release technology with revolutionary Command™ adhesive* that holds incredibly strong without damaging your walls. Hanging is easy, just peel off and attach the adhesive strips, then stick the hook to the wall and hold for 30 seconds. When it's time to remove, simply stretch off the strip by grabbing the tab and pulling straight down. No fuss, no mess and no nail holes. The hook and strips remove fast without leaving anything behind to clean, repaint or repair. A great way to keep things up and out of the way.

- 3M's patented stretch-release technology with Command™ adhesive that holds strongly and removes cleanly
- No damage to walls or cabinets; no nail, screw or tack holes
- Removes easily by stretching off cleanly, leaving behind no sticky strips or adhesive
- Mounts easily to a variety of surfaces including painted walls, cabinet interiors, finished wood, metal, tile, plastic and more
- Unique moving wire hook design adjusts to bulkier items that need more space away from wall or cabinet
- Easy to reposition with a new Mounting Strip; take down, move and reuse them again and again
- Small size holds up to ½ lb. item
- Package includes 3 white hooks with extra strips for repositioning
- Ideal for kitchen utensils, keys, measuring cups and spoons and calendars

#2 Version – slight changes; different intro; no repeating from bullets to body copy

Create an organized, tidy space with easy-to-use Command™ Small Wire Hooks. These hooks stay put thanks to 3M's revolutionary technology that holds strong without damaging your walls. Hanging is easy, simply peel off and attach the adhesive strips, then stick the hook to the wall and hold for 30 seconds. When it's time to remove, simply stretch off the strip by grabbing the tab and pulling straight down. No fuss, no mess and no nail holes. The hook and strips remove fast without leaving anything behind to clean, repaint or repair. A great way to decorate and organize where and how you want.

- 3M's patented stretch-release technology with Command™ adhesive holds strongly, removes cleanly
- No damage to walls or cabinets; no drilling
- Leaves behind no sticky strips or adhesive
- Mounts easily to a variety of surfaces: painted walls, cabinet interiors, finished wood, metal, tile, plastic and more
- Unique moving wire hook design adjusts to bulkier items
- Easy to reposition just use a new mounting strip
- Ideal for kitchen utensils, keys, leashes, calendars and more
- Narrow size easily fits manufactured holes, perfect for measuring cups and spoons
- Small size holds up to ½ lb. item
- Package includes 3 small white hooks with extra strips for repositioning

#3 Version 3 – bullets (this example incorporates both features and benefits into each bullet)

- Holds strongly, removes cleanly using 3M's patented stretch-release technology with Command™ revolutionary adhesive
- No drilling of holes, no damage to walls or cabinets
- Leaves behind no sticky strips or adhesive
- Easy 2-step removal: simply hold base plate and pull the stretch-adhesive strip tab straight down
- Mounts easily to a variety of surfaces painted walls, cabinet interiors, finished wood, metal, tile, plastic and more
- Unique moving wire hook design adjusts for different types of items
- Easy to reuse/rehang, just replace mounting strip
- Use for kitchen utensils, keys, leashes, calendars and more
- Narrow size easily fits manufactured holes, perfect for measuring cups and spoons
- Small size holds up to ½ lb. item
- Package includes 3 small white hooks with extra strips for repositioning

{Extra idea -Suggested sidebar content}

Easy 1-2 removal:

1. Hold onto the base of the hook with one hand
2. Clasp tab with your free hand and stretch the strip straight down

Hook stretches off easily and cleanly, leaving behind no damage!

A couple other intro phrases that could be incorporated:

Hang it where you want it.

Decorate a space your way with these...

Organize and decorate where and how you want with easy to hang, easy to move ...

Command hooks give you freedom to organize and decorate how and where you want.

Create a calm, organized retreat – in every room in your home. These hooks help you design decorating tricks that wow.

Organize a room that wows.

Current body copy revised:

Create an organized retreat – in every room in your home with Command™ hooks. Forget about nails, screws and tacks, Command™ Hooks are fast and easy to hang. Using the 3M patented stretch release technology with revolutionary Command Adhesive, they hold strongly on a variety of surfaces, including paint, wood, tile and more. Yet, remove cleanly - no holes, marks, sticky residue or stains. Rehanging them is as easy as applying a replacement Mounting Strip, so you can take down, move and reuse them again and again.