



How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,450,000,000 worth of advertising, and spent \$4,900,000 tracking the results.

Here, with all the dogmatism of brevity, are 38 of the things we have learned.

1. **The most important decision.** We have learned that the effect of your advertising on your sales depends more on this decision than on any other: *How should you position your product?*

Should you position KOTTERELLS as a soft drink—or as a mixer?

Should you position MONTANA as a product for dry skin or as a product which gets hands really clean?

The results of your campaign depend less on how we write your advertising than on how your

We have been unable to establish any correlation whatever between awards and sales.

At Ogilvy & Mather we now give an annual award for the campaign which contributes the most to sales.

Successful advertising sells the product without drawing attention to itself. It directs the consumer's attention on the product.

Mix the product the heart of your advertising.

2. **Psychological segmentation.** Any good agency knows how to position products for demographic segments of the market—for men, for young children, for farmers in the South, etc.

But Ogilvy & Mather has learned that it often pays to position products for psychological segments of the market.

Our Mercedes-Benz advertising is positioned to fit neurotics who scoff at "status symbols" and reject bland appeals to authority.

3. **Don't bury news.** It is easier to interest the consumer in a product when it is new than at any

time we never heard of an agency using medical background under a new business presentation.

10. **Stand-ups.** The stand-up pitch can be effective, if it is delivered with straightforward honesty.

11. **Short of singularity.** The average consumer sees 70,000 commercials a year; price alone.

Most of them file off his memory like water off a duck's back.

Give your commercials a flourish of singularity, a burr that will stick in the consumer's mind. One such burr is the **MECHANIC'S DILEMMA**, or relevant related—like the crosses in our commercials for Imperial Margarine.

12. **Animation & cartoons.** Less than five percent of television commercials use cartoons or animation. They are less persuasive than live commercials.

The consumer cannot identify himself with the character in the cartoon. And cartoons do not look real.

13. **Committees, not art teams.** An

"An 80 miles an hour, the leader song in this new Body-Roller comes from the electric clock."

14. **Local headlines.** In local advertising it pays to include the name of the city/town/locality.

15. **Select your prospects.** When you advertise a product which is consumed by a particular group, a part in "the" **ACCUMULATORS**.

16. **Yes, price.**
Take off capital vs. little between life—
page contains 19%

Ogilvy & Mather
would rather—
for instance, Merrill Lynch as

"The more you
17. **Story appeal.**
Use pictures, music to
suggest a story. This
is good and looks honest.

Ogilvy On Advertising Epub

Daniela Niemeyer

Ogilvy On Advertising Epub:

Ogilvy on Advertising David Ogilvy,2023-02-02 David Ogilvy is The Father of Advertising and in this new format of his seminal classic he teaches you how to sell anything The most sought after wizard in the advertising business Times Magazine From the most successful advertising executive of all time comes the definitive guide to the art of any sale Everything from writing successful copy to finding innovative ways to engage people and from identifying with your audience to the various ways to sell a lifestyle Ogilvy on Advertising looks at what sells what doesn't and why And in doing so he teaches what you can do to sell the most brilliant item of all yourself From a titan of not just the advertising industry but the business world this book is David Ogilvy's final word on what you're doing wrong in any pitch and how you can finally fix it *Simply Put*

Ben Guttman,2023-10-10 Stop complicating everything Create simple messages that are more powerful more memorable and win people over Simply Put is a modern exploration of the simplicity principle for anybody who needs to sell stuff or persuade others This book is a splash of cold water designed to wake up entrepreneurs C suite executives and marketing pros who have something they need to tell the world but just can't quite connect the dots With this book we're all better marketers So why does simple win And how do we get simple The award winning marketing entrepreneur behind New York Times best selling authors and notable campaigns such as I Love NY provides answers and tools to simplify messages in this practical guide From Yes We Can to Just Do It regardless of if they're trying to get your dollars your votes or just your thoughts effective messages share one thing they're simple Being able to tell your story clearly and effectively is the winning skill for the next generation of entrepreneurs and leaders Ogilvy on Advertising Summary and Analysis

Adam Harrison,2017-10-07 Ogilvy on Advertising was written in 1983 by David Ogilvy He was a prominent advertiser who shared his knowledge about how to advertise how to get a job in advertising and described changes happening in the world of advertising at the time One of the most important points of this book is that originality and creativity should not be sought after for its own sake if a strategy works in advertising then use it Advertising is possibly one of the most stressful occupations and does not pay well unless you absolutely love it The author is forthcoming about many mistakes he made in the advertising industry Ogilvy opens by emphasizing that good advertising does not just simply make people admire your message for its creativity it influences people to action It's a simple adage yet easy for many advertisers to forget *Ogilvy on Advertising in the Digital Age*

Miles Young,Ogilvy & Mather,2017 An indispensable handbook for anyone who already works in advertising and a glimpse into the secrets of the world of advertising for outsiders Confissões de um publicitário David Ogilvy,2024-08-26 Escrito por David Ogilvy um dos publicitários mais bem sucedidos do mundo e um gênio criativo Confissões de um publicitário volta às livrarias em edição revista reunindo conselhos valiosos e teis para alcançar o sucesso no mundo da comunicação e do marketing David Ogilvy abriu a propriedade da publicidade em 1948 e nela trabalhou por quarenta anos Em Confissões de um publicitário livro que revolucionou o mercado da publicidade e propaganda nos anos 1960

Ogilvy utiliza sua experiência em variadas profissões e na administração da agência que fundou para estabelecer os fundamentos para o sucesso na criação de grandes campanhas na conquista e manutenção de clientes e na arte de comandar uma agência rumo à liderança. Considerado o pai da publicidade moderna, Ogilvy expõe neste livro os fundamentos que o tornaram uma referência na realidade e escreve cartas revelando desde o processo de criação de ideias passando por dicas para escrever textos de divulgação e conselhos sobre posicionamento com clientes e adversários. Nada escapa ao autor que compartilha a melhor maneira de se portar como um bom publicitário e como consumidor e categórico ao afirmar a importância das pesquisas de mercado no desenvolvimento de campanhas. Trazendo as ideias pioneiras de Ogilvy e sua filosofia inspiradora, este não é apenas um livro sobre publicidade, mas uma verdadeira aula sobre gestão de pessoas e ética no mercado de trabalho. Longe de estar datado, o usoado e inteligente, *Confissões de um publicitário* contém todo o que se mostra aplicável ainda nos dias de hoje tanto para conquistar quanto para manter consumidores fiéis. Um dos legados mais sólidos e permanentes para o ofício e para o negócio da comunicação e do marketing.

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Scientific Advertising

Claude C. Hopkins, 2007-12-01. American advertising pioneer CLAUDE C HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work written after he retired as president and chairman of one of the world's biggest advertising agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn how advertising laws are established, the importance of just salesmanship, why businesses must offer service, mail order advertising, what it teaches, what makes headlines effective, understanding customer psychology, how to use art in advertising, how to use samples, the best way to test campaigns, the impact of negative advertising, and much more.

CONFESIONS OF AN ADVERTISING MAN 2ND E

Ogilvy, 1989-01-09. David Ogilvy was an advertising genius. *Confessions of an Advertising Man* is the distillation of all the successful Ogilvy concepts, tactics and techniques that made the book an international bestseller. If you aspire to be a good manager in any kind of business, then this is a must-read. His views are timeless and form a blueprint for good practice in business.

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Mediaweek, 1995. Confessions of an Advertising Man David Ogilvy, 1994-03-01. David Ogilvy was an advertising genius. *Confessions of an Advertising Man* is the distillation of all the successful Ogilvy concepts, tactics and techniques that made the book an international bestseller. If you aspire to be a good manager in any kind of business, then this is a must-read. His views are timeless and form a blueprint for good practice in business.

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Confesiones de un publicitario

David Ogilvy, 2024-10-28. Un eterno clásico de la publicidad, un libro tan actual y pertinente hoy en día como en el momento en que se escribió. Admiramos a las personas que trabajan duro que son objetivas y meticulosas. Detestamos a los políticos de oficina a los aduladores a los matones y a los vanidosos. Aborrecemos la crueldad. Todos pueden subir por nuestra escalera. A la hora de ascender a los puestos más altos nos influye tanto su carácter como cualquier otra cosa.

David Ogilvy David Ogilvy

fue considerado el padre y guru de la publicidad y un genio creativo por muchas de las grandes marcas mundiales Publicado por primera vez en 1963 este libro revolucionó el mundo de la publicidad y se convirtió en libro de cabecera para la generación publicitaria durante décadas siendo best seller internacional traducido a más de 14 idiomas Repleto de las ideas pioneras y la filosofía inspiradora de Ogilvy abarca más que la publicidad sino también la gestión de personas la ética empresarial y la política de agencia y constituye un modelo esencial para las buenas prácticas en los negocios [Web Designing 2014](#)        <img alt="book icon" data-bbox="13220 195 13270 22

Advertising For Dummies Gary Dahl, 2011-04-18 So you need to create an advertising campaign that brings in more customers adds more dollars to your bottom line and validates all the reasons you went into business in the first place But how can you make your ad look and sound like champagne if your budget can only afford beer Are you wasting your time trying to sell ice to an Eskimo The world of advertising can seem like a daunting place but it doesn t have to be Advertising for Dummies coaches you through the process and shows you how to Identify and reach your target audience Define and position your message Get the most bang for your buck Produce great ads for every medium Buy the different media Create buzz and use publicity Research and evaluate your competition Advertising for Dummies offers newbies a real world look at the ins and outs of advertising from online and print to TV radio and outdoor formats to show you how you can easily develop and execute a successful campaign on any budget Plus you ll find a glossary of common buzzwords you may encounter along the way so you can talk the talk like the advertising guru you almost are With simple tips on how to write memorable ads and timeless lessons from the legends this book is packed with everything you need to have people from New York to Los Angeles whistling your jingle

When Ads Work David M Jones, 2015-03-26 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact When Ads Work argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales

Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent He exposes sales promotions as wasteful especially when they are unsupported by advertising and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion When Ads Work offers eye opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore

Adland Mark Tungate, 2007 Adland is a ground breaking examination of modern advertising from its early origins to the evolution of the current advertising landscape Bestselling author and journalist Mark Tungate examines key developments in advertising from copy adverts radio and television to the opportunities afforded by the explosion of digital media podcasting text messaging and interactive campaigns Adland focuses on key players in the industry and features exclusive interviews with leading names in advertising today including Jean Marie Dru Sir Alan Parker John Hegarty and Sir Martin Sorrell as well as industry luminaries from the 20th Century such as Phil Dusenberry and George Lois Exploring the roots of the advertising industry in New York and London and going on to cover the emerging markets of Eastern Europe Asia and Latin America Adland offers a comprehensive examination of a global industry and suggests ways in which it is likely to develop in the future

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