



# How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,480,000,000 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 SCHWEPPE as a soft drink — or as a mine?

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

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

We have been unable to establish any correlation whatever between words 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 rivets the consumer's attention on the product.

Make the product the hero of your advertising.

**8. 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 new conformists who scoff at "status symbols" and reject flamboyant appeals to vanity.

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

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

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

**20. Burst of singularity.** The average consumer now sees 25,000 commercials a year; your dose.

Most of them slide off her memory like water off a duck's back.

Give your commercials a flourish of singularity, a burst that will stick in the consumer's mind. One such burst is the MONTAGNE DEVICE, or relevant symbol — like the crown in our commercials for Imperial Margarine.

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

The consumer cannot identify herself with the character in the cartoon. And cartoons do not inspire belief.

However, Cartoons do, our partners in Los

"At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock."

**34. Localize headlines.** In local advertising it pays to include the name of the city in your headline.

**35. Select your prospects.** When you advertise for a product which is consumed by a certain group, it pays to "target" your advertising to that group. — MONTAGNE, 10-15-16

**37. Yes, you talk off rapidly, slide between fifty page contains 1900**

Ogilvy & Mather notable matter — for instance, Merrill Lynch is "The more you

**38. Story appeal.** has proven, outside me suggest a story. The 2 graph and who himself

# Ogilvy On Advertising

**David Ogilvy**



## **Ogilvy On Advertising:**

**Ogilvy on Advertising** David Ogilvy, 1983 A candid and indispensable primer on all aspects of advertising from the man Time has called the most sought after wizard in the business 223 photos Ogilvy on Advertising David Ogilvy, 2011

**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 *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. The King of Madison Avenue Kenneth Roman, 2010-06-08 From the former CEO of Ogilvy & Mather, the first biography of advertising maverick David Ogilvy. Famous for his colorful personality and formidable intellect, David Ogilvy left an indelible mark on the advertising world, transforming it into a dynamic industry full of passionate creative individuals. This first-ever biography traces Ogilvy's remarkable life from his short-lived college education and undercover work during World War II to his many successful years in New York advertising. Ogilvy's fascinating life and career make for an intriguing study from both a biographical and a business standpoint. The King of Madison Avenue is based on a wealth of material from decades of working alongside the advertising giant, including a large collection of photos, memos, recordings, notes, and extensive archives of Ogilvy's personal papers. The book describes the creation of some of history's most famous advertising campaigns, such as The Man in the Hathaway shirt with his aristocratic eye patch, The Man from Schweppes, Commander Whitehead, the elegant bearded Brit introducing tonic water and Schweppes to the U.S., and perhaps the most famous automobile headline of all time: At 60 miles an hour, the loudest noise in this new Rolls Royce comes from the electric clock. Pablo Casals is coming home to Puerto Rico. Ogilvy said this campaign, which helped change the image of a country, was his proudest achievement. And his greatest, if less recognized, sales success: DOVE Creams Your Skin While You Wash. Roman also carries Ogilvy's message into the present day, showing the contemporary relevance of the bottom-line focus for which his business ventures are remembered and how this approach is still key for professionals in the modern advertising world.

*Confessions of an Advertising Man* David Ogilvy, 2004 *Confessions of an Advertising Man* is the distillation of all the successful Ogilvy concepts, tactics, and techniques that made this book an international bestseller. Regarded as the father of modern advertising, David Ogilvy created some of the most memorable advertising campaigns that set the standard for others.

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Advertising Man by David Ogilvy A writing style that snaps crackles and pops on every page The Wall Street Journal An entertaining and literate book that can serve as a valuable primer on advertising for any businessman or investor Forbes I remembered how my grandfather had failed as a farmer and become a successful businessman Why not follow in his footsteps Why not start an advertising agency I was thirty eight no credentials no clients and only 6 000 in the bank Whatever David Ogilvy may have lacked in money and credentials he more than made up for with intelligence talent and ingenuity He became the quintessential ad man a revolutionary whose impact on his profession still reverberates today His brilliant campaigns went beyond successful advertising giving rise to such pop culture icons as the famous Hathaway shirt man with his trademark black eye patch His client list runs the gamut from Rolls Royce to Sears Roebuck Campbell's Soup to Merrill Lynch IBM to the governments of Britain France and the United States How did a young man who had known poverty as a child in England worked as a cook in Paris and once sold stoves to nuns in Scotland climb to the pinnacle of the fast paced fiercely competitive world of advertising Long before storming Madison Avenue David Ogilvy's life had already had its share of colorful experiences and adventure Now this updated edition of David Ogilvy's autobiography presents his extraordinary life story and its many fascinating twists and turns Born in 1911 David Ogilvy spent his first years in Surrey Beatrix Potter's uncle lived next door and his niece was a frequent visitor His father was a classical scholar who had played rugby for Cambridge My father did his best to make me as strong and brainy as himself When I was six he required that I should drink a tumbler of raw blood every day When that brought no result he tried beer To strengthen my mental faculties he ordered that I should eat calves brains three times a week Blood brains and beer a noble experiment Before marrying his mother had been a medical student When World War I brought economic disaster to the family they were forced to move in with relatives in London Scholarships to boarding school and Oxford followed and then fleeing academia Ogilvy set out on the at times surprising at times rocky road to worldwide recognition and success His remarkable journey would lead the ambitious young man to America where with George Gallup he ran a polling service for the likes of Darryl Zanuck and David O. Selznick in Hollywood to Pennsylvania where he became enamored with the Amish farming community and back to England to work for British Intelligence with Sir William Stephenson Along the way with the help of his brother David Ogilvy secured a job with Mather and Crowther a London advertising agency The rest is history An innovative businessman a great raconteur a genuine legend in his own lifetime David Ogilvy is one of a kind So is his autobiography      *Scientific Advertising* Claude Hopkins, 2016-01-22

**Scientific Advertising (Illustrated)** Claude C Hopkins, 2020-05-31 *Scientific Advertising* is a book written by Claude C Hopkins in 1923 and is cited by many advertising and marketing personalities such as David Ogilvy Gary Halbert and Jay Abraham as a must read book According to Paul Feldwick it has sold over eight million copies David Ogilvy wrote that Nobody should be allowed to have anything to do with advertising until he has read this book seven times It changed the course of my life The book is cited as being the original description of the process of split testing and of coupon based

customer tracking and loyalty schemes In the book Hopkins outlines an advertising approach based on testing and measuring In this way losses from unsuccessful ads are kept to a safe level while gains from profitable ads are multiplied Or as Hopkins wrote the advertiser is playing on the safe side of a hundred to one shot The book also contains information on how to write advertising that sells Salesmanship in print **Business** □□□□□□□□,2003 The Advertising Business John Philip Jones,1999-02-10 A significant one volume reference on the business of advertising this work is recommended for undergraduate through professional collections R R Attison CUNY College of Staten Island John Philip Jones belongs to an elite group of intellectual adventurers searching for true meaning in an increasingly complex communication industry Anyone involved in understanding how brands are born and nurtured should follow his work with keen interest Andy Fenning J Walter Thompson New York John Philip Jones best selling author of What s in a Name Advertising and the Concept of Brands and When Ads Work New Proof That Advertising Triggers Sales has edited an authoritative handbook of successful advertising procedures All aspects of the business creativity media planning operations and specialty advertising are fully represented in this comprehensive volume Chapter authors reflect on a global mix of academic and professional backgrounds and include David Ogilvy Don E Schultz John Deighton Randall Rothnberg Herbert Krugman and John Philip Jones himself Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles The result is a single knowledge bank of theory and practice for advertising students and professionals This handbook is part of a series of edited by John Philip Jones when complete will comprise a complete library of essential advertising theory and practice How Advertising Works has already been published future volumes will address the key topics of brand building and multinational advertising **The Art of Writing Advertising** Denis Higgins,1987 *The Advertising Red Books* ,2006-04 *American Automobile Advertising, 1930-1980* Heon Stevenson,2008-11-24 This book provides a comprehensive history of American print automobile advertising over a half century span beginning with the entrenchment of the Big Three automakers during the Depression and concluding with the fuel crises of the 1970s and early 1980s Advances in general advertising layouts and graphics are discussed in Part One together with the ways in which styling mechanical improvements and convenience features were highlighted Part Two explores ads that were concerned less with the attributes of the cars themselves than with shaping the way consumers would perceive and identify with them Part Three addresses ads oriented toward the practical aspects of automobile ownership concluding with an account of how advertising responded to the advance of imported cars after World War II Illustrations include more than 250 automobile advertisements the majority of which have not been seen in print since their original publication

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