



# 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 the 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" **ACCIDENTS, 1000's**.

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 like blood.

# Ogilvy On Advertising

**John Philip Jones**

## 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 is here with Commander Whitehead the elegant bearded Brit introducing tonic water and Schweppes to the U.S. 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

to follow Anyone aspiring to be a good manager in any kind of business should read this **CONFessions 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 Book jacket Scientific Advertising Claude C. Hopkins,2002-01-01 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 said Ogilvy of that book It is a must read for any marketer advertiser business person Especially now that text based advertising has become once again so important Think Adwords Tweets Facebook Updates Advertising 101 Summary Chase Adams,2018-07-31 Confessions of an Advertising Man is a 1963 book by David Ogilvy It is considered required reading in many advertising classes in the United States Ogilvy was partly an advertising copywriter and the book is written as though the entire book was advertising copy It contains eleven sections How to Manage an Advertising Agency How to Get Clients How to Keep Clients How to be a Good Client How to Build Great Campaigns How to Write Potent Copy How to Illustrate Advertisements and Posters How to Make Good Television Commercials How to Make Good Campaigns for Food Products Tourist Destinations and Proprietary Medicines How to Rise to the Top of the Tree Should Advertising Be Abolished In August 1963 5000 copies of the book were printed By 2008 more than 1 000 000 copies had been printed **The Unpublished David Ogilvy** David Mackenzie Ogilvy,1995 **The Unpublished David Ogilvy** David Ogilvy,2012-12-06

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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 101*,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 Advertising Red Books* ,2006-04 **The Art of Writing Advertising** Denis Higgins,1987

*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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