



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 SCHWEPES as a soft drink — or as a mine?

Should you position DRYE 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 client.

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

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

21. 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, Cartoonists, 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. For example, if you are advertising a product which is consumed by women, it pays to "target" your advertising to women.

36. Yes, you can tell off rapidly. In local advertising it pays to include the name of the city in your headline. One such hint is the MONSIEUR DEVICE, or relevant symbol — like the crown in our commercials for Imperial Margarine.

Ogilvy & Mather's notable success — for instance, Merrill Lynch is "The more you know" — is a result of our ability to tell off rapidly.

38. Story appeal. The most persuasive suggestion we suggest is a story. The story is the most persuasive suggestion we suggest is a story. The story is the most persuasive suggestion we suggest is a story.

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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 Guttmann, 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 teus para alcançar o sucesso no mundo da comunicação e do marketing David Ogilvy abriu a própria agência de 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 área 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 categorizado 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 ousado e inteligente Confissões de um publicitário contém o mesmo todo 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.

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 ad 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.

CONFESIONES DE UN PUBLICITARIO David 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 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. Book jacket

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 gur de la publicidad y un genio creativo por muchas de las grandes marcas mundiales Publicado por primera vez en 1963 este libro revolucion el mundo de la publicidad y se convirti en libro de cabecera para la generaci n publicitaria durante d cadas siendo best seller internacional traducido a m s de 14 idiomas Repleto de las ideas pioneras y la filosof a inspiradora de Ogilvy abarca no s lo la publicidad sino tambi n la gesti n de personas la tica empresarial y la pol tica de agencia y constituye un modelo esencial para las buenas pr cticas en los negocios [Web Designing 2014](#) Web Designing,2014-06-18 1 HTML5 2 Focus On artless 5 Web Craftman s Portrait tha ltd Web 1 Galileo WD Website Front Lunar Dream Messenger Active Theory Ora2 saito kenji Letters Inc ARCHETYPE WF Inside Story GIF Web Designing Lab jQuery Lab Flash Lab HTML5 one s view Windows Topics Sublime Text Monthly Focus 2 Web Web bento jp *The Value Line Investment Survey*,2001 **Scientific Advertising, By Claude Hopkins. Introd. by David Ogilvy** Claude C. Hopkins,1923 *My Life In Advertising and Scientific Advertising* Claude C. Hopkins,2022-10-08 Bringing the best of Claude C Hopkins together Here you ll get two landmark works in one and discover his fixed principles and basic fundamentals that still prevail today 1 Scientific Advertising is a book written by Claude C Hopkins and is cited by many advertising and marketing personalities such as David Ogilvy Gary Halbert and Jay Abraham as a must read book The Book contains many principles that are common in all performance based marketing today such as the idea of testing and measuring ad effectiveness writing to one person understanding and using psychology basing advertising on sales eliminating risk learning what the thousands want to understand what the millions will buy It is indeed impossible to say one understands advertising without having a thorough grasp on the material in this book David Ogilvy wrote that Nobody should be allowed to have anything to do with advertising until he has read this book seven times and The book is widely considered the foundation of direct marketing 2 My Life in Advertising is an autobiography detailing the life of advertising genius Claude C Hopkins author of the business classic Scientific Advertising This book is not written as a personal history but as a business story The chief object behind every chapter is to offer helpful suggestions to those who will follow his advice As practical as it is interesting My Life in Advertising is a must read book for anyone wanting to understand the secrets of how to sell Many of his strategies and techniques still apply today even for internet marketing **Scientific Advertising** Claude Hopkins,2011-06-01 Unlike any other reprint of the original unedited 1923 text by Claude Hopkins this version provides more practical information on how to implement the concepts that Hopkins made famous Each chapter is linked to a web video where marketing maverick Pete Mitchell is grilled about the real life implementation of the ideas made famous in this book This groundbreaking book is essential reading for anyone looking to generate an never ending supply of qualified prospects begging to do business with them David Ogilvy once said 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 Experience this unique version of Scientific Advertising and crush your competition like ants on the sidewalk **How to Get More Effective Advertising**,2009

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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