



# How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,480,000,000 worth of advertising, and spent \$4,500,000 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 mixer?

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 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 steers 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 neoconformists who scoff at "status symbols" and reject flamboyant appeals to vanity.

**16. 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.

**18. 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 deal.

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

Give your commercials a flourish of singularity, a flair that will stick in the consumer's mind. One such flair 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.

Herbert Green/Edels, our partners in Los

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

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

**32. Select your prospects.** When you advertise for a product which is consumed only in one

group, it pays to "target" your advertising to that group.

**34. Yes, you talk off rapidly available between fifty page contains 1900**

Ogilvy & Mather available means — for instance, Merrill Lynch is

"The more you know

**38. Story appeal.** Lay people, outside men suggest a story. The 2 prophetic and historical

# Ogilvy On Advertising

**Siddappa N.Byrareddy**



## **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 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,2018-01-16 From Miles Young worldwide non executive chairman of Ogilvy Mather comes a follow up to David Ogilvy s bestselling advertising handbook featuring essential strategies for the digital age In this must have sequel to the bestselling Ogilvy On Advertising Ogilvy chairman Miles Young provides top insider secrets and strategies for successful advertising in the Digital Revolution As comprehensive as its predecessor was for print and TV this indispensable handbook dives deep into the digital ecosystem discusses how to best collect and utilize data the currency of the digital age to convert sales specifically on screen phone tablet smart watch computer etc breaks down when and how to market to millennials highlights the top five current industry giants suggests best practices from brand response to social media and offers 13 trend predictions for the future This essential guide is for any professional in advertising public relations or marketing seeking to remain innovative and competitive in today s ever expanding technological marketplace **Ogilvy on Advertising** David Ogilvy,2011 *Ogilvy on Advertising* David Ogilvy,1985 The King of Madison Avenue Kenneth Roman,2009 Famous for his colorful personality and formidable intellect David Ogilvy transformed the advertising world This work describes the creation of some of history s most famous advertising campaigns and how Ogilvy s approach is still relevant for today s professionals **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 *Confessions of an Advertising Man* David Ogilvy,2011 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 **Advertising, Sales, and Marketing** Ken Mondschein,2010-06-23 Guide for pursuing a career in the advertising field **Business** □□□□□□□□□□,2003 **Anglo-American Media Interactions, 1850-2000** Joel H. Wiener,Mark Hampton,2007-07-11 This volume reveals the complicated ways in which British and American media have influenced each other over the past two centuries In doing so it adds an important transatlantic dimension to media scholarship while demonstrating the crucial and varied ways in which media have helped build an Anglo American special relationship Principles and Practice of Marketing Jim Blythe,2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you re out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it s also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It s a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe s Principles and Practice of Marketing will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green To Educate a Nation Carl F. Kaestle,Alyssa E. Lodewick,2007 Eleven stimulating essays using case studies of major cities and their schools suggest what might be done to better foster equity and diversity in educating American public schoolchildren highlighting the complications inherent in today s education system and providing a framework for grappling with these problems **Learning From Winners** Raymond Pettit,2007-08-27 This book demonstrates how the best companies use the creative application of research done up front to produce the big ideas with significant impact on the market and on the people employees partners retailers and customers Readers of this book will experience how brand managers and their agencies use the right research to drive new brand in **The Advertising Red Books** ,2006-04 Standard Directory of Advertising Agencies National Register Publishing,National Register Publishing Co. Staff,1996-07 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 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, and 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 ABC's of Strategic Communication* M. Larry Litwin, 2007-12. This book portrays God's calling of an Afro American lad from the segregated Southern USA in 1957 and elevated him and his wife Dorothy to become two of the most outstanding Black Pioneer Missionaries in World Missions today. They have evangelized and planted churches in over 95 countries and even more extensively in the 23 countries where Christians in Action Missions has ministries. You will experience glimpses of fifty years of the Taylor's life and ministry beginning with Elgin's call to missions in 1957 while in the US Marines. It moves to their service as the first Black Missionaries to Japan in 1959. Elgin Pastored, studied Japanese and attended The University of Maryland, earned his BA degree and later earned his MTh in California. Dorothy, a high school teacher, taught at Okinawa Christian School and ran the youth ministry. They transferred to Nigeria, Africa, but due to a civil war were evacuated to London, England, where they founded a Bible College, an Evangelical Church, and directed CinA's Europe, Africa, and India Ministries for 15 years. Returning to America in 1980, they worked at the US Center for World Missions, Pasadena, CA, with Dr. Ralph Winters. In 1982, Elgin was elected CEO of CinA Missions International, the only known Afro American Director of a multi-ethnic international cross-cultural ministry during this time. The book closes with the spotlight on their present involvement in Ghana, West Africa, where they lead medical outreach teams, build churches and schools, bore fresh water wells, and hold leadership seminars. They were appointed Chief and Queen Mother in the Broang Ahafo Region by the King Ohmahene Okatakayie Kodom IV in 2001. Today they are blessed with much remaining fruit in both the low places of the streets to the palaces of Kings to God be the Glory.

*Business Week*, 1970

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