



# 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 assets 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 certain

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 & Co.

"The more you know about us, the more you know about us."

**38. Story appeal.** The most successful advertising suggests a story. The most successful advertising tells a story.

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# David Ogilvy How To Create Advertising That Sells Copy Pdf

**Robert W. Bly**



## **David Ogilvy How To Create Advertising That Sells Copy Pdf:**

**International Brand Strategy** Sean Duffy,2021-01-03 In theory the Internet allows all brands to market internationally But in practice most companies struggle to compete outside their home market Written from a marketing practitioner s perspective International Brand Strategy evens the playing field with clear actionable techniques to guide any organization going through the process This book helps companies build sales in foreign markets but just as important it helps them thrive by maintaining price integrity and building brand equity at the same time With the guidance provided in International Brand Strategy companies hit the ground running in foreign markets This provides a competitive advantage from day one empowers companies to avoid costly mistakes and saves months of trial and error The book lays out a unique methodology for managing brands abroad that can be implemented for any product in any market These methods have proven their value for companies large and small across six continents The book guides readers with pragmatic models and a wealth of examples from global companies such as Target Canada Unilever and Apple International Brand Strategy was written for those who are planning to enter a new market and for those who are already there but wish to improve their brand s performance It helps the reader recognize some of the most common pitfalls and how to avoid them provides practical tips to understand the dynamics of price product and value from a foreign buyer s perspective and defines a conceptual framework to assess and improve brand equity at home and abroad

**How To Write Better Copy** Steve Harrison,2016-09-08 Whether you re an agency writer in need of inspiration a one woman band drumming up work from new clients an established business trying to get more from that mysterious thing called content or you simply want to persuade your colleagues to adopt your point of view How To Write better Copy by Steve Harrison will help you write better copy It starts with the thinking before the writing and how to create the all important Brief Then it takes you step by step from how to write a headline to how to get the response you want from your reader With examples at every stage and explanations based on both the author s twenty five years experience and recent scientific research this book will help hone your skills whether you re writing websites or press ads e zines or direct mail brochures or blogs posters or landing pages emails or white papers

**Advertising Creative** Tom Altstiel,Jean Grow,Dan Augustine,Joanna L. Jenkins,2022-04-18 Advertising Creative Sixth Edition gets right to the point of advertising by stressing key principles and practical information students and working professionals can use Drawing on personal experience as award winning experts in creative advertising this new edition offers real world insights on cutting edge topics including global social media business to business in house and small agency advertising In the new edition authors Tom Altstiel Jean Grow Dan Augustine and Joanna Jenkins take a deeper dive into the exploration of digital technology and its implications for the industry as they expose the pervasive changes experienced across the global advertising landscape Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry Be a risk taker Understand technology Live for ideas The latest edition addresses some of the

key issues impacting our industry today such as diversity in the workplace international advertising and design in the digital age

We Are What We Sell Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

Ogilvy on Advertising David Ogilvy, 2007-01-01 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

Confessions of an Advertising Man David Ogilvy, 1963 Mr Ogilvy reveals among other professional secrets how he gets clients how to write potent copy and how to rise to the top of the advertising field

The Copywriter's Handbook Robert W. Bly, 2007-04-01 The classic guide to copywriting now in an entirely updated third edition This is a book for everyone who writes or approves copy copywriters account executives creative directors freelance writers advertising managers even entrepreneurs and brand managers It reveals dozens of copywriting techniques that can help you write ads commercials and direct mail that are clear persuasive and get more attention and sell more products Among the tips revealed are eight headlines that work and how to use them eleven ways to make your copy more readable fifteen ways to open a sales letter the nine characteristics of successful print ads how to build a successful freelance copywriting practice fifteen techniques to ensure your e mail marketing message is opened This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era including advice on Web and e mail based copywriting multimedia presentations and Internet research and source documentation as well as updated resources Now more indispensable than ever The Copywriter's Handbook remains the ultimate guide for people who write or work with copy I don't know a single copywriter whose work would not be improved by reading this book David Ogilvy

**Advertising Secrets of the Written Word** Joseph Sugarman, 1998 Joseph Sugarman has been recognized worldwide for his ability to create persuasive advertising copy that turns a prospect into a customer ADVERTISING SECRETS OF THE WRITTEN WORD is a comprehensive textbook that teaches you the step by step techniques you can follow to write advertising copy the same

lessons taught at his exclusive 3 000 seminars The entertainingly illustrated book provides insights into the skills it takes to be a great copywriter how to develop them It then takes you into the thought process of ad creation providing a very disciplined procedure that anybody can follow A chapter reveals the psychological triggers how they can be used effectively to cause prospects to exchange their hard earned money for your product or service The book also presents many personal stories advertising examples many of Sugarman s own ads along with the reasons for their success or failure Ray Schultz editor of Direct Magazine says There is no better model for copywriters or magazine editors than Joe Sugarman Quotes by Richard Thalheimer President of The Sharper Image Jack Canfield co author of Chicken Soup for the Soul Vice President Albert Gore are shown on the back cover

Fundamentals of Copy & Layout Albert C. Book,C. Dennis Schick,1984 Here s all you need to write and design effective powerful advertising for all forms of media Fundamentals of Copy and it s comprehensive CREATIVE PHILOSOPHIES Fairfax Cone William Bernbach Leo Burnett Don Schultz Rosser Reeves David Ogilvy Jack Trout Susan Gillette COPY Researching the Ad Preparing the Ad Writing the Ad The Headline Copyediting Copyfitting LAYOUT Elements Materials Illustration Organization Typography The Finished Product PRINT MEDIA Newspapers Classified Consumer Magazines Business Publications Direct Response Direct Mail Outdoor Transit Specialty Yellow Pages BROADCAST MEDIA Radio Television INTERACTIVE MEDIA Let the authors 40 years experience in copywriting teaching consulting and account management show you how to create better ads Fundamentals of Copy Layout is must reading for students and practitioners alike

**Advertising For Dummies** Gary Dahl,2007-01-03 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

*The AXIOMS of Copywriting* Robert W. Bly,2021-12-21 Laws are broken Rules get bent AXIOMS ak see uhms noun 1 statements or propositions that are regarded as being established accepted or self evidently true 2 the sublime and intrinsic facts of a subject that form the foundational underpinnings upon which one can build unbounded and limitless success The AXIOMS of Copywriting are Offer

Brand Long Copy Works More Research Better Copy More Experiences Better Copy Effectiveness 1 People Discover the 5 universal elements of persuasion that form the foundation of writing advertising and marketing copy that sells In this book we delve into the 5 most important fundamentals of persuasion in print broadcast and on screen We call them AXIOMS because they are universal and work virtually all the time More and more copywriters today do not know the proven rules and principles of persuasion Why this refusal to adhere to first principles Many copywriters don't understand the fundamentals of sales writing Some copywriters look down upon the time tested rules as old fashioned out of touch or even antiquated Others are more concerned with winning creative awards and filling their portfolios with snazzy ads rather than effective ads that send sales through the roof What you'll learn in this book How to generate 10X more sales for your ad dollars Page 3 The 6 characteristics of winning offers Page 4 Using offers that support the brand Page 6 10 questions to ask before testing your offer Page 11 Gevalia Coffee's amazing offer Page 13 What should your ad sell the product or the offer Page 19 79 tested offers Page 20 What works best long copy or short copy Page 28 How research can help you write kick butt copy Page 37 7 ways to prove claims in your copy Page 46 The 4 step discovery process for copywriting Page 50 11 ways to use life experience to make your copy stronger Page 67 The best process for copy reviews Page 71 The 25/50/25 rule for making edits Page 77

**Making Ads Pay** John Caples, 1957      **Copywriting** Mark Shaw, 2009-03-02 Many people train in graphic design and typography but writing copy is often assumed to be a natural talent However there are simple techniques you can employ to craft strong written content with ease Using a series of exercises and illustrated examples of award winning campaigns and communication Copywriting takes you through step by step processes that can help you to write content quickly and effectively With insightful interviews from leading copywriters as well as illustrated case studies of major brands that explore the challenges involved in creating cutting edge copy this book will provide you with all the tools you need to become a confident and versatile creative copywriter With chapters devoted to each specific medium the book teaches the art of writing great copy for advertising and direct marketing retailing catalogues company magazines websites branding and more

**Making Ads Pay: Timeless Tips for Successful Copywriting** John Caples, 2013-02-08 A veteran copywriter offers advice on how to spark ideas and then capture them in copy how to write headlines that attract attention how to make ads believable and motivate readers to act and how to learn from failure as well as success Readers will discover principles procedures and practical suggestions for every medium and style of advertising

**Advertising Secrets of the Written Word** Joseph Sugarman, 1998-06-01      **Creative Copy** William Ackerly, 2006-07-30      **How to Make Your Advertising Make Money** John Caples, 2012-06 How to Make Your Advertising Make Money by John Caples In this remarkable reference John Caples a man who has won countless awards and made millions of dollars for some of the largest companies in the United States draws upon more than 50 years of experience to show you how to write advertising copy that sells anything and everything write headlines that command instant attention save thousands of dollars in expenses each

year and much more Containing hundreds of true stories checklists and guidelines this sourcebook is for every copywriter creative director and business executive who wants to learn how to write copy that sells from the master who most say did it better than anyone You ll get 1 Secrets of Successful Advertising 2 Twelve Ways to Find Advertising Ideas 3 Three Famous Case Histories 4 How to Get Ideas from Brainstorming 5 303 Words and Phrases that Sell 6 How to Write Sentences that Sell 7 Sales Appeals that Last Forever 8 How to Write Headlines that Make Money 9 How to Use Stories to Sell Products 10 Tips on Copywriting 11 How Editorial Style Ads Can Bring Increased Sales 12 How to Write Sales Letters that Make Money 13 How Direct Response Can Help Advertisers Make Money 14 Ways to Improve Your Copy 15 How to Write Radio Commercials that Get Action 16 How to Apply Mail Order Know How in Writing TV Commercials 17 Summing Up My Success Secrets I Have Learned in 50 Years Meet the Author John Caples was Vice President of BBDO Inc when he retired after 40 years of service with the nation s third largest advertising agency The creator of such classic ads as They Laughed When I Sat Down at the Piano and They Grinned When the Waiter Spoke to Me in French and a member of the Copywriters s Halls of Fame Mr Caples built a nationwide reputation for his research and scientific methods of testing advertising effectiveness

*Breakthrough Advertising* Eugene M. Schwartz,1966      *Web Copy that Sells* Maria Veloso,2013 With the rise of social networks Twitterized attention spans and new forms of video content the techniques that worked in crafting attention grabbing clickable and actionable online copy a few years ago are simply not as effective today Thoroughly revised the third edition of *Web Copy That Sells* gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts They will learn to Use psychological tactics that compel Web surfers to buy Create effective highly targeted Facebook ads Test copy to maximize response Write online marketing video scripts that sell Craft compelling copy for interactive advertising banners Produce high converting video sales letters And more Proven and practical *Web Copy That Sells* shows how to quickly turn lackluster sites into perpetual money machines streamline key messages down to irresistible cyber bites and ensure that Web copy e mail and marketing communications pack a fast powerful and sales generating punch

[How to Write a Good Advertisement](#) Victor O. Schwab,2023-10-22 Turn your words into results How to craft copy that grabs the attention of potential customers clients or supporters and calls them to action Call it advertising call it promotion call it marketing but whatever you call it every business and organization depends on words with impact Few among us are born talented copywriters that rare combination of both facile wordsmiths and natural salespeople Most of us need some help and even naturals can improve by studying the best Victor O Schwab was one of the greats Considered a marketing master during his 44 year career he was the copywriter who propelled Dale Carnegie s *How to Win Friends and Influence People* into a mega seller *How to Write a Good Advertisement* Schwab s classic guide has stood the test of time In just over 200 pages this book clearly explains the core elements of an effective advertisement Schwab shows us how to Get attention with better ad copy Build credibility in your advertising Create winning layouts and choose the best ad size Test ad effectiveness

Convert inquiries to sales Make special offers that dramatically increase response and sales How to Write a Good Advertisement gets you quickly up to speed with examples of powerful profitable headlines with explanations of why those headlines work so well and quick lesson reviews that help you turn what you ve read into skills you own Schwab provides us shortcuts without sacrificing long term understanding Fifty years after publication this book is still the standard bearer sought after by a new generation of copywriters and businesspeople Read it apply it and watch your sales soar

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