



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.

31. Select your prospects. When you advertise a product which is consumed only in one

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

32. Yes, you talk off rapidly available headlines fifty page contains 1900

Ogilvy & Mather available means—for instance, Merrill Lynch is "The more you

33. Story appeal. Lay people, outside men suggest a story. The 3 prophetic and historical

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David Ogilvy



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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

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

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

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

Business Communication with Writing Improvement Exercises Phyllis Davis Hemphill,Donald W. McCormick,Robert D. Hemphill,2001 This workbook textbook introduces a basic theory of communication then presents basics of business communications attractive appearance a tone of good will and a clear and complete message Applies these principles to different types of messages such as sales persuasive credit collection an

American Printer ,2005 [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

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

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 **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 *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 Fundamentals of Copy & Layout Albert C. Book,C. Dennis Schick,1997 This book offers clear concise information to lead you through the copy and layout process for advertisements in newspapers consumer magazines direct response outdoor television radio and interactive media An essential resource for anyone in the field this book highlights the philosophies of advertising's great names such as Bill Bernbach Leo Burnett David Ogilvy Jack Trout Rosser Reeves and others This hands on manual provides self quizzes assignments and cases to let you try your hand at solving actual copy and layout problems A comprehensive glossary rounds out the volume *The AXIOMS of Copywriting* Robert W. Bly,2021-12-21 Laws are broken Rules get bent AXIOMS aka 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

Creating Copy William Ackerly, 2006-07-30

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 3000 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

Making Ads Pay John Caples, 1957 *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 *Reality In Advertising* Rosser

Reeves, 2017-06-09 Rarely has a book about advertising created such a commotion as this brilliant account of the principles of successful advertising Published in 1961 Reality in Advertising was listed for weeks on the general best seller lists and is today acknowledged to be advertising's greatest classic It has been translated into twelve languages and has been published

in twenty one separate editions in fifteen countries Leading business executives and the advertising cognoscenti hail it as the best book for professionals that has ever come out of Madison Avenue Rosser Reeves says The book attempts to formulate certain theories of advertising many quite new and all based on 30 years of intensive research These theories whose value has been proved in the marketplace all revolve around the central concept that success in selling a product is the key criterion of advertising Get Your Copy Now **How to Advertise** Kenneth Roman, Jane Maas, Martin Nisenholtz, 2003-09-12 A comprehensive tool for advertisers agencies and students this is a complete practical guide to what works in advertising what doesn't and why

Reviewing **David Ogilvy How To Create Advertising That Sells Copy Pdf**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**David Ogilvy How To Create Advertising That Sells Copy Pdf**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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