

# How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,400,000,000 worth of advertising, and spent \$4,900,000 tracking the results.

Here, with all the dogmatism of brevity, are 33 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 the decisions than on any other. *How should you position your product?*

**Should you position your product as a soft drink—or an alcohol?**  
**Should you position your product as a breakfast cereal—or as a product which you should really avoid?**  
The results of your campaign depend less on how we write your advertising than on how your product is positioned. It follows that positioning should be decided before the advertising is created. Research can help. Look before you leap.

**2. Large promises.** The most successful print ads contain promises to which you should never promise. The rule is: A promise is not a claim, not a threat, or a slogan. It is a benefit for the customer.

In order to promise a benefit which is unique and competitive, and the product must deliver the benefit, you must understand your product better than most advertising agencies writing it. It is allowed to fail in the marketplace.  
"Purses, large purses, in the end of an advertisement"—said Howard Johnson.

**3. Brand names.** Every advertisement should contribute to the consumer's understanding of the brand name. Ninety-five percent of all advertising is created after the brand name has been established. Most products have very consistent usage from one year to another.

The most common error is to assume that advertising is the most important part of a product's personality. For his brand gets the largest share of the market.

**4. Big ideas.** Unless your advertising is both creative and big, it will pass like a ship in the night.

It takes a big idea to get the consumer's attention. It takes a big idea to make his advertising memorable. It takes a big idea to make his advertising effective. It takes a big idea to make his advertising profitable. It takes a big idea to make his advertising successful. It takes a big idea to make his advertising profitable. It takes a big idea to make his advertising successful.

**5. A first class idea.** It is possible to create a product with a first class idea. It is possible to create a product with a first class idea. It is possible to create a product with a first class idea.

Ogilvy & Mather has been exceptionally successful in doing this—for Procter & Gamble, Hoffmann-La Roche, Borden, Kellogg, and many others.

If your advertising looks ugly, consumers will conclude that your product is shoddy, and they will be less likely to buy it.

**6. Don't be a bore.** Nobody can ever forgive boring a product. The most advertising is improved, discarded, and never seen again.

In order to create a product which is interesting, it is necessary to create a product which is interesting. It is necessary to create a product which is interesting.

**7. Be creative.** Start with a product which is interesting. Advertising which follows a formulaic pattern is unlikely to be successful.

In order to create a product which is interesting, it is necessary to create a product which is interesting. It is necessary to create a product which is interesting.

You have been unable to establish any correlation between awards and sales.

An Ogilvy & Mather campaign gives an unusual amount for the campaign which has been recommended to you.

Successful advertising with the product without advertising attention to itself. It means the consumer's attention on the product.

Multiple products the basis of your advertising.

**8. Psychological segmentation.** Any good agency makes use of the product's benefits for demographic segments of the market—for men, for young children, for farmers in the South, etc.

Every Ogilvy & Mather has learned that to create a product which is psychologically segments of the market.

Our Minnesota Home advertising is positioned to fit consumers who will use "house symbols" and expect the same approach to advertising.

**9. Don't be busy.** It is easier to invent a message for a product which is new than for any other product in the market. Many competitors have a hard time for learning more. This is why most advertising for new products fails to explain the opportunity that product offers to the consumer.

In order to create a product which is psychologically segments of the market.

**10. Use the whole hog.** Most advertising campaigns are too complicated. They reflect a long list of marketing objectives. They confuse the distributor's view of the market and the consumer's view of the product. They confuse the consumer's view of the product.

**11. What works best in television.**

**12. Testimonials.** Avoid testimonials which are too long. They are often too long. They are often too long.

**13. Product demonstrations.** If they are done, they are often too long. They are often too long.

**14. Avoid repetition.** Make your point with the story. What you show is more important than what you say.

**15. Avoid repetition.** Make your point with the story. What you show is more important than what you say.

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that we never heard of an agency using medical background as a new business presentation.

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A Division of American International Group, Inc.  
120 Park Avenue, New York, N. Y. 10020

# David Ogilvy How To Create Advertising That Sells Copy Pdf

**Jianjun Gao**



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

## **David Ogilvy How To Create Advertising That Sells Copy Pdf** Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the power of words has become much more evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **David Ogilvy How To Create Advertising That Sells Copy Pdf**, a literary masterpiece that delves deep to the significance of words and their effect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall impact on readers.

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