



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 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 is better to advertise in women's magazines than in men's.

34. Yes, you talk off rapidly available headlines. In the first page of the first issue of the magazine, the headline reads: "The more you know, the more you know."

Ogilvy & Mather's remarkable success — for instance, Merrill Lynch is "The more you know, the more you know."

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

Ogilvy On Advertising

SB Merriam



Ogilvy On Advertising:

This book delves into Ogilvy On Advertising. Ogilvy On Advertising is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Ogilvy On Advertising, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Ogilvy On Advertising
 - Chapter 2: Essential Elements of Ogilvy On Advertising
 - Chapter 3: Ogilvy On Advertising in Everyday Life
 - Chapter 4: Ogilvy On Advertising in Specific Contexts
 - Chapter 5: Conclusion
2. In chapter 1, this book will provide an overview of Ogilvy On Advertising. The first chapter will explore what Ogilvy On Advertising is, why Ogilvy On Advertising is vital, and how to effectively learn about Ogilvy On Advertising.
3. In chapter 2, the author will delve into the foundational concepts of Ogilvy On Advertising. This chapter will elucidate the essential principles that must be understood to grasp Ogilvy On Advertising in its entirety.
4. In chapter 3, this book will examine the practical applications of Ogilvy On Advertising in daily life. This chapter will showcase real-world examples of how Ogilvy On Advertising can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of Ogilvy On Advertising in specific contexts. The fourth chapter will explore how Ogilvy On Advertising is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, the author will draw a conclusion about Ogilvy On Advertising. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Ogilvy On Advertising.

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Ogilvy On Advertising Introduction

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