



How to create advertising that sells

by David Ogilvy

Ogilvy & Mather has created over \$1,480,000,000 worth of advertising, and spent \$4,900,000 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 SCHWEPPEL as a soft drink—or as a mine?

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 points, available may suggest a story. The 3 prophetic and historical

Ogilvy On Advertising

Rosina Ehmann



Ogilvy On Advertising:

Decoding **Ogilvy On Advertising**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Ogilvy On Advertising**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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