



# 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 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. Burial of singularity.** The average consumer now sees 25,000 commercials a year; your client.

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 for a product which is consumed only in one group, it pays to "target" your advertising.

— MONTAGNE DEVICE

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

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

**33. Story appeal.** Lay people, outside men suggest a story. The prophet and his house

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**JL Elias**



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