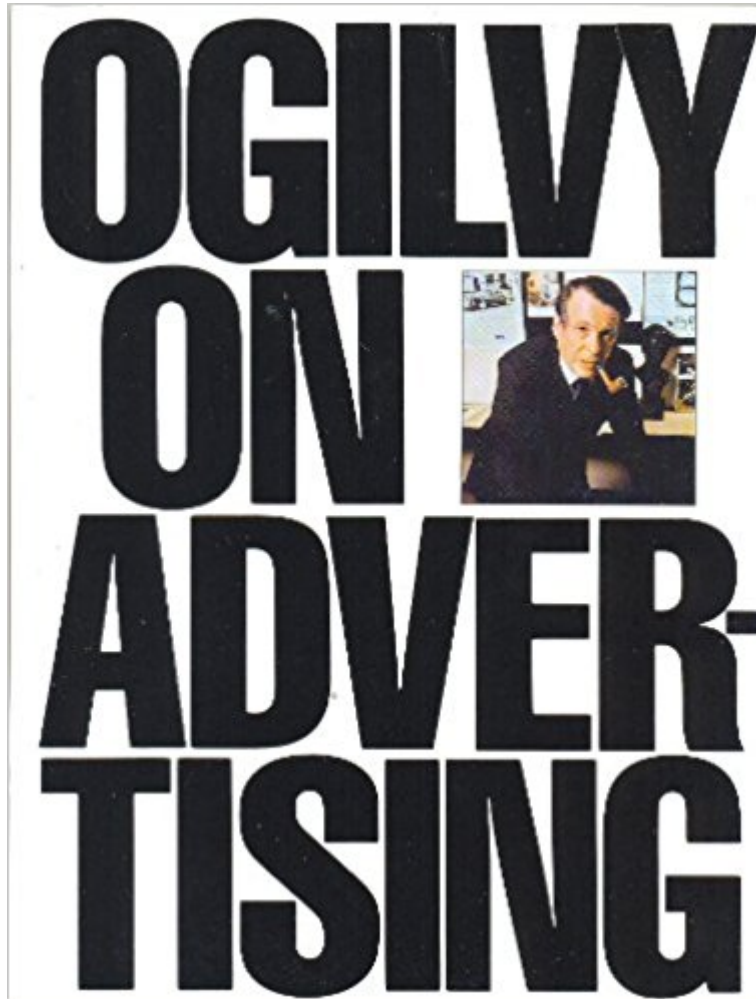




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Ogilvy On Advertising



Synopsis

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.

Book Information

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Customer Reviews

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.

David Ogilvy (1911–1999) was a business executive who founded the advertising, marketing, and PR agency Ogilvy & Mather in 1948. Throughout his illustrious career, the mogul Time magazine called "the most sought-after wizard in the business" shared his knowledge of the industry in the books *Ogilvy on Advertising* and the bestselling *Confessions of an Advertising Man*.

Great book for a newbie learning about marketing! This book doesn't have all the answers you may ask about marketing, but it answers a lot! He gives good basic guidelines that you should follow, not just as a marketer, but as a marketing firm and company. This is an old school book, so it doesn't include anything about digital marketing. But if you do any marketing outside the digital world, this is a great guide! Some chapters are better than others, depending on what you want to get out this book. I found the information for large marketing firms, TV ads, ads for travel, and ads for

international firms to be boring, because that doesn't relate to me, but everything else was well worth my time! You might feel the same way, but remember, the marketing industry is big, with so many roles to play in it!

Why reinvent the wheel when you have the soundest principles in advertising at your fingertips? Although Ogilvy's book is almost 25 years old, it's jam packed with timely instruction, insight, and examples. Or perhaps because it is 25 years old. Ogilvy quotes colleague Bill Bernbach: "It is fashionable to talk about changing man. A communicator must be concerned with unchanging man ... The creative man with an insight into human nature, with the artistry to touch and move people will succeed. Without them he will fail." Ogilvy had insight in spades, practical experience, common sense, a passion for research as well as creativity, and above all, a relentless focus on selling. Pick any few paragraphs at random and all those qualities will shine through. Among the many ideas I found really helpful--

1. Branding means giving your product personality. (For example, the man in the Hathaway shirt wore an eyepatch.)
2. Facts sell better than hype.
3. The principles of direct response apply to all forms of advertising.
4. Creativity is worthless unless it sells.
5. Copywriting is the heart of advertising.
6. Use the brand name in your headline. Otherwise 80% of readers may never see it.
7. Long copy sells.
8. Analogies, big words, and naming the competitor confuse people.
9. Pricing cannot be determined scientifically.
10. Excellent graphic design is simple graphic design.
11. Corporate advertising is worthwhile.
12. Always include a promise in your headline.
13. The era of the blockbuster brand is ending. (Ogilvy detected the "Long Tail" 20 years before most of us!)
14. According to Ogilvy, "...advertising is no more and no less than a reasonably efficient way to sell."

But this summary doesn't do the book justice. He makes solid points nonstop. Not surprising for a master copywriter and former door-to-door salesman, he writes in plain English. He offers "big picture" reflections on the advertising industry, including an impassioned defense of advertising against charges of hucksterism. He offers detailed tips that are just as important, mainly on print advertising, direct response, and dealing with clients. Educational, authoritative, fun to read. A+

I have read both (Confessions of an Advertising Man) and (Ogilvy on advertising) and I preferred Confessions of an Advertising Man over this book, most of what was said in this book was also said in Confessions of an Advertising Man but without the messy ads that break up the reading flow.

Absolutely a must read if you are into marketing and advertising. To the point, insightful and full of practical Advice. I am amazed that I am reading this book about 35 years after it's publication and

still sounds as relevant as if it was written yesterday.

Overall it was good. I heard many of the principals in this book from taking many courses. I don't consider it a must read but a good backbone into advertising

Some great lessons, but more importantly, a look into one of the brilliant minds behind advertising evolution of the past 100 years. One surprise takeaway? As with anything in life...more important than trying to master that one thing you want to do, is be a good person. Be honest, hardworking, care about others. Do this and you'll be successful in anything you want.

Unfortunately this wasn't the in-depth piece I was expecting from an advertising legend. Dare I say it - it seemed lazy at times. I guess it would be a good read if you had absolutely no understanding of the ad world and we were still living in the '80s. I'd argue much of the content is now irrelevant.

The greatest advertising book ever written. It's a must read.

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