

# Ogilvy on Advertising: The Bible of Advertising

David Ogilvy was one of the most successful advertising executives of all time. His agency, Ogilvy & Mather, created some of the most iconic and effective advertising campaigns of the 20th century, including the "Man in the Hathaway Shirt" campaign for Hathaway Shirts and the "Think Small" campaign for Volkswagen. Ogilvy's insights into the art and science of advertising are still relevant today, and his book, Ogilvy on Advertising, is considered the bible of advertising.

## The Power of Advertising

Ogilvy believed that advertising is a powerful force that can be used to influence people's behavior. He said, "Advertising is the most powerful force in our economy. It can build or destroy brands, create or destroy jobs, and even influence elections." Ogilvy argued that advertising should be used responsibly, and he set high ethical standards for his agency.



### Ogilvy on Advertising by David Ogilvy

★★★★☆ 4.7 out of 5

Language : English

File size : 61158 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Enabled

Word Wise : Enabled

Print length : 509 pages

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## **The Importance of Research**

Ogilvy believed that research is essential for effective advertising. He said, "The more you know about your audience, the better you can tailor your message to them." Ogilvy conducted extensive research on his target audiences, and he used this information to create advertising campaigns that were both relevant and persuasive.

## **The Art of Copywriting**

Ogilvy was a master copywriter, and he believed that the words in an advertisement are just as important as the visuals. He said, "The most important word in advertising is the headline." Ogilvy wrote headlines that were attention-grabbing and informative, and he used body copy that was clear, concise, and persuasive.

## **The Importance of Visuals**

Ogilvy also believed that visuals are important in advertising. He said, "A picture is worth a thousand words." Ogilvy used visuals to create emotional connections with his audience, and he often used humor and wit to make his ads more memorable.

## **The Power of Repetition**

Ogilvy believed that repetition is essential for effective advertising. He said, "The more often people see your ad, the more likely they are to remember it." Ogilvy used repetition in his advertising campaigns, and he often ran ads for months or even years at a time.

## **The Importance of Measurement**

Ogilvy believed that it is important to measure the results of your advertising campaigns. He said, "You can't improve what you don't measure." Ogilvy tracked the results of his campaigns, and he used this information to improve his advertising over time.

## **Ogilvy on Advertising: A Timeless Resource**

Ogilvy on Advertising is a timeless resource for anyone who wants to learn about the art and science of advertising. Ogilvy's insights are still relevant today, and his book is a must-read for anyone who wants to be successful in the advertising industry.

Ogilvy on Advertising is the bible of advertising. It is a comprehensive guide to the art and science of persuasion, and it is essential reading for anyone who wants to be successful in the advertising industry. Ogilvy's insights are still relevant today, and his book is a timeless resource that will continue to be used by advertising professionals for years to come.

If you are interested in learning more about advertising, I highly recommend reading Ogilvy on Advertising. It is a fascinating and informative book that will teach you everything you need to know about the art and science of persuasion.

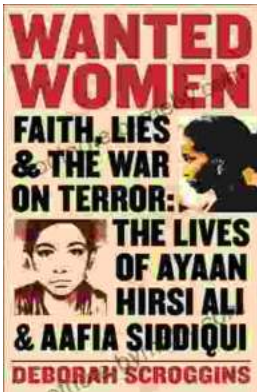
Here are some additional resources that you may find helpful:

- [Ogilvy & Mather](#)
- [Ogilvy on Advertising on Our Book Library](#)
- [Ogilvy on Advertising on Goodreads](#)

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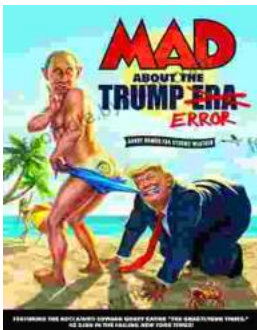


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