

# Every secret but one\* is in this book

The name of David Ogilvy is known only to a few hundred people, but the products he has advertised are known to millions. Perhaps no other man has persuaded so many to buy so much, using only words and pictures to perform his magic. This book reveals how he does it, explains how you can do it, and makes clear why TIME Magazine calls Ogilvy "the most sought after wizard in the advertising industry today".

**WHAT** *Confessions of an Advertising Man* reveals about the strategy and techniques for producing great advertising is worth a fortune to anybody who

1. Has a product to sell
2. Has an idea or service to promote
3. Wants to be successful in an advertising career
4. Would like to enjoy the candid, amazing story of how a canny and witty Scotsman "poor, unknown and in a hurry" beat so many American advertising men at the game they invented.

#### The man behind the successes

Whether or not you have heard of David Ogilvy — you have probably bought many of the products and services he has advertised:

*Hathaway Shirts, Schweppes Tonic, Puerto Rico, Rolls Royce Cars, Shell Oil, Pepperidge Farm Bread, Sears Roebuck, Steuben Glass, Dove Soap*

and many others, all famous and all successful.

#### Rogoué to riches

Thirty years ago David Ogilvy was one of 37 chefs at the Hotel Majestic in Paris, and cooked for the President of France. When he started his advertising agency in New York, he brashly made a list of the five blue-chip clients he wanted most: *General Foods, Bristol-Myers, Campbell Soup, Lever Brothers, and Shell*.

All five of these companies are now clients of Ogilvy, Benson & Mather — an agency which has billings of \$59,000,000 a year, and offices in New York, Chicago, Los Angeles, San Francisco and Toronto.

How did this happen? Ogilvy confesses:

*"I made a botch of Oxford, and was duly expelled. For the next seventeen years, while my friends were establishing themselves as doctors, lawyers, civil servants, and politi-*

\* A technique for selecting "basic promises" in advertising, so valuable that his partners forbid him to reveal it (though an attentive reader may be able to figure it out for himself).

*cians, I adventured about the world, uncertain of purpose. I was a chef in Paris, a door-to-door salesman, a social worker in the Edinburgh slums, an associate of Dr. Gallup in research for the motion picture industry, an assistant to Sir William Stephenson in British Security Co-ordination, and a farmer in Pennsylvania.*

*"My boyhood hero had been Lloyd George, and I had expected to become Prime Minister when I grew up. Instead, I finally became an advertising agent on Madison Avenue; and the revenues of my 19 clients are now greater than the revenue of Her Majesty's Government."*

#### Tells how you can do it

This is more than a book about advertising by one of the greatest practitioners of all time.

It is a book by the man who tells big business how to become bigger.

It is a bible of tested techniques for anyone interested in creating profitable advertising — based on a lifetime of research.

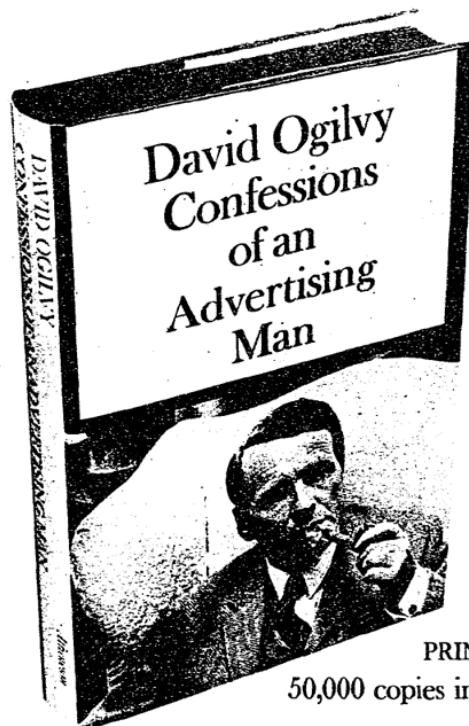
And it is one of the most exciting success stories you have ever read . . . of a witty, fearless iconoclast who started from scratch (a village called West Horsley in England) and ended up in New York as the head of one of the most brilliantly successful agencies in the business.

No other book about advertising has ever told so much about what to do and what to avoid — all based on personal experience. And no other book has told it with such authority, such skill, and with so much good humor. Everything you want to know about advertising is here, and it is written with a disarming distaste for humbug.

#### Some typical examples:

- How to get accounts, and how to avoid losing them.
- 19 ways to make potent TV commercials.
- What simple change in an ad can increase sales ten times.
- 10 questions to ask yourself before you fire your agency.
- 8 ways to test your advertising — and why it's important to test.
- 10 rules for making your mark as an agency employee.

- 8 simple devices that can stir your creative process.
- 11 commandments which make for good advertising.
- Why it's dangerous to siphon dollars away from advertising for "promotions".
- 10 rules for writing good headlines (the headline does 80% of the job; 5 times as many people read it as read the copy).
- The only time to stop running a good ad.
- 29 words that add power to a headline.
- 6 emotional words that can strengthen a headline (one example: "Darling, I'm head over heels in DOVE", used by a girl in a bathtub telephoning her lover).
- 10 basic rules for writing good copy.
- 15 tested tips for illustrating advertisements and posters.
- Why photographs sell more than drawings.
- How advertising can stop people buying a product.
- The magic ingredient which forces readers to look at your ad.
- What Ogilvy told a prospective client who gave him only 15 minutes to make his pitch.
- Why an agency must never take on an account it cannot afford to resign.
- Nine things a client must do to get the most out of his agency.
- 17 ways to make long copy more readable. (One item alone can increase readership by 12%).
- A secret about coupons that makes them pull 80% more.
- 22 commandments for advertising food products.
- 7 patterns of employee behavior that will guarantee rising to the top in advertising.
- 6 guides for advertising proprietary medicines.
- The perfect hobby for advertising careerists.
- The smash hit commercial which Ogilvy wrote in his sleep.
- 7 recipes for refreshing vacations, and why vacations are important.
- 10 hints to Account Executives (why premature baldness may be an asset, etc.).
- 9 ways to improve travel ads.



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- Why new products are easier to advertise than old ones (and what to do about making the old ones seem new).
- The two most powerful words to

use in a headline (one of them can seldom be used; the other should almost always be used).

- Does advertising corrupt newspaper and magazine editors?

#### WHY THIS BOOK HAS BECOME A NATIONAL BESTSELLER!

"The liveliest of all books about the advertising business . . . brilliant, absorbing, full of wisdom and fire."—RAYMOND RUBICAM

"A remarkable book . . . deserves to be read . . . and re-read regularly."—MADISON AVENUE

"A stimulating, rewarding, brilliant and enjoyable book. It may, in its way, be a great one. He hides nothing and is prodigally generous with the secrets of his skills."—LEO BURNETT, *Chicago News*

"A wittily urbane collection of aphorism, anecdote and advice . . . by the Babe Ruth and boy wonder of the business."—SATURDAY REVIEW

"An absorbing book . . . a diagram for success on Madison Avenue."—ADVERTISING AGE

"Reveals the sinews of the most disciplined professionalism . . . I know damned well if I had some soap to sell I'd ask Mr. Ogilvy to help me sell it."—Robert Bingham, THE REPORTER

"Well worth examination by publishers, industrialists and professional men . . . He seems to have all the shrewdness of a Levantine lace dealer, with the directness of a Lincoln."—CHRISTIAN SCIENCE MONITOR

"The most entertaining book about the advertising business yet to be published . . . as full of wisdom as it is of wit."—FAIRFAX M. CONE

"Fast, smart and lively . . . is rich in insights and anecdote, with many a delicious tale told out of school."—BENJAMIN SONNENBERG

"Forthright and stimulating . . . It may well turn out to be the best investment you ever made."—JULIAN L. WATKINS, author of *The 100 Greatest Advertisements*

"Spicy and interesting enough to be enjoyable reading for almost anyone."—BALTIMORE SUN

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