

Thoughts on Advertising

- A good ad should be like a good sermon: It must not only comfort the afflicted, it also must afflict the comfortable. ~Bernice Fitz-Gibbon
- Advertisements contain the only truths to be relied on in a newspaper. ~Thomas Jefferson
- Advertisements may be evaluated scientifically; they cannot be created scientifically. ~Leo Bogart
- Advertising — a judicious mixture of flattery and threats. ~Northrop Frye
- Advertising has been variously described as an art, a profession, a sinister instrument of mass persuasion, and a ludicrous waste of money . . . It is impossible to ignore, and yet most people deny they are influenced by it. Sometimes it works and sometimes it doesn't . . . There are no foolproof methods of judging, no truly reliable methods of prediction, no guarantees of success. It's a funny business. ~Peter Mayle

- Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art. ~William Bernbach
- Advertising is the ability to sense, interpret . . . to put the very heartthrobs of a business into type, paper and ink. ~Leo Burnett
- Advertising is the greatest art form of the twentieth century. ~Marshall McLuhan
- Advertising is the principal reason why the businessman has come to inherit the earth. ~James Randolph Adams
- Advertising is the 'wonder' in Wonder Bread. ~Jef I. Richards
- Advertising practitioners are interpreters. But unlike foreign language interpreters, ad people must constantly learn new languages. They must understand the language of each new product, and speak the language of each new target audience. ~Jef I. Richards
- Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.' ~Leo Burnett

- Asked about the power of advertising in research surveys, most agree that it works, but not on them. ~Eric Clark

- Before you have a share of market, you must have a share of mind.
~Leo Burnett

- Every advertisement should be thought of as a contribution to the complex symbol, which is the brand image. ~David Ogilvy

- Good advertising is a happy wedding of words and pictures, not a contest between them. ~Leo Burnett

- Great advertising is always deceptively simple. It has the common touch without being or sounding patronizing. ~Leo Burnett

- However much we would like advertising to be a science — because life would be simpler that way — the fact is that it is not. It is a subtle, ever-changing art, defying formularization, flowering on freshness and withering on imitation; where what was effective one day, for that very reason, will not be effective the next, because it has lost the maximum impact of originality.
~William Bernbach

- I am one who believes that one of the greatest dangers of

advertising is not that of misleading people, but that of boring them to death. ~Leo Burnett

- I do not regard advertising as entertainment or an art form, but as a medium of information. ~David Ogilvy
- I have learned that any fool can write a bad ad, but that it takes a real genius to keep his hands off a good one. ~Leo Burnett
- I have learned that you can't have good advertising without a good client and that you can't keep a good client without good advertising and no client will ever buy better advertising than he understands or has an appetite for. ~Leo Burnett
- I know half the money I spend on advertising is wasted, but I can never find out which half. ~John Wanamaker
- I think that I shall never see
An ad so lovely as a tree.
But if a tree you have to sell,
It takes an ad to do that well. ~Jef I. Richards
- If you are writing about baloney, don't try to make it Cornish Hen, because that is the worst kind of baloney there is. Just make it darned good baloney. ~Leo Burnett

- If your advertising goes unnoticed, everything else is academic.
~William Bernbach
- In advertising, the purpose is to transfer a thought, or information, or a sensation, from one head to another. The bait should suit the fish — not the angler. ~Alan Fletcher
- Just because your ad looks good is no insurance that it will get looked at. How many people do you know who are impeccably groomed . . . but dull? ~William Bernbach
- Many a small thing has been made large by the right kind of advertising. ~Mark Twain
- Much of the messy advertising you see today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them. ~David Ogilvy
- Our job is to bring the dead facts to life. ~William Bernbach
- Promise, large promise, is the soul of an advertisement. ~Samuel Johnson

- The best ad is a good product. ~Alan H. Meyer

- The best advertising is a combination of words that make pictures in the mind, and pictures that make words in the mind . . . strong, simple words and clear, arresting visuals . . . combined in a fresh and surprising manner. ~Daniel Draper

- The best way to unearth a new and interesting advertising campaign is to dig into the interesting facts about the product itself. And the agency, which digs the deepest usually, comes up with the most pay dirt. ~Young & Rubicam

- The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business. ~Derby Brown

- The codfish lays ten thousand eggs,
The homely hen lays one.
The codfish never cackles
To tell you when she's done.
And so we scorn the codfish,
While the humble hen we prize.
Which only goes to show you
That it pays to advertise.

- The mystery of writing advertisements consists mainly in saying in a few plain words exactly what it is desired to say, precisely as it would be written in a letter or told to an acquaintance. ~George P. Rowell
- The purpose of advertising: To create energy out of facts and words . . . to stir desire and impel action. ~H.K. McCann
- The secret of all effective originality in advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships. ~Leo Burnett
- The secret to successful business: speak your customer's language. The secret to successful advertising: speak your customer's customer's language.
- The work of an advertising agency is warmly and immediately human. It deals with human needs, wants, dreams and hopes. Its 'product' cannot be turned out on an assembly line. ~Leo Burnett
- There is no such thing as a Mass Mind. The Mass Audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions it rarely moves anyone. ~Fairfax Cone

- There is no such thing as a permanent advertising success. ~Leo Burnett
- There is no such thing as 'soft sell' and 'hard sell.' There is only 'smart sell' and 'stupid sell.' ~Charles Browder
- These things pay off — good taste, a high standard of ethics, an attitude of public responsibility and low pressure. ~Leo Burnett
- Too many ads that try not to go over the reader's head end up beneath his notice. ~Leo Burnett
- We find that advertising works the way the grass grows. You can never see it, but every week you have to mow the lawn. ~Andy Tarshis
- What you say in advertising is more important than how you say it. ~David Ogilvy
- When a client comes to us with a product, he is, in effect, giving us a problem to be solved . . . some of the biggest advertising mistakes are people who imagine they know what the problem is, or they're not even thinking about; they're just coming up with

that brilliant idea and trying to force the problem to fit it. ~Mary Wells Lawrence

- With no ads, who would pay for the media? The good fairy?
~Samuel Thurm