

David Ogilvy

Quotes

Business, People, Advertising, Writing, Men, Agency, Ideas, Thinking, Marketing, Believe, Creativity, Art, Two, Use, Wife, Important, Personality, Jobs, Headlines, Lying

The consumer isn't a moron; she is your wife.

~David Ogilvy

A good advertisement is one which sells the product without drawing attention to itself.

~David Ogilvy

The pursuit of excellence is less profitable than the pursuit of bigness, but it can be more satisfying.

~David Ogilvy

If you ever find a man who is better than you are - hire him. If necessary, pay him more than you pay yourself.

~David Ogilvy

The more informative your advertising, the more persuasive it will be.

~David Ogilvy

I did not feel 'evil' when I wrote advertisements for Puerto Rico. They helped attract industry and tourists to a country which had been living on the edge of starvation for 400 years.

~David Ogilvy

Good copy can't be written with tongue in cheek, written just for a living. You've got to believe in the product.

~David Ogilvy

Our business is infested with idiots who try to impress by using pretentious jargon.

~David Ogilvy

If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants.

~David Ogilvy

Tell the truth, but make the truth fascinating.

~David Ogilvy

Don't count the people that you reach, reach the people who count

~David Ogilvy

Play to win, but enjoy the fun.

~David Ogilvy

Any damn fool can put on a deal, but it takes genius, faith and perseverance to create a brand.

~David Ogilvy

The manufacturer who finds himself up the creek is the short-sighted opportunist who siphons off all his advertising dollars for short-term promotions.

~David Ogilvy

The best ideas come as jokes. Make your thinking as funny as possible.

~David Ogilvy

Like a midwife, I make my living bringing new babies into the world, except that mine are new advertising campaigns.

~David Ogilvy

When people aren't having any fun, they seldom produce good work. Kill the grimness with laughter. Encourage exuberance. Get rid of sad dogs that spread gloom.

~David Ogilvy

Every ad is an investment in the long-term image of a brand.

~David Ogilvy

Big ideas are usually simple ideas.

~David Ogilvy

Study the methods of your competitors and do the exact opposite.

~David Ogilvy

Good products can be sold by honest advertising. If you don't think the product is good, you have no business to be advertising it.

~David Ogilvy

In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.

~David Ogilvy

Senior men have no monopoly on great ideas. Nor do creative people. Some of the best ideas come from account executives, researchers and others. Encourage this, you need all the ideas you can get.

~David Ogilvy

Consumers don't think how they feel. They don't say what they think and they don't do what they say.

~David Ogilvy

Don't bunt. Aim out of the ball park. Aim for the company of immortals.

~David Ogilvy

To advertisers: "Do not compete with your agency in the creative area. Why keep a dog and bark yourself?"

~David Ogilvy

At 60 miles an hour the loudest noise in this Rolls-Royce comes from the electric clock.

~David Ogilvy

Encourage innovation. Change is our lifeblood, stagnation our death knell.

~David Ogilvy

First, make yourself a reputation for being a creative genius. Second, surround yourself with partners who are better than you are. Third, leave them to go get on with it.

~David Ogilvy

In most agencies, account executives outnumber the copywriters two to one. If you were a dairy farmer, would you employ twice as many milkers as you had cows?

~David Ogilvy

The best idea is the simplest.

~David Ogilvy

Every advertisement is part of the long term investment in the personality of the brand.

~David Ogilvy

What really decides consumers to buy or not to buy is the content of your advertising, not its form.

~David Ogilvy

I never write fewer than sixteen headlines for a single advertisement.

~David Ogilvy

What you say in advertising is more important than how you say it.

~David Ogilvy

Nobody has ever built a brand by imitating somebody else's

advertising.

~David Ogilvy

There is no need for advertisements to look like advertisements. If you make them look like editorial pages, you will attract about 50 per cent more readers.

~David Ogilvy

Consumers do not buy products. They buy product benefits.

~David Ogilvy

Hire people who are better than you are, then leave them to get on with it. Look for people who will aim for the remarkable, who will not settle for the routine.

~David Ogilvy

A well-run restaurant is like a winning baseball team. It makes the most of every crew member's talent and takes advantage of every split-second opportunity to speed up service.

~David Ogilvy

Never stop testing, and your advertising will never stop improving.

~David Ogilvy

Many people - and I think I am one of them - are more productive when they've had a little to drink. I find if I drink two or three brandies, I'm far better able to write.

~David Ogilvy

The worst fault a salesman can commit is to be a bore..... Pretend to be vastly interested in any subject the prospects shows an interest in.

~David Ogilvy

If you can't advertise yourself, what hope do you have of advertising

anything else?

~David Ogilvy

Unless your campaign has a big idea, it will pass like a ship in the night.

~David Ogilvy

Where people aren't having any fun, they seldom produce good work.

~David Ogilvy

It has been found that the less an advertisement looks like an advertisement and the more it looks like an editorial, the more readers stop, look, and read.

~David Ogilvy

Creativity needs discipline and freedom.

~David Ogilvy

When you have nothing to say, sing it.

~David Ogilvy

David Ogilvy made his copywriters come up 100 different headlines for every ad they wrote.

~David Ogilvy

Great marketing only makes a bad product fail faster.

~David Ogilvy

Never write more than two pages on any subject.

~David Ogilvy

The psychiatrists say that everybody should have a hobby. The hobby I recommend is advertising

~David Ogilvy

You aren't advertising to a standing army; you are advertising to a moving parade.

~David Ogilvy

Advertising is only evil when it advertises evil things.

~David Ogilvy

Don't hire a dog, then bark yourself

~David Ogilvy

If you want ACTION, don't write. Go and tell the guy what you want.

~David Ogilvy

Within every brand is a product, but not every product is a brand.

~David Ogilvy

If you can't be brilliant, at least be memorable

~David Ogilvy

Write the way you talk. Naturally.

~David Ogilvy

Develop your eccentricities while you are young. That way, when you get old, people won't think you're going gaga.

~David Ogilvy

Talent, I believe, is most likely to be found among nonconformists, dissenters, and rebels.

~David Ogilvy

People don't buy a new detergent because the manufacturer told a joke on television last night.

~David Ogilvy

The headline is the 'ticket on the meat.' Use it to flag down readers who are prospects for the kind of product you are advertising.

~David Ogilvy

Repeat your winners. If you are lucky enough to write a good advertisement, repeat it until it stops selling. Scores of good advertisements have been discarded before they lost their potency.

~David Ogilvy

Agencies which frequently work nights and weekends are more stimulating, more successful - and more profitable.

~David Ogilvy

If it doesn't sell, it isn't creative.

~David Ogilvy

It follows that unless your headline sells your product, you have wasted 90 percent of your money.

~David Ogilvy

The temptation to entertain instead of selling is contagious.

~David Ogilvy

Do not address your readers as though they were gathered together in a stadium. When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client.

~David Ogilvy

It is flagrantly dishonest for an advertising agent to urge consumers to buy a product which he would not allow his own wife to buy.

~David Ogilvy

On the average, five times as many people read the headlines as read the body copy.

~David Ogilvy

Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.

~David Ogilvy

Consumers still buy products whose advertising promises them value for money, beauty, nutrition, relief from suffering, social status and so on.

~David Ogilvy

The trouble with many copywriters in general agencies are that they don't really think in terms of selling. They have never written direct-response; they have never tasted blood

~David Ogilvy

Leaders grasp nettles.

~David Ogilvy

The secret of long life is double careers. One to about age sixty, then another for the next thirty years.

~David Ogilvy

Set exorbitant standards, and give your people hell when they don't live up to them. There is nothing so demoralizing as a boss who tolerates second rate work.

~David Ogilvy

You can't save souls in an empty church.

~David Ogilvy

Headlines can be strengthened by the inclusion of emotional words like darling, love, fear, proud, friend and baby.

~David Ogilvy

It strikes me as bad manners for a magazine to accept one of my advertisements and then attack it editorially - like inviting a man to dinner then spitting in his eye.

~David Ogilvy

People who think well, write well

~David Ogilvy

Much of the messy advertising you see on television today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them.

~David Ogilvy

We like people who are honest. Honest in argument, honest with clients, honest with suppliers, honest with the company - and above all, honest with consumers.

~David Ogilvy

Creativity Is a fancy word for the work we have to do by Friday.

~David Ogilvy

There are very few men of genius in advertising agencies. But we need all we can find. Almost without exception they are disagreeable. Don't destroy them. They lay golden eggs.

~David Ogilvy

The most important word in the vocabulary of advertising is TEST. If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace.

~David Ogilvy

Never write an advertisement which you wouldn't want your family to read. You wouldn't tell lies to your own wife. Don't tell them to mine.

~David Ogilvy

On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.

~David Ogilvy

You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place.

~David Ogilvy

We all have a tendency to use research as a drunkard uses a lamppost - for support, not for illumination.

~David Ogilvy

Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.

~David Ogilvy

I do not regard advertising as entertainment or an art form, but as a medium of information.

~David Ogilvy

I always said that mega-mergers were for megalomaniacs.

~David Ogilvy

Make sure you have a vice president in charge of your revolution, to engender ferment among your more conventional colleagues.

~David Ogilvy

Does advertising corrupt editors? Yes it does, but fewer editors than you may suppose... the vast majority of editors are incorruptible.

~David Ogilvy

Many manufacturers secretly question whether advertising really sells

their product, but are vaguely afraid that their competitors might steal a march on them if they stopped.

~David Ogilvy

Advertising reflects the mores of society, but it does not influence them.

~David Ogilvy

When you advertise fire extinguishers, open with the fire.

~David Ogilvy

If you want to be interesting, be interested.

~David Ogilvy

Related Links:

- Business Quotes
- People Quotes
- Advertising Quotes
- Writing Quotes
- Men Quotes
- Agency Quotes
- Ideas Quotes
- Thinking Quotes
- Marketing Quotes
- Believe Quotes
- Creativity Quotes
- Art Quotes
- Two Quotes
- Use Quotes
- Wife Quotes
- Important Quotes
- Personality Quotes
- Jobs Quotes
- Headlines Quotes
- Lying Quotes