

William Bernbach

Quotes

*Design, Business, Creativity, Advertising, People, Art, Men, Advertising
Business, Marketing, Ideas, Believe, Powerful, Jobs, Research, Way, Writing,
Real, Persuasion, Listening, Ifs*

In this very real world, good doesn't drive out evil. Evil doesn't drive out good. But the energetic displaces the passive.

~William Bernbach

Nobody counts the number of ads you run; they just remember the impression you make.

~William Bernbach

In advertising, not to be different is virtually suicidal.

~William Bernbach

We are so busy measuring public opinion that we forget we can mold it. We are so busy listening to statistics we forget we can create them.

~William Bernbach

An idea can turn to dust or magic, depending on the talent that rubs against it.

~William Bernbach

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

If you stand for something, you will always find some people for you and some people against you. If you stand for nothing, you will find nobody against you, and nobody for you.

~William Bernbach

It may well be that creativity is the last unfair advantage we're legally allowed to take over our competitors.

~William Bernbach

You can say the right thing about a product and nobody will listen.

You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen.

~William Bernbach

Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.

~William Bernbach

Let us prove to the world that good taste, good art, and good writing can be good selling.

~William Bernbach

Word of mouth is the best medium of all.

~William Bernbach

All of us who professionally use the mass media are the shapers of society. We can vulgarise that society. We can brutalise it. Or we can help lift it onto a higher level.

~William Bernbach

Never do anything yourself that you can hire someone else to do, especially if they can do it better.

~William Bernbach

Rules are what the artist breaks; the memorable never emerged from a formula.

~William Bernbach

If your advertising goes unnoticed, everything else is academic!

~William Bernbach

The most powerful element in advertising is the truth.

~William Bernbach

The difference between the forgettable and the enduring is artistry.

~William Bernbach

Those who are going to be in business tomorrow are those who understand that the future, as always, belongs to the brave.

~William Bernbach

No matter how skillful you are, you can't invent a product advantage that doesn't exist. And if you do, and it's just a gimmick, it's going to fall apart anyway.

~William Bernbach

There is no such thing as a good or bad ad in isolation. What is good at one moment is bad at another. Research can trap you into the past.

~William Bernbach

Advertising is the art of persuasion.

~William Bernbach

Properly practiced creativity can make one ad do the work of ten.

~William Bernbach

Our job is to bring the dead facts to life.

~William Bernbach

In communications, familiarity breeds apathy.

~William Bernbach

Because an appeal makes logical sense is no guarantee that it will work.

~William Bernbach

Good advertising does not just circulate information. It penetrates the public mind with desires and belief.

~William Bernbach

The real giants have always been poets, men who jumped from facts into the realm of imagination and ideas.

~William Bernbach

The heart of creativity is discipline.

~William Bernbach

A great ad campaign will make a bad product fail faster. It will get more people to know it's bad.

~William Bernbach

You cannot sell a man who isn't listening; word of mouth is the best medium of all; and dullness won't sell your product, but neither will irrelevant brilliance.

~William Bernbach

Research can trap you into the past.

~William Bernbach

Find the simple story in the product, and present it in an articulate and intelligent, persuasive way.

~William Bernbach

Advertising doesn't create a product advantage. It can only convey it.

~William Bernbach

A principle isn't a principle until it costs you something.

~William Bernbach

Today's smartest advertising style is tomorrow's corn.

~William Bernbach

Logic and over-analysis can immobilise and sterilize an idea. It's like love. The more you analyse it, the more it disappears.

~William Bernbach

Persuasion is not a science but an art

~William Bernbach

I warn you against believing that advertising is a science.

~William Bernbach

Creativity is the most practical thing a businessman can employ.

~William Bernbach

Don't confuse good taste with the absence of taste.

~William Bernbach

The creative man with an insight into human nature, with the artistry to touch and move people, will succeed. Without them he will fail.

~William Bernbach

It's not just what you say that stirs people. It's the way that you say it.

~William Bernbach

For the Flower to blossom, you need the right soil as well as the right seed. The same is true to cultivate good thinking.

~William Bernbach

Is creativity some obscure, esoteric art form? Not on your life. It's the most practical thing a business-man can employ.

~William Bernbach

Adapt your techniques to an idea, not an idea to your techniques.

~William Bernbach

Imitation can be commercial suicide.

~William Bernbach

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