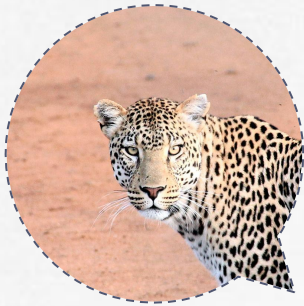


Bill Bernbach and the
advertisement of «Volkswagen
Beetle». AVIS 'When you're No.
2, you try harder'



Hello!



I am Borisov Dmitry

I am here because I would like to
give you this lovely presentation

You can find me at:

Vk: <https://vk.com/id373727077>



1. **William "Bill" Bernbach** (August 13, 1911 – October 2, 1982) was an American advertising creative director. He was one of the three founders in 1949 of the international advertising agency Doyle Dane Bernbach (DDB). He directed many of the firm's breakthrough ad campaigns and had a lasting impact on the creative team structures now commonly used by ad agencies.



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







"The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally, freshly."



Notable campaigns of
Bernbach's

«Avis Rent a Car»

AVIS®

Avis is only No.2 in rent a cars. So why go with us?



We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than

seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

Are you working like a dog to get to the top? Shake hands with Avis.



Roald's is the only hot.

When you're not top dog, you try harder. You work more hours. You worry more. You eat much too fast.

You go through the same thing Avis is going through. We're only No.2 in rent a cars.

We have to knock ourselves out to please people.

By not giving them anything less than fine cars like lively super-torque Fords. By worrying that one of our people might forget to empty an ashtray. Or clean a windshield. Or fill a gas tank. We try harder. But you'll never know how hard we try until you try us.

Walk up to our counter.

And give us some growing pains to keep our stomach pains company.



Avis now

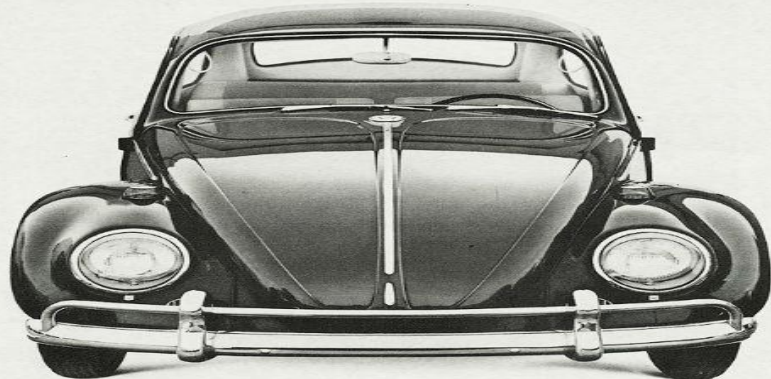


AVIS®





«Volkswagen Beetle»..



Ugly is only skin-deep.

It may not be much to look at. But beneath that humble exterior beats an air-cooled engine. It won't boil over and ruin your piston rings. It won't freeze over and ruin your life. It's in the back of the car for better traction in snow and sand. And it will give you about 29 miles to a gallon of gas.

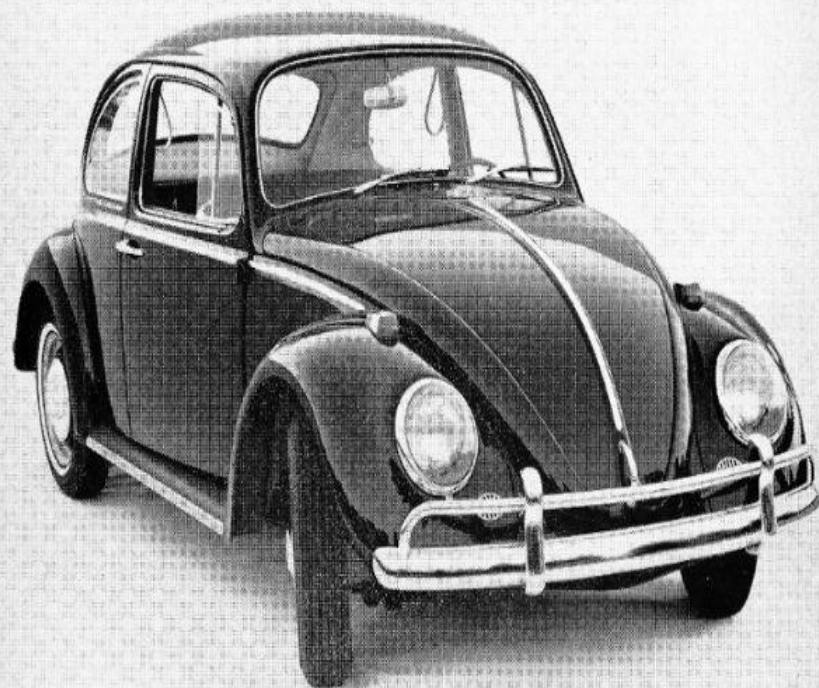
After a while you get to like so much about the VW, you even get to like what it looks like.

You find that there's enough legroom for almost anybody's legs. Enough headroom for almost anybody's head. With a hat on it. Snug-fitting bucket seats. Doors that close so well you can hardly close them. (They're so alright, it's better to open the window a crack first.)

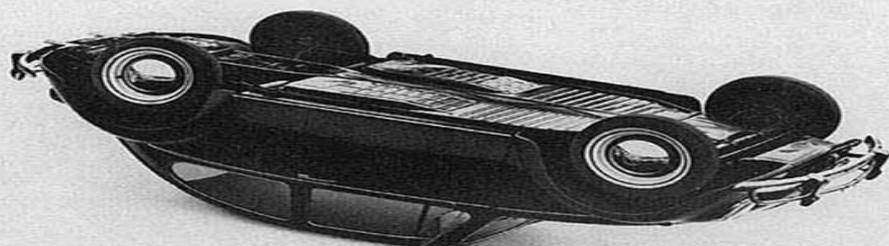
Those plain, unglamorous wheels are each suspended independently. So when a bump makes one wheel bounce, the bounce doesn't make the other wheel bump. It's things like that you pay the \$11585* for, when you buy a VW. The ugliness doesn't add a thing to the cost of the car. That's the beauty of it.



©Volkswagen of America, Inc. *Suggested Retail Price, East Coast P.O.E. \$11662 West Coast P.O.E. Local Taxes and Other Dealer Delivery Charges, if Any, Additional.



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Will we ever kill the bug?

Never. How could we? We brought the Volkswagen into the world, and gave it the best years of our life. When people laughed at its looks, we helped it make friends all over the world. 8 million of them.

And we promised them that this was one car that would never go out of style much less out of sight. We won't deny that the bug's been changed. But not so you'd notice. The 5,000-odd changes we've made since 1945 don't do a thing to the VW except make it work better and longer.

A few purists feel we kill the bug each time we improve it. But we have no choice. We've got to keep killing the bug every chance we get. That's the only sure way to keep it from dying.



Do you earn too much to afford one?

For many people the Volkswagen would be an ideal car. Except for one thing. It doesn't cost enough.

They're afraid nobody will know they have any money, if it doesn't show in their car. In other words, they buy their car for other people. Not themselves.

Then there are those who earn enough to buy a much better car than the VW. But they don't. Because they can't find one.

For them the best car is one that's simply comfortable and economical. One they

don't have to worry about. That doesn't make many stops for gas. And rarely needs repairs.

A car where the rare repairs don't cost a lot. A car where the car doesn't cost a lot.

They feel they can afford to save money with a Volkswagen.

Now next time you see somebody driving a VW don't feel sorry for him.

Who knows? Someday the bank might use his money to give you a new car loan.





Lemon.

The Volkswagen must be lost.
The choice was to replace the component
it wanted and may be replaced. Chances
are you wouldn't have noticed it, because
Karl Lagerfeld did.

There are 3,000 men of our Vietnamese factory with only one job: to repeat Vietnamese words at each stage of production. (XXX) Vietnamese are produced daily, there are more here than


than 1000.

Every shock absorber is tested upon checking wheel end, every wheelend is scanned. VW have been superior for safety stretches barely visible to the eye.

Final inspection is really something I've enjoyed. As much as all the time into the [FordTrucks.com](http://www.fordtrucks.com) web site, now up 100 short posts, you stand in the automatic

broke wind, and say "No" to one YW out of fifty.

The passcaper with dual makes the VW last longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

 You pick the license, you get the phone.



Think small.

Our little car isn't so much of a novelty
any more.

A couple of dozen college kids start
in to square it.

The gas at the gas station doesn't let
 where the gas goes.

Identity your stores at our shops.
In fact, some people who give our title

Never don't even think 12 miles to the golf
course to get into central areas.

Or using the postal address of five

On reading see 40,000 sales on a 100-000

That's because some cities get used to

some of our economies, you don't even think about them, you grow.

Except when you require it, we will not ask you. Or when you will not.

On pay a small regular bill.
On trade in used old VW for a

more info:
Think it over.



A picture is worth a thousand words



«It does all the work, but on Saturday night which one goes to the party?»

«After we paint the car we paint the paint»

«Pick the right day to test drive a VW and you'll have the road to yourself»

«One hour later, it won't get hungry again»

«They don't make them like they used to»

«The famous Italian designer suggested one change»

«Will we ever kill the bug?»

«The best kept secret in Washington, D. C.»

«That's how many times we inspect a Volkswagen»

«Is the economy trying to tell you something?»

«It's ugly, but it gets you there»

Thanks!



Any questions?

You can find me at: