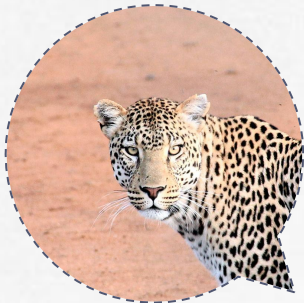


Bill Bernbach and the  
advertisement of «Volkswagen  
Beetle». AVIS 'When you're No.  
2, you try harder'



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>

The logo for DDB, consisting of the letters 'DDB' in a bold, dark blue, sans-serif font. A small yellow circle with a black outline is positioned to the right of the 'B', partially overlapping it.

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 ash-  
trays. 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. Defrost-  
ers 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 a registered trademark.

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 go-  
ing 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**

**Hertz**

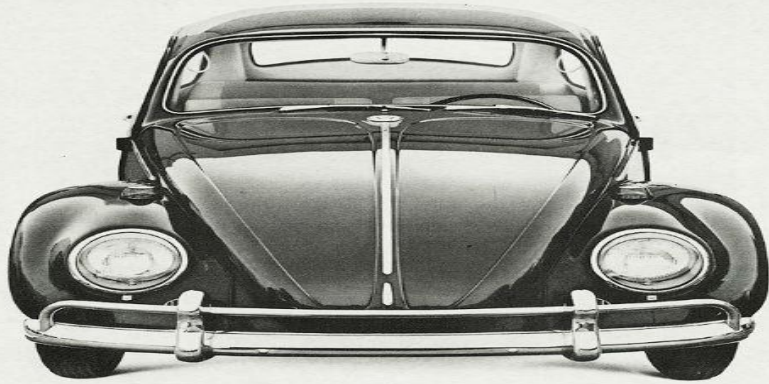
AVIS NOW







«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 27 miles to a gallon of gas.

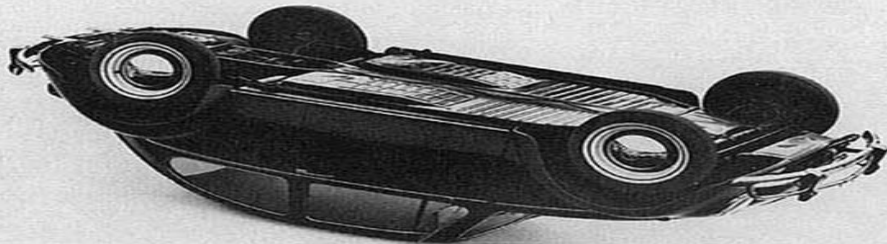
After a while you get to like so much about the VW, you even get to like what it looks like.

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 airtight, 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 \$1585\* 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. \$1663 West Coast P.O.E. Local Taxes and Other Dealer Delivery Charges, if Any, Additional.

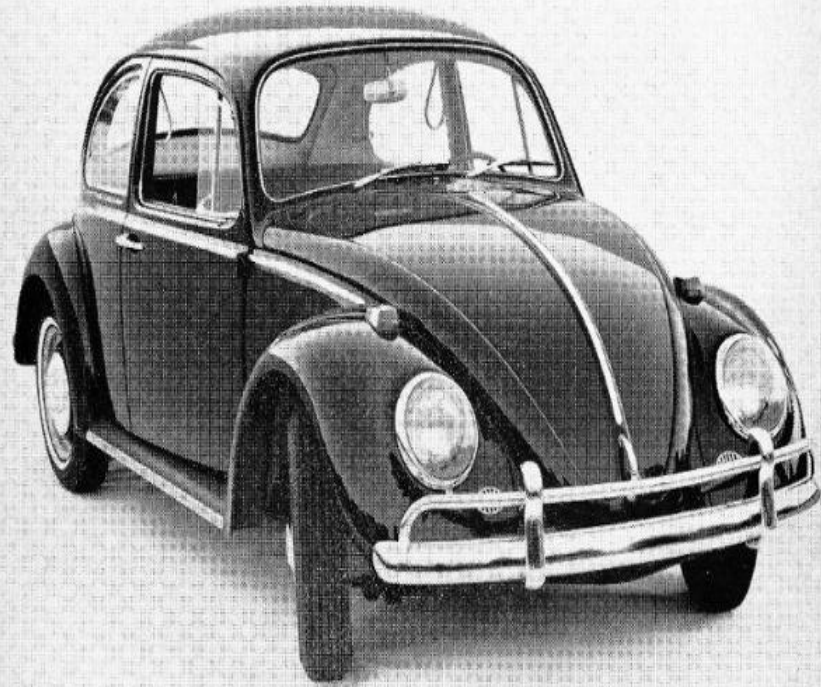


## Will we ever kill the bug?

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 billion of them.

And we promised them that this was one car that would never go out of style much less out of sight. We never deny that the bug's been changed. But not so you'd notice. The \$3,000-odd changes we've made since 1945 don't do a thing to the VW ex-

cept 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.



©VOLKSWAGEN OF AMERICA, INC.

## 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.

This Volkswagen missed the boat. The chrome strip on the glove compartment is scratched and rusted by neglect. Chances are you wouldn't have noticed it, Inspector Earl Stanger did.

There are 3,387,000 of our Volkswagens factory with only one job to report: Volkswageners aren't stage of production. 3,000 Volkswageners are produced daily. There are more inspectors

than cars!

Every shock absorber is tested (your checking wasn't all, every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Full-Range Diagnostics test track, look up 181 check points, get ahead of the automatic

brake stand, and say "VW" to one VW out of fifty.

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



We pluck the lemons, you get the plums.



## Think small.

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

A couple of dozen college kids don't try to squeeze inside it.

The gas at the gas station doesn't ooze when the gas gauge.

Nobody even thinks of our shape.

In fact, some people who drive our little

Beetle don't even fill 32 miles in the gallon. It's going any great gun.

Or using five gallons of oil instead of five quarts.

Or even needing anti-rust.

Or making us 40,000 miles on a set of tires.

That's because some cars get used by

some of our economies, you don't even think about ten city miles.

Except when you squeeze into a seat parking lot. Or when your small insurance. Or your small repair bill.

Or made in just old VW for a new idea.

Think it over.



# A picture is worth a thousand words

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«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: