

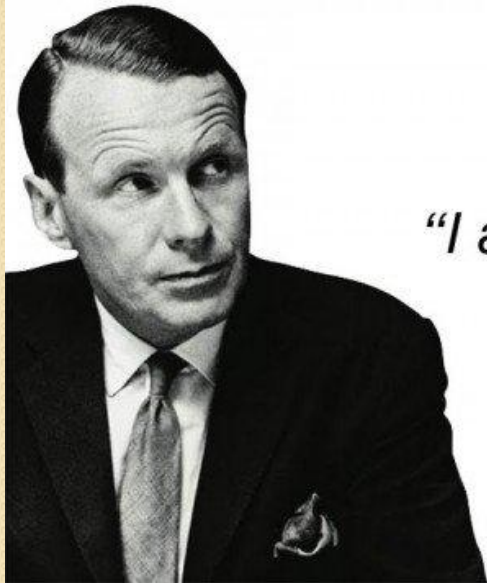
Дэвид Огилви  
О рекламе

*Ogilvy*



- Книга «отца рекламной индустрии» и самого успешного копирайтера в мире
- Бестселлер, который регулярно переиздается с 1983 года
- Для всех, кто работает в рекламе: копирайтеров, дизайнеров, менеджеров, маркетологов

# Об авторе



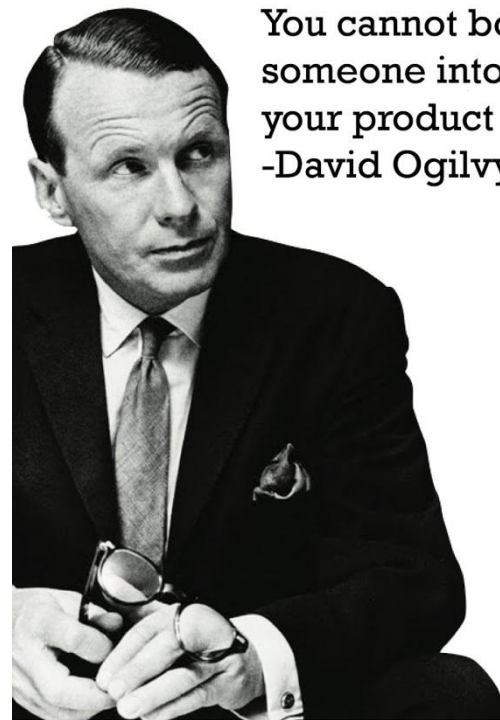
*"I am a lousy copywriter"*

- David Ogilvy

“

You cannot bore  
someone into buying  
your product

-David Ogilvy





# КНИГЕ

• **Дэвид Огилви.**

Опубликована в США еще в 1983 году!

- **Как сделать рекламу, которая будет продавать?**
- **Какими должны быть тексты, иллюстрации, дизайн?**
- **Как привлечь и удержать клиента?**
- **Как управлять рекламным агентством?**
- **Более 150 цветных и черно-белых иллюстраций.**

# Suddenly DOVE makes soap old-fashioned!

New bath and toilet bar creams your skin while you bathe.

DOVE is one-quarter cleansing cream. It leaves your skin soft and smooth-without the dry feeling caused by soap.

**How is it possible you bathe without soap?**

**How does it leave your skin soft and smooth?**

**How does it leave your skin soft and smooth?**

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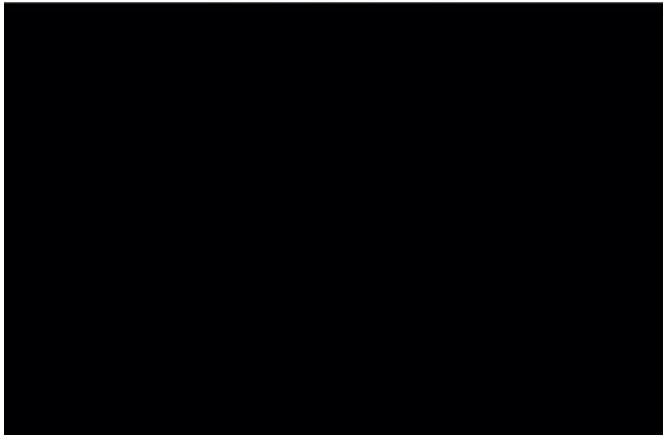
**How does it leave your skin soft and smooth?**



## DOVE


*Dove* is good for your skin

**“Я мог бы позиционировать мыло «Дав» как моющее средство для мужчин после грязной работы, однако вместо этого решил называть его туалетным мылом для женщин с сухой кожей. Последние 25 лет это действовало безотказно.”**




**“Обнаженные женские тела показаны в ЭТИХ рекламах косметических средств , так как на то имеется прямая практическая причина.”**


**GUINNESS  
GUIDE  
TO  
OYSTERS**




**CAPE COD** : An oyster of superb flavor. Its chief enemy is the starfish, which wraps its arms about the oyster and forces the valves open with its feet. The battle lasts for hours, until the starfish is rewarded with a good meal, but alas, no Guinness.




**NEW ORLEANS** : This was Jean Lafitte's oyster, which is now used in Oysters Rockefeller. Valuable pearls are never found in *ostrea virginica*, the family to which East Coast oysters belong.




**GREENPORT** : These oysters have a salty flavor all their own. They were a much hit with the whalers who stopped out of Greenport in older days. Oysters contain iron, copper, iodine, calcium, magnesium, phosphorus, Vitamin A, thiamine, riboflavin and zinc. The Emperor Theobald practically lived on oysters.




**OYSTER BAY** : Oyster Bays are mild and lusciously-fleshed. It is said that oysters spawn at night. Monkeys know this and are themselves with small stones. They watch for an oyster to spawn and then pry the same in between the shells. "Thus the oyster is exposed to the greed of the monkeys."




**TANGIER** : This is one of the sweetest and most succulent oysters. It comes from the Eastern Shore of Maryland. Pocahontas fed Tangiers to Captain John Smith, with famous results. Oysters go down best with Guinness, which has long been regarded as the perfect complement for all sea-food.




**BLUEPOINTS** : These delicious little oysters from Great South Bay somewhat resemble the famous English oysters of which Dickens wrote: "I dined or rather supped at the Carlton . . . off oysters, Guinness and bashed bones, and got to bed at half past twelve. They, ended the most remarkable day hitherto of my life."



**LYNNHAVEN** : These gigantic oysters were Diamond Jim Brady's favorites. More fabricators are employed canning oysters than any other sea food. The Diamondpoint mound in Maine contains three million bushels of oyster shells, piled there by pre-historic Brads.




**DELAWARE BAY** : This was William Penn's favorite oyster. Only 195 of oysters are eaten on the half-shell. The rest find their way into stews, or end their days in a house of glory as "Angels on Horseback." One oyster was distinctly heard to whistle.



**CHINCOTEAGUE** : Many epicures regard Chincoteague as the supreme aristocrat of the oyster tribe, but some West Coast gourmets prefer the Olympia oyster, which is no bigger than your thumbnail. Both Chincoteague and Olympia are at their best with Guinness.

**ALL OYSTERS** taste their best when washed down with drafts of Guinness—what Professor Saintsbury in "Notes On A Cellar-Book" called "that noble liquor—the comeliest of black malks." Most of the malt used in brewing Guinness comes from the fertile farms of Southern Ireland, and the yeast is descended from the yeast used by Guinness in Dublin one hundred and ninety years ago.

For a free copy of this advertisement, suitable for printing, write Arthur Guinness & Co., Ltd., 21-23, St. James' Street, Long Walk, Co. Dub., Ireland.



Guinness® Stout brewed by Arthur Guinness, Son & Co., Ltd., Long Walk, Co. Dub., N.Y., U.S.A.

**“Это первая реклама ,  
которую я сделал в  
качестве главы  
собственного  
агентства. Мне тогда  
было 39 лет.”**

**Гинекологический путеводитель по  
устрицам.**



# КАК УПРАВЛЯТЬ?



**“Если вас пригласят возглавить какой-либо отдел сети компаний, входящих в агентство «Огилви энд Мейзер», то я предварительно пошлю вам одну из таких матрешек. Внутри самой маленькой вы найдете следующую записку: «Если каждый из нас будет нанимать на работу людей меньшего масштаба, чем он сам, то мы превратимся в компанию карликов, но если каждый будет нанимать людей большего масштаба, чем он сам, «Огилви энд Мейзер» станет компанией гигантов.»**”



GM

No matter how much the world becomes the same, the individual will still prevail.

At a time when cars seem more and more the same, there's still a car that manages to be distinctive. Oldsmobile Toronado for 1982. Its personal luxury and unique styling combined with its practical features—like front-wheel drive and optional diesel engine—make it something special... something truly individualistic.

**Toronado.**  
Even today,  
there's still room to  
do it with style.

**Oldsmobile**  
We've had one built for you.

|  |  |
|--|--|
| <p>STANDARD V6<br/><b>29</b> <b>17</b><br/>mpg Est. EPA Est. mpg</p> | <p>DIESEL V8<br/><b>36</b> <b>21</b><br/>mpg Est. EPA Est. mpg</p> |
|--|--|

The standardized mpg for comparison. Your mileage may differ depending on speed, distance, weather. Actual highway mileage lower. Standard V6 Highway Estimates lower in California. Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details.



RELIABILITY

SERVICE

COMMITMENT

DEPENDABILITY

CONTINUITY

QUALITY

DELIVERY

SUPPLY

STAUFFER

# CHLORINE

**IF YOU DEPEND ON CHLORINE, YOU CAN DEPEND ON STAUFFER.** Call Larry Edwards at 203/222-4221 for more information about our product, prices and delivery. Stuffer's in the chlorine business to stay - you can depend on it. Stuffer Chemical Company, Industrial Chemical Division, Q216, Westport, CT 06881.

STAUFFER

For more information 1978-80

PURCHASING: MARCH 11, 1982 13843



er the machine  
filing at home, the  
machines while you  
me any of these and  
particular attention  
for these three files  
s, and I see others in  
store just for fun  
it works, you cannot  
and one special, and  
of which I've had  
attention since but  
I cannot remember  
back in those days.

what to do with all those  
**tomatoes**

For a 10¢ can of tomatoes, slice them, bury under 11 cups of water from a  
11 cup container with parsley 11 chopped onion, heat all longest expense  
and mounded with 11 cup sauce ingredients (Gib).

THOUGHTS FOR  
THE SUMMER OF  
fect behavior is born of  
plete indifference.

FRANCE

appens. That happens. Life happens.  
That is how life works.

COVER

really cool/melodic  
**HOT DAYS** for really

Julie's Office at F. W. (London)  
Johnnie's College at 3110 for Colin & Christine (Arise)  
Melody's Cathedral Suite from their record and 2000 (1, 000,000, 000)

beauty  
trick

Don't think your beauty routine  
will work with the skin. The secret  
is in the skin. And if you're sud-  
denly the one who's just picked up a  
pair of shoes.



## The search for a sweeter cantaloupe

How 10 years of crossbreeding  
at Burpee produced *Ambrosia*, the sweetest,  
juiciest cantaloupe this side of heaven



**T**his is it!" Burpee vegetable breeder Ted Torrey said, after his first mouth-watering bite of a new hybrid cantaloupe he had developed at Burpee's Foodbook Farm. After the second bite, he put down his spoon and sighed, "A food for the gods."

And so when we named our new hybrid cantaloupe we borrowed from mythology and called it *Ambrosia*—literally a food for the gods. What a treat and surprise you are in for the first time you open and taste one of these extraordinary melons.

*Ambrosia* is like no other cantaloupe we've ever seen or tasted before. Unbelievably juicy and sweet—each bite dripping with a rare haunting flavor words can't even begin to describe. And the delicious flesh is so smooth and tender you can eat it right down to the thin rind. Although it doesn't grow much larger than 6 inches, the melons average a jumbo 4½ to 5 pounds, because the flesh is so thick and the seed cavities so extremely small.

**How Burpee develops superior hybrids for the home gardener**

To create a new plant variety, Burpee horticulturists often spend years cross-pollinating hundreds of varieties with hundreds of other varieties to find the

one superior combination. *Ambrosia* is a perfect example of how new and better hybrids are continually being developed at Burpee's breeding farms.

Over 15 years ago Ted Torrey began his search for a new variety of cantaloupe. One that not only had a lighter, sweeter flavor, and more weight in proportion to its size, but also the increased growing vigor, stamina, and disease resistance of a hybrid for the home gardener.

It took him more than 10 years to find it—crossing and intercrossing over 150 cantaloupe varieties before arriving at *Ambrosia*. After that, the new melon was kept "isolated" for another 5 years, to be sure it would perform well over a variety of seasons, and different weather conditions.

Only then were we finally satisfied that we had found what we first started looking for over 15 years ago, and that *Ambrosia* would meet the high standards we set for everything sold by Burpee.

So plant *Ambrosia* in your garden with confidence—and, only 86 days

later, expect a bumper crop of what it took Burpee more than 10 years to accomplish—"A food for the gods."

**Available only in Burpee's 1975 Catalog**

You won't find *Ambrosia* sold in any other catalog. Only Burpee has it. You'll find it on page 92 in the new 1975 Burpee Garden Catalog. That's also where you'll find many other outstanding Burpee breeding achievements.

So order Burpee seeds now for a bountiful harvest. We guarantee complete satisfaction, or we'll give you a full cash refund.

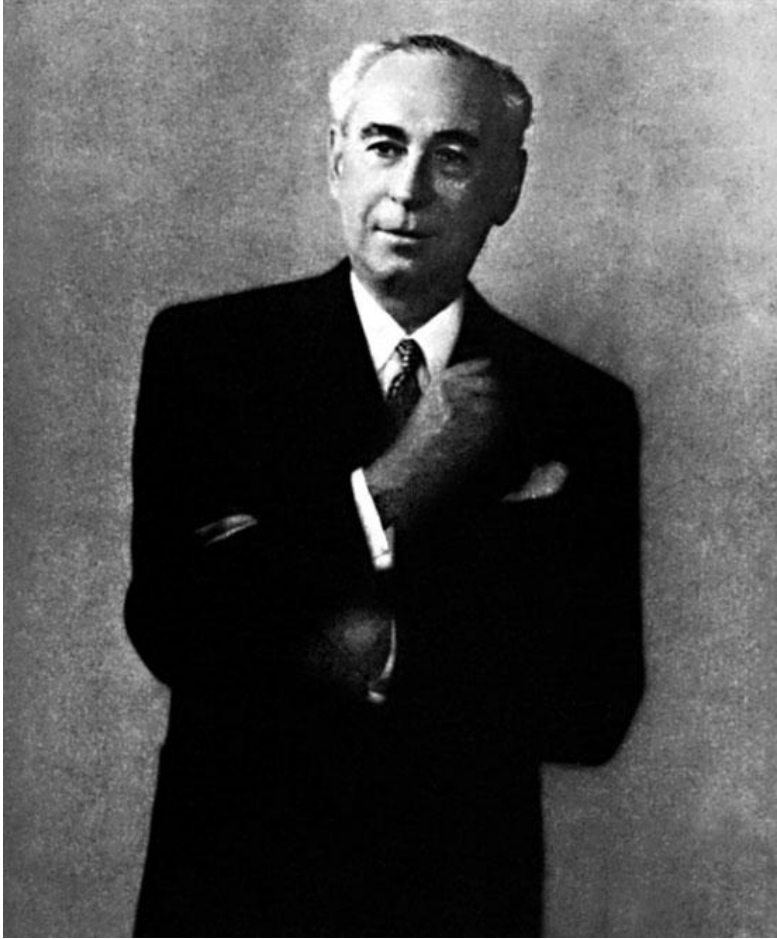
**Burpee is America's leading breeder of flowers and vegetables for the home gardener**

For nearly a century Burpee has been continually developing new vegetable varieties that are easier to grow and produce more beautiful yields in less space, as well as newer and better flowers. As a result Burpee is America's leading breeder of flowers and vegetables for the home gardener. Many new varieties and famous favorites are available only from Burpee.

If you haven't already received Burpee's 1975 Catalog, write to the nearest address below.

**W. ATLEE BURPEE CO.—Quality and service since 1876**

5185 Burpee Building • Warminster, Pennsylvania 18974 • Clinton, Iowa 52732 • Riverside, California 92502.





Leo Burnett











**“Хочешь быть  
счастливым –  
Будь им!”**

**ДЭВИД ОГИЛВИ**