

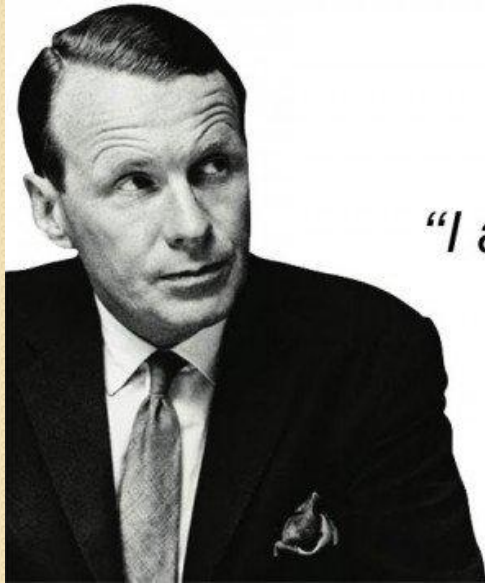
Дэвид Огилви  
О рекламе

*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



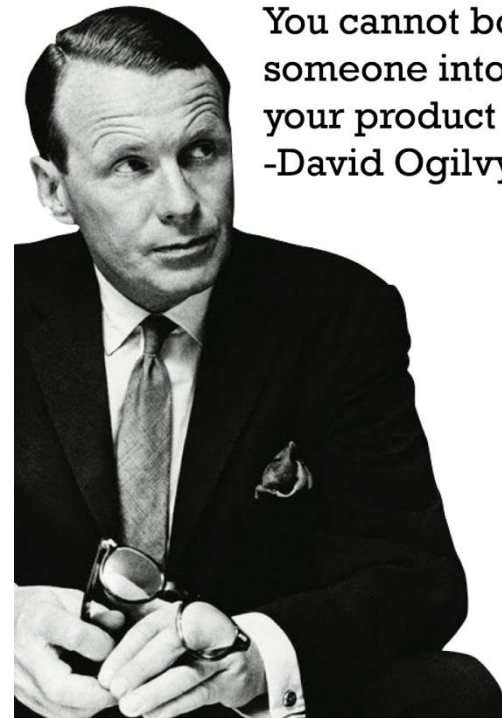
*"I am a lousy copywriter"*

- 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—and wash your hair—without the dry feeling of soap?**

The secret is in the cream. It's the cream that makes the difference. The cream is the key to the soft, smooth skin you want. It's the cream that makes the difference between the dry feeling of soap and the soft, smooth skin you want.

**Because that's what you want!**



DOVE makes a bath—and a shower—enjoyable.

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**Because that's what you want!**



DOVE is one-quarter cleansing cream.



**You get your answer to soaps.**

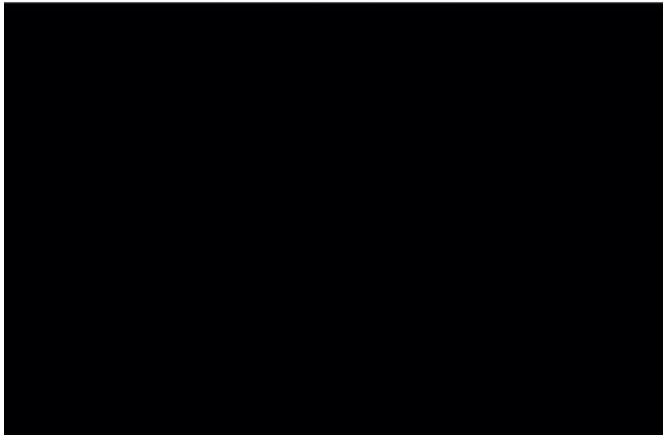


DOVE is one-quarter cleansing cream.

## 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 niacin. 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 Diamond Jim brand is found 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 few copies 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  
Stout & Co., Ltd., Long Walk, Co. Dub., Ireland

**“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.

STANDARD V6	One 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.	DIESEL V8
29		36
mpg Est.	17	mpg Est.
	21	
	mpg Est.	



**RELIABILITY** TECH-SERVICE  
**QUALITY** DELIVERY  
**STABILITY** SUPPLY  
**COMMITMENT**  
**DEPENDABILITY**  
**CONTINUITY**

**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  
er the white you  
me any of these are  
perhaps intended  
for use these files  
s, and I see others  
sures just for fun  
d, made, you cannot  
and one special, and  
of which, your final  
attainment, since this  
t, custom finished, the  
hubs of these are

what to do with all those  
**tomatoes**  
For a 10 x 8 tomatoes, slice every 1/4 inch or 1/2 cup produce from cheese  
1/2 cup Chopped fresh parsley 1/4 chopped onion 1/2 cup all purpose flour  
and moistened with 1/4 cup extra virgin olive oil

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

ppens. That happens. Life happens.  
That is how life works"

really cool/melons  
**HOT DAYS** for really

Julia's Office at F. London (London)  
Johnnie's College at 3111st for Collins & Co. Chicago (Chicago)  
Melanie's College at 1111st for Collins & Co. Chicago (Chicago)

beauty  
trick

Don't think your beauty routine is  
your routine with the girls. The secret  
isn't in your routine. And if you're not  
sure, she's not sure. Just pick up a pair  
of shorts.



## The search for a sweeter cantaloupe

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



This is it!" Burpee vegetable breeder  
Ted Torrey said, after his first  
mouth-watering bite of a new hybrid can-  
taloupe 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 extra-  
ordinary melons.

*Ambrosia* is like no other cantaloupe  
we've ever seen or tasted before. Unbe-  
lievably 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 be-  
gan his search for a new variety of can-  
taloupe. One that not only had a lighter,  
sweeter flavor, and more weight in pro-  
portion to its size, but also the increased  
growing vigor, stamina, and disease re-  
sistance 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 stan-  
dards 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 ac-  
complish—"A food for the gods."

### Available only in Burpee's 1975 Catalog

You won't find *Ambrosia* sold in any-  
one else's 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 out-  
standing Burpee breeding achievements.

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

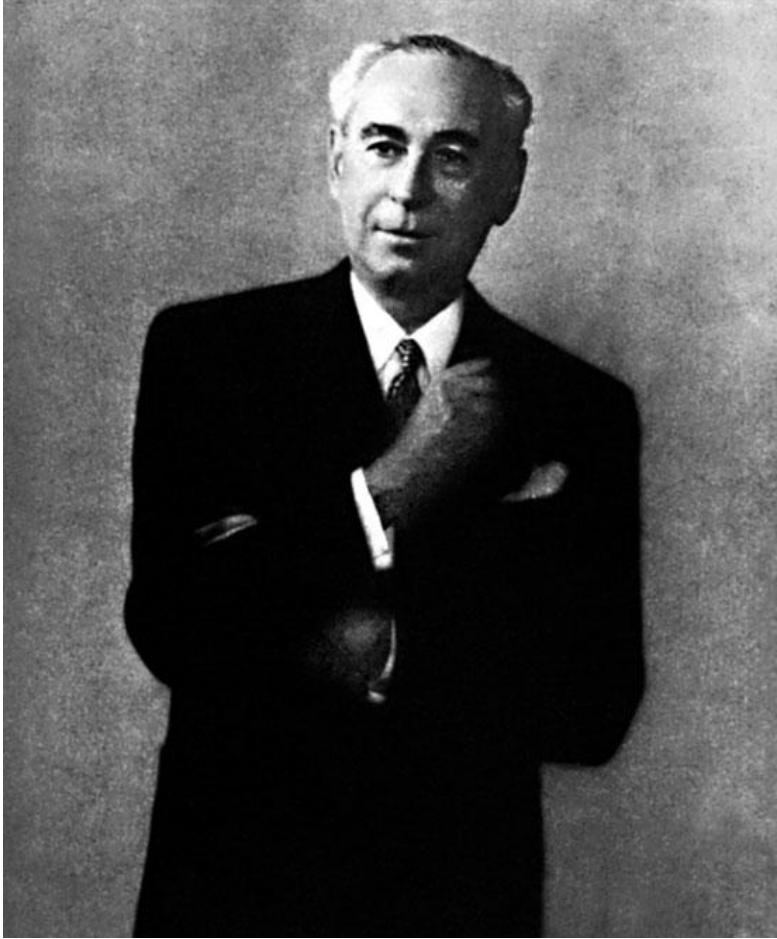
### Burpee is America's leading breeder of flowers and vegetables for the home gardener

For nearly a century Burpee has  
been continually developing new vege-  
table 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 vegeta-  
bles for the home gardener. Many new  
varieties and famous favorites are avail-  
able only from Burpee.

If you haven't already received Burpee's  
1975 Catalog, write to the nearest ad-  
dress 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**