

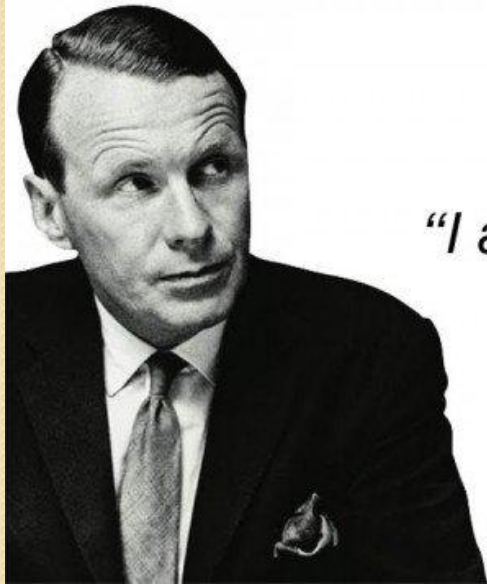
Дэвид Огилви  
О рекламе

*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



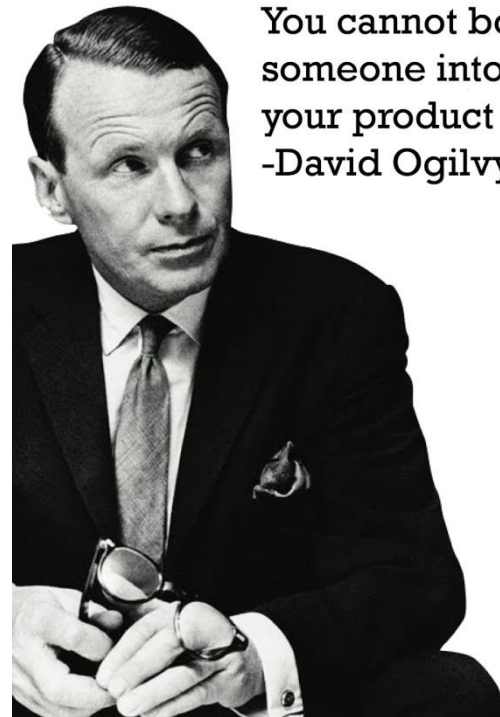
*"I am a lousy copywriter"*

- 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.

There is a considerable time discrepancy (about 1 year) between the time that the data were collected and the time that the results were published.

What kinds of energy come of them  
in electrical storms?

What's more, the state's health care system is in a state of crisis. The state's health care system is in a state of crisis. The state's health care system is in a state of crisis.

**Students find merit in mathematics**

Students' perceptions of mathematics have changed over the years, according to a study by the National Science Foundation. The study found that students' perceptions of mathematics have become more positive over time, particularly in terms of its relevance to everyday life and its importance in the workforce.



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**Spikes, still useful for all seasons**

For a more complete discussion of the use of the term "disability" in the context of the Americans with Disabilities Act, see the article by Dr. Robert L. Gitterman, "Disability: A Social Construct," in this issue.



**2. Source:** *Source* is the person or organization that provides the information. It is the origin of the data. It is the person or organization that provides the information. It is the origin of the data.

[illegible]

The Institute of Social and Humanistic Studies (ISHS) is a research center of the University of Toronto, Canada. It is a non-profit organization that promotes research and scholarship in the social and humanistic sciences. The Institute is committed to the advancement of knowledge and the promotion of academic excellence. It provides a platform for researchers to share their findings and to collaborate on projects. The Institute also organizes conferences, seminars, and workshops. It is a leading center for research in the social and humanistic sciences in Canada and around the world.

[illegible]

And David Williams agreed that the growing number of people who are taking a long vacation of about 12 weeks each year has the potential to cause a loss of productivity.

There has a noticeable jump in employment in the health services in a previous step, and will be. This can be in order to get around



DOVE



**You get your money's worth**  
 In membership programs for small-business owners, there's information that even a nonmember could find valuable. Here are some of the ways that the Small Business Administration (SBA) and the U.S. Small Business Administration (SBA) can help you get your money's worth.

**Small Business Development Centers (SBDCs)**  
 The SBA's Small Business Development Centers (SBDCs) are a network of offices that provide free, confidential business counseling and assistance to small-business owners. They can help you with everything from business planning to marketing and financial management.

**Small Business Administration (SBA)**  
 The SBA is a federal agency that provides a variety of services to small-business owners. These include:

- **Business Loans:** The SBA guarantees loans made by private lenders to small businesses.
- **Business Grants:** The SBA administers a variety of federal grants for small businesses.
- **Business Insurance:** The SBA provides information and referrals for small-business insurance.
- **Business Training:** The SBA offers a variety of training programs for small-business owners.
- **Business Consulting:** The SBA provides free, confidential business counseling and assistance to small-business owners.




**DOVE**

# DOVE

*Dove* is good for your skin

**“Я мог бы позиционировать мыло «Дав» как моющее редство 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.

**GREENPAST** : These oysters have a culty flavor all their own. They were a much hit with the whalers who stopped out of Greenport in cold days. Oysters contain iron, copper, iodine, calcium, magnesium, phosphorus, Vitamin A, thiamine, riboflavin and nicotin. The Enquest Thirteen practically lived on oysters.

**OYSTER BAY** : Oyster Bays are mild and lusciously flavored. It is said that oysters gave at night. Monkeys know this and are themselves with small stones. They watch for an oyster to give and then pry the stone 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 bachelors' sauce, and got to bed at half past twelve. They ended the most remarkable day history of my life."

**LYNNHAVEN** : These gigantic oysters were Diamond Jim Brady's favorites. More fishermen are employed catching oysters than any other sea food. The Diamond Point mussel in Maine contains three million bacteria of oyster shells, piled there by prehistoric 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 blouse of glory as "Angels on Horseback." One oyster was distinctly heard to whistle.

**CHINCOTEAGUES** : Many epicures regard Chincoteagues as the supreme aristocrats of the oyster tribe, but some West Coast gourmets prefer the Olympia oyster, which is no bigger than your thumbnail. Both Chincoteagues 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 liquid—the comeliest of black mugs." 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 oyster of this advertisement, suitable for dining, write Arthur Guinness & Co., Ltd., 21-23, 25, 27, 29, Long Island City, New York.

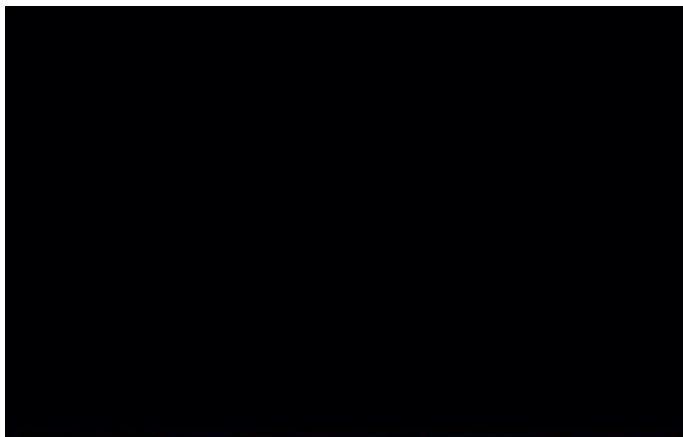
**Guinness® Stout brewed by Arthur Guinness, Son & Co., Ltd., Long Island City, N.Y. 10001**

**“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 29 17  
mpg est. EPA est. mpg

DIESEL V8 36 21  
mpg est. EPA est. mpg

Use 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 DELIVERY SUPPLY CONTINUITY

QUALITY

STAUFFER

**CHLORINE**

IF YOU DEPEND ON CHLORINE, YOU CAN DEPEND ON STAUFFER. Call Larry Edwards at 203/222-4221 for more information about our products, prices and delivery. Stauffer's in the chlorine business to stay—you can depend on it. Stauffer Chemical Company, Industrial Chemical Division, 6216 Westport, CT 06881.

Stauffer chlorine plants are turning out top-quality chlorine at the rate of over 1000 tons a day. We're ready, willing and able to ship all you need via our vast fleet of railroad tank cars anywhere in the country. And we're ready to tell you all you need to know about when, where and how to use it.

**STAUFFER**

For more information circle 88

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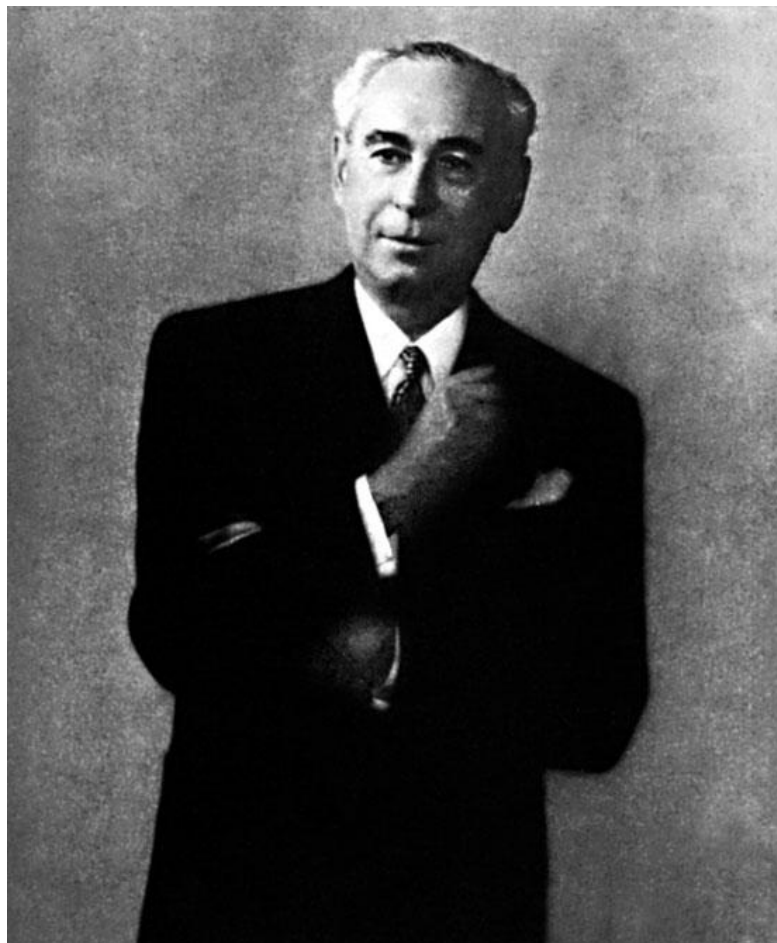


John's Office at Farnham (London)  
 Electronic Computing in Ballet for Ballet & Orchestra (Ames)  
 Broadway's Off-Broadway Theatre from New York City and Boston (London, UK)

Don't have your clients, friends, even your colleagues with you when the word "man" goes around. And if you're not really one of them, just pick up a pair of shoes.



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*Leo Burnett*











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

**ДЭВИД ОГИЛВИ**