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**Wednesday
Morning**

Fax

from

**The
Castle
Press**

13 rules for cost-effective advertising from David Ogilvy

1. The function of advertising is to sell.
2. Advertising is the cheapest form of selling.
3. People do not buy from clowns. Permanent success has rarely been built on frivolity.
4. Concentrate on your successes. Back your winners, and abandon your losers.
5. Use eye-easy typography. Text set in all-caps is extremely difficult to read... sans-serif fonts are particularly difficult to read...reverse type is almost impossible to read.
6. Do not end your headline with a period. It signals the reader to stop, just when you want him or her to go on.
7. When you need to communicate many different points, use call-outs, which score above average in reader recall.
8. Nostalgic, charming, and sentimental advertising can be enormously effective.
9. Show your package and lead off your copy with your brand name.
10. Use close-ups. The closer you zoom in on your product, the more you make people's mouths water for it.
11. Avoid visual banality. You want your readers to pay attention to your advertising—so show them something fresh that they have never seen before.
12. Show your product in use and, if possible, the benefits that result from using it.
13. I hate rules.

"I run the risk of being denounced by the idiots who hold that any advertising technique which has been in use for more than two years is ipso facto obsolete."

—David Ogilvy

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