

Dontsova E.
A. Lazutkina, research supervisor
Odessa National Academy of Food Technologies

THE EFFECTIVENESS OF DAVID OGILVY'S METHODS IN MODERN ADS

‘Which individuals—alive or dead — made you consider pursuing a career in advertising?’ Such a question was addressed to people in business by the ‘Adweek’ magazine. David Ogilvy was in the head of the list.

He became a legend during his life and was hardly the first advertising man to write a book. Dozens of super professionals were able to create their own style. But only a few determined the main directions in the development of Ads ethics. Their advertising became a part of the cultural environment and set the standard for the future. Of course, the last group includes David Ogilvy.

Companies advertise because they want to promote the products and services they offer to a target audience of prospective customers. Traditional methods employed for many decades included advertising in newspapers, magazines and other print media; radio and television commercials; direct mailings and others. Internet technologies have added new depth and reach to the mentioned methods.

Today Ogilvy’s ads look slightly corny. But that’s only because they always worked so well, everybody copied them — and they became overused. Even nowadays, in times of the steady progress (not only in advertising), Ogilvy’s methods are still in usage and remain to be effective. A great amount of the book ‘Ogilvy on Advertising’ is telling the readers why they should never set white type on a black background, as well as why a 6,450 word ad in the New York Times was one of the most successful of all time.

Now we’ll analyze the main Ogilvy’s methods and compare them with the up-to-date Ads methods.

Postulate 1. Advertising is never about guesswork, it’s always about research.

This will always be the postulate on what the Ads world stands. Market research goes before advertising. It is the market research company that sounds out the product or service's target market to find out how consumers will react to a specific product or service or whether it's even viable for producing.

Research shows you what works and what doesn’t work, do what works, don’t do what doesn’t work. The focus is on what the advertising has done for the brand, for example increasing brand awareness, frequency of purchasing the product or service. You can use pre-testing and post-testing to identify the effectiveness of your Ad campaign.

Postulate 2. Create Big Ideas That Sell.

Ogilvy touted the perfect goal for clients - and prospects: advertising that sells. The purpose of advertising is not in entertaining the audience, but in selling the product.

Postulate 3. You should be focused on results, not on creativity.

Creativity is never enough. Good advertising results in people taking action. People buy your product, service or idea. In today's Ads business there is no benefit to be a creative thinker, if you can't sell what you create. Managers do not recognize a good idea when it is presenting by a bad seller. Despite focusing on results you should give your employees the freedom to do whatever they want, whenever they want, as long as the work gets done. But the main point is to convey the main idea – high-quality performance.

Lack of creativity is not the problem in most organizations. Great ideas always abound. The real problem is converting an idea, which in reality is just a good intention, into operational reality. Being creative is fun and pretty easy. Being effective is hard.

By focusing on the end results, you are, in effect, putting your attention "out there" — beyond the barriers that stand between you and the achievement of your results. By concentrating on a point that is on the other side of the barriers (so to speak), you will find it easier to handle those barriers when you get to them.

Postulate 4. Think like you are a customer.

You need to figure out why people buy the product, how they buy it, what they use it for, and what really matters to them. If you don't have this figured out, you really cannot create an Ad campaign that works. As Ogilvy said 'Never run an advertisement you would not want your own family to see'. So you shouldn't disappoint your family members.

Since the advent of the worldwide Internet, an entire new range of advertising possibilities has become available to company's small or large. They include blogging, e-mail marketing, SEO-copywriting and so on. But despite the fast progress in Ads business, the main Ogilvy's idea will never get old: 'The best marketing is not marketing but good quality content'.

David Ogilvy is one of the greatest ad men ever. His contributions to the marketing industry are incalculable. And anyone in advertising couldn't imagine a world without his iconic Ads. Although David Ogilvy lived and worked in another century, his methods are still used and seem to be effective.

References:

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