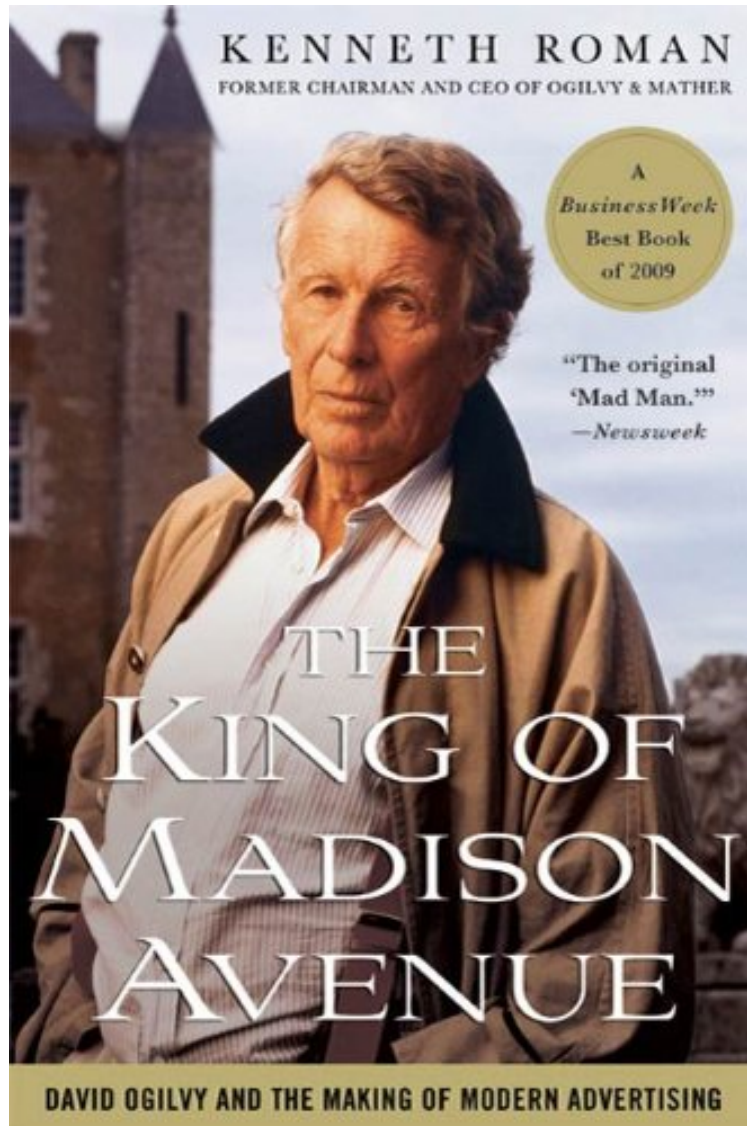


[FREE] The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising

## The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising

*Kenneth Roman*

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**Kenneth Roman : The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising** before purchasing it in order to gage whether or not it would be worth my time, and all praised The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising:

1 of 1 people found the following review helpful. Compelling insights into the influence and character of the most influential figure in advertising everBy J. GarrityKen Roman has put incredible energy and valuable insights into the life, character and influence of David Ogilvy. I personally had the good fortune of having been in the audience at the

1991 ANA Annual Conference where Mr. Ogilvy was the keynote speaker. It was one of the true highlights of my professional life and having it covered extensively in this book brought back fond, deep memories. I have always been fascinated by the influence Mr. Ogilvy had on the advertising industry and now I feel as though I have had a wonderful "behind-the-scenes" peek at what this legendary man was all about. I highly recommend this book to anyone who has a professional role and/or personal interest in advertising.

0 of 0 people found the following review helpful. An interesting, balanced look at an advertising pioneer and maverick

By Barry Sparks

Kenneth Roman, former chairman and CEO of Ogilvy and Mather, chronicles the life and influence of advertising pioneer and maverick David Ogilvy in "King of Madison Avenue." Ogilvy was one of the most famous men in advertising. Upon his death in 1999 at age 88, advertising executive Jerry Della Femina said, "He (Ogilvy) will be the last advertising man whose death will be marked on the front of the New York Times." In 1935, the 24-year-old Ogilvy joined an advertising agency in London owned by his older brother. He went on to work for Gallup and British Intelligence in World War II before starting his own agency in 1948. The 1950's was the golden age for Ogilvy's advertising company. He handled accounts such as Helen Rubenstein, Dove, Hathaway Shirts (the man with the eye patch), Schweppes and Rolls Royce. The agency was so successful by 1957 that Ogilvy turned away 50 clients that year. In the 1960's, Ogilvy handled accounts such as Sears, General Foods, Shell, American Express and Campbell Soup. But Ogilvy's agency was not on the front lines of the creative revolution of the 1960s and 1970s. Ogilvy is perhaps best known for being the "apostle of brand image." He believed that every ad is part of a long-term investment in the personality of the brand. He also believed that advertising is based on the ability to sell, not entertain, and that it should be based on research about what consumers want. He said there was nothing clever about good advertising. That it is a question of common sense and obeying certain proved principles. Ogilvy is also well known for his comment, "The consumer is not a moron. She's your wife. Don't insult her intelligence." Ogilvy retired in 1973 and sold the agency in 1989. The 1990s marked a downward spiral for Ogilvy and Mather, which once had been the third largest advertising agency in the country. Roman offers a balanced view of Ogilvy, portraying his eccentricities and shortcomings. He points out that Ogilvy, a product of the print generation, was slow to appreciate television and the power of music to evoke emotion and sell products. This book is interesting, thoroughly researched and well documented. Roman writes well and never lets the book bog down in places where it might have.

0 of 0 people found the following review helpful. Overcoming early misadventures

By Richard M. Rollo

I read Ogilvy on Advertising back in the 1970's when I was looking for work, not because I wanted to go into Advertising but because I wanted to do a better job of selling myself. Although it was a tough nut then as it is today, I did pick up pieces of information about how to stand out from the crowd from Ogilvy. So when I came across this book, I thought I would revisit the Ogilvy story. I think the first half of this book would be greatly valuable to young people particularly young men. It's easy to get discouraged when things don't work out the way you want them. You had advantages and squandered them. Or, you had disadvantages that prevented you from achieving what you wanted to achieve. You had talent but found yourself in the wrong field. You went to the wrong college or majored in the wrong subject. You took the wrong job with the wrong company. It might sound contradictory but David Ogilvy's story has elements of all of these things. It also shows how much chance and being prepared to take advantage of unexpected opportunities play a role in success. It gets you to think if there was one route to success, there would only be one successful person. His clear headed vision of what advertising should do (sell the products) may seem trite and obvious but not if you can do it with the flair of a David Ogilvy. Don't let the cover photo scare you. Why someone who was in advertising chose that picture for the cover of the book, I'll never know. It is a very valuable book despite the cover.

From the former CEO of Ogilvy Mather, the first biography of advertising maverick David Ogilvy

Famous for his colorful personality and formidable intellect, David Ogilvy left an indelible mark on the advertising world, transforming it into a dynamic industry full of passionate, creative individuals. This first-ever biography traces Ogilvy's remarkable life, from his short-lived college education and undercover work during World War II to his many successful years in New York advertising. Ogilvy's fascinating life and career make for an intriguing study from both a biographical and a business standpoint. The King of Madison Avenue is based on a wealth of material from decades of working alongside the advertising giant, including a large collection of photos, memos, recordings, notes, and extensive archives of Ogilvy's personal papers. The book describes the creation of some of history's most famous advertising campaigns, such as:

- \* "The man in the Hathaway shirt" with his aristocratic eye patch
- \* "The man from Schweppes is here" with Commander Whitehead, the elegant bearded Brit, introducing tonic water (and "Schweppesence") to the U.S.
- \* Perhaps the most famous automobile headline of all time--"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."
- \* "Pablo Casals is coming home--to Puerto Rico." Ogilvy said this campaign, which helped change the image of a country, was his proudest achievement.
- \* And his greatest (if less recognized) sales success--"DOVE creams your skin while you wash."

Roman also carries Ogilvy's message into the present day, showing the contemporary relevance of the bottom-line focus for which his business ventures are remembered, and how this approach is still key for professionals in the modern advertising world.

From Publishers Weekly Starred . Roman, former chairman and CEO of Ogilvy Mather, paints a fascinating portrait of one of advertising's most eccentric—and beloved—characters. Born in a small English town in 1911, David Ogilvy was an indifferent student, struggling through on scholarship at the best schools in Britain, eventually getting himself expelled from Oxford. He started out as a successful salesman for the Aga cooker and became swiftly obsessed with advertising. During his long and storied career at Mather Crowther—later Ogilvy Mather—the flamboyantly dressed original Mad Man crafted some of the most famous and most successful campaigns in history: he made Schweppes into one of the most popular brands in America and turned Marlboro from a traditionally feminine item (red-tipped to avoid showing lipstick) into an icon of masculinity—and the world's best-selling cigarette. Meanwhile, he married three women, wrote three books, did intelligence work for Churchill and established himself as one of New York's most well-known and entertaining figures. Roman brilliantly renders American culture in the heady days of the '60s through the eyes of an energetic transplant. Lively writing and an affectionate yet honest tone make this an astonishingly charming and informative biography. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Praise for *The King of Madison Avenue*: "Lively writing and an affectionate yet honest tone make this an astonishingly charming and informative biography."--Publishers Weekly (starred review)