

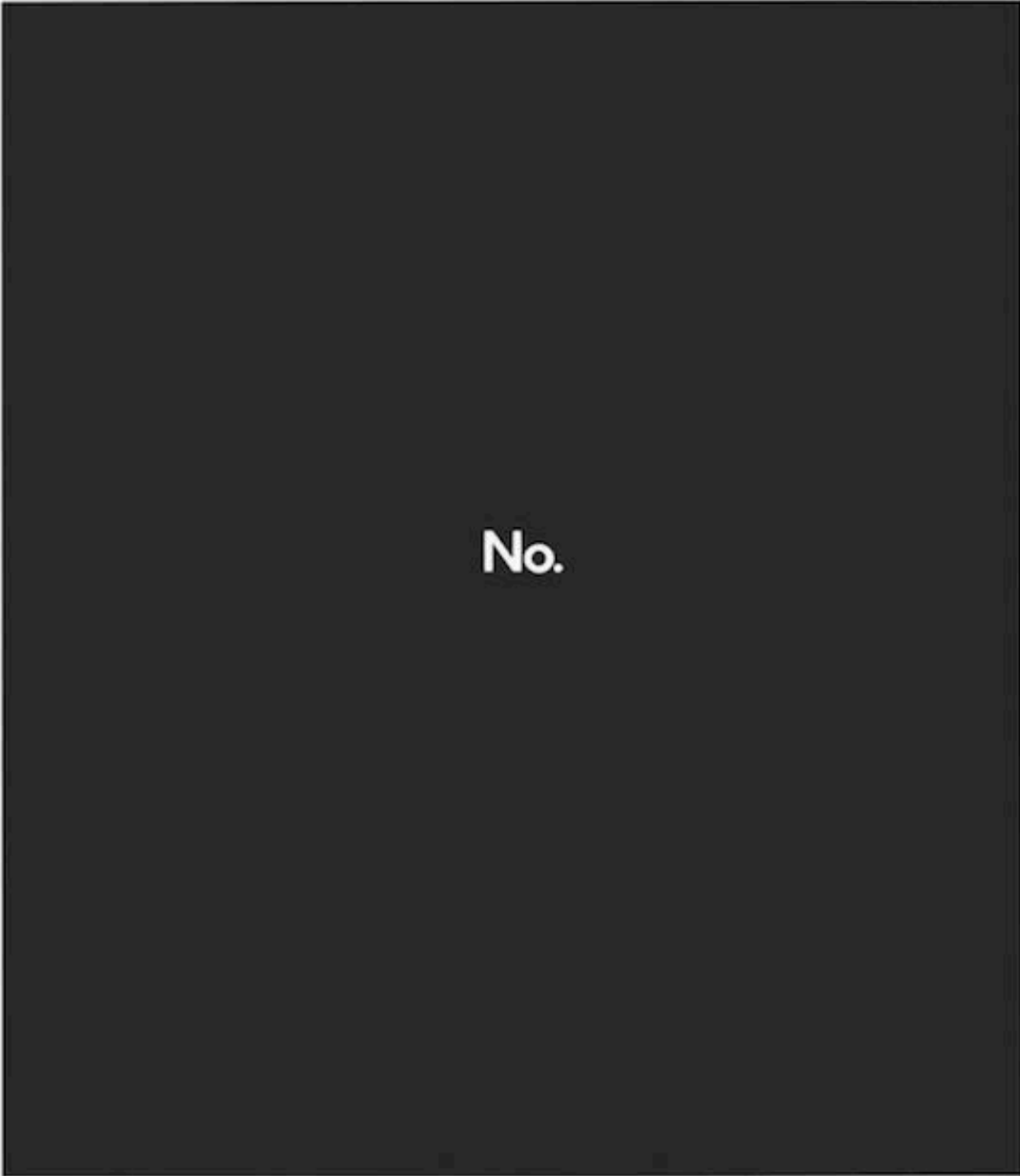
**WELCOME PACK**

**COPYWRITING  
MASTER CLASS**

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**MASTER CLASS**

**BONUS AD PACK  
FOR INSPIRATION**



No.

**Still the most effective form of birth control.**

When you make love it should be  
unforgettable.  
So you have to be certain. You have  
to be ready.

If you're at all unsure, simply say 'no'  
because unfortunately there are some  
mistakes that can never be undone.  
If you have any worries about sex,

try talking them over with your parents!  
Or go to your doctor or local Family  
Planning Clinic.  
You'll always get free and confiden-

tial advice. (You'll find the number in the  
Yellow Pages.)

 **The Health Education Council**  
Helping you to better health.





Because I've known you all my life.

Because a red Rudge bicycle once made me the happiest boy on the street.

Because you let me play cricket on the lawn.

Because you used to dance in the kitchen with a tea-towel round your waist.

Because your cheque book was always busy on my behalf.

Because our house was always full of books and laughter.

Because of countless Saturday mornings you gave up to watch a small boy play rugby.

Because you never expected too much of me or let me get away with too little.

Because of all the nights you sat working at your desk while I lay sleeping in my bed.

Because you never embarrassed me by talking about the birds and the bees.

Because I know there's a faded newspaper clipping in your wallet about my scholarship.

Because you always made me

polish the heels of my shoes as brightly as the toes.

Because you've remembered my birthday 38 times out of 38.

Because you still hug me when we meet.

Because you still buy my mother flowers.

Because you've more than your fair share of grey hairs and I know who helped put them there.

Because you're a marvellous grandfather.

Because you made my wife feel one of the family.

Because you wanted to go to McDonalds the last time I bought you lunch.

Because you've always been there when I've needed you.

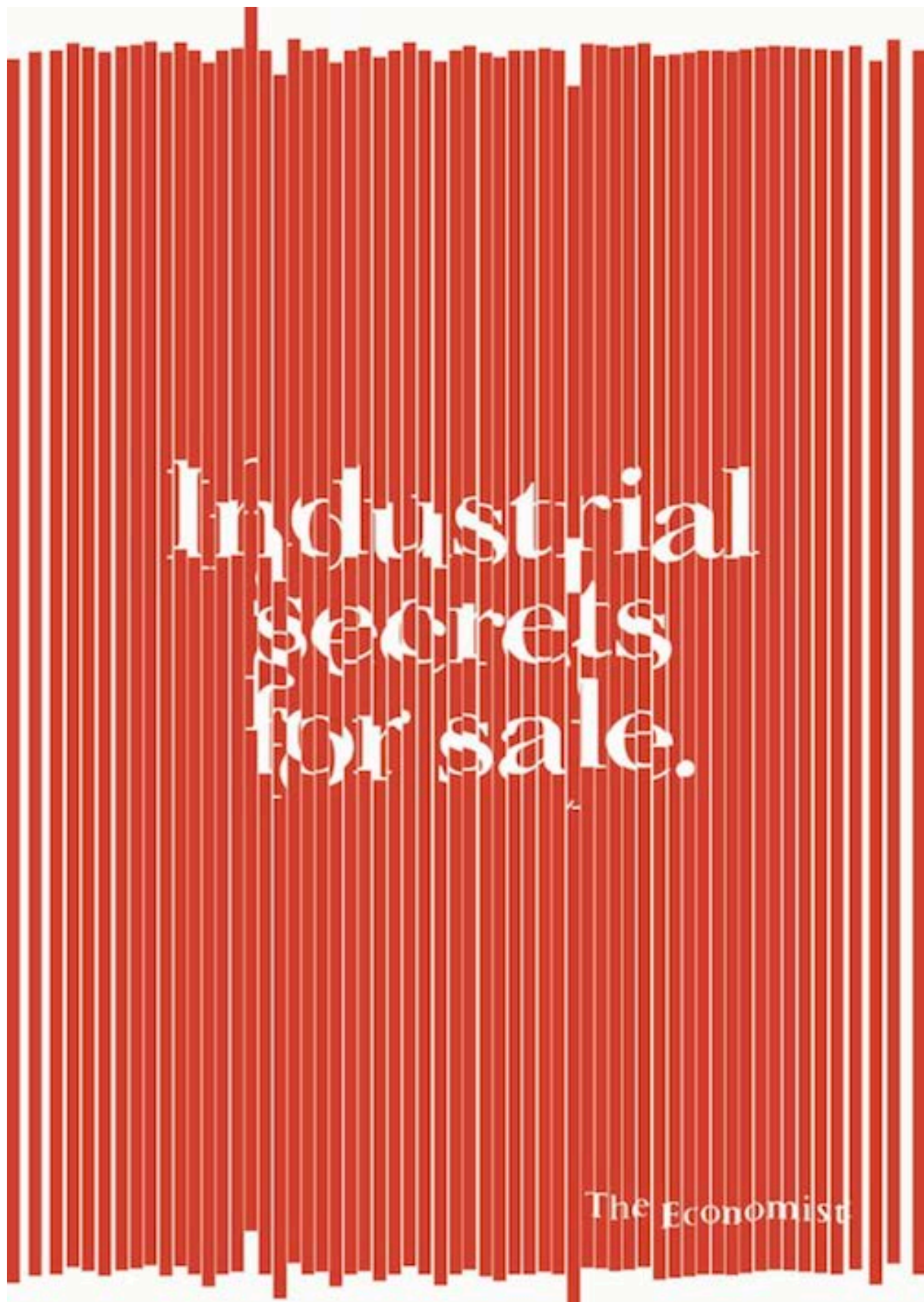
Because you let me make my own mistakes and never once said "I told you so".

Because you still pretend you only need glasses for reading.

Because I don't say thank you as often as I should.

Because it's Father's Day.

Because if you don't deserve Chivas Regal, who does?



To err is human.  
To er, um, ah  
is unacceptable.

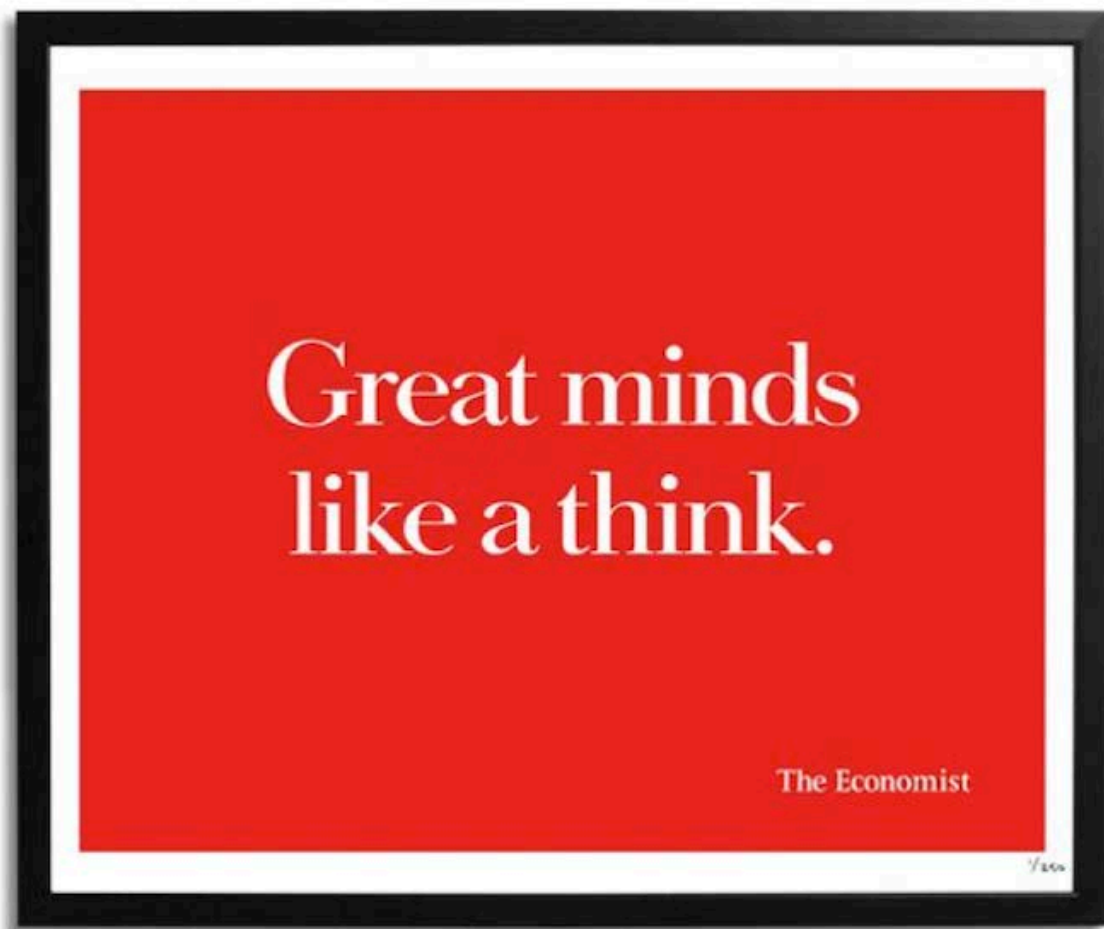
The Economist

Not all  
mind  
expanding  
substances  
are  
illegal.

The Economist

A poster should contain no more than eight words, which  
is the maximum the average reader can take at a single  
glance. This, however, is for Economist readers.

The Economist.







# Why you should think more seriously about killing yourself.

We wouldn't want to alarm or shock unnecessarily.

But it is alarming that every year over 200,000 people in this country try to kill themselves.

And it is shocking because only a very few of them really want to die.

Over 95% of these people who try to kill themselves and survive are glad that they survived.

Out of those who didn't survive there will sadly be many who didn't really want to die because in most cases, an attempt at suicide is first and foremost a cry for help.

So is a call to the Samaritans.

The difference is that it's a cry that will always be answered.

That's exactly why a call to the Samaritans is a serious alternative.

This isn't to say that you have to be about to kill yourself to call the Samaritans.

We hope that people will call long before they reach that point.

The Samaritans are there to listen to anyone who needs someone to talk to. No reason for calling is ever too trivial.

A Samaritan will never censure, criticise or pass judgement.

All conversations, whether face to face or over the telephone are conducted in absolute confidence.

Samaritans are on call for 24 hours a day and 365 days a year. Anywhere in the country.

And there are daytime centres you can visit in nearly 200 cities and towns so there is bound to be one near you.

Anyone who does try to commit suicide and succeeds will never have the chance to change his or her mind.

That's why everyone should think more seriously about taking the easy way out and call the Samaritans.

Please.

**The Samaritans.**

CANCER CURES SMOKING.

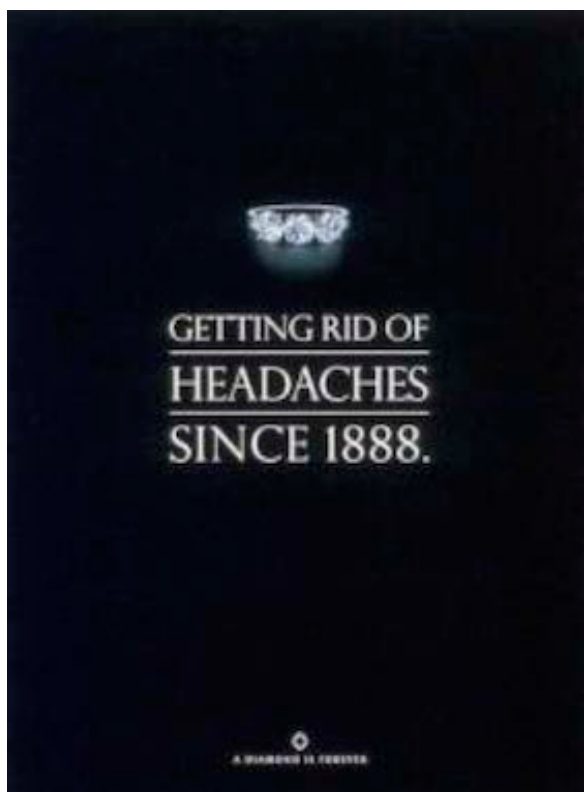


CANCER PATIENTS AID ASSOCIATION

**For more information on lung cancer, keep smoking.**


THE LUNG ASSOCIATION  
National Lung Cancer









## GUINNESS GUIDE TO OYSTERS




**CAPE CODS** : 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 smash hit with the whalers who shipped out of Greenport in olden days. Oysters contain iron, copper, iodine, calcium, magnesium, phosphorus, Vitamin A, thiamine, riboflavin and niacin. The Emperor Tiberius practically lived on oysters.




**OYSTER BAY** : Oyster Bays are mild and heavy-shelled. It is said that oysters yawn at night. Monkeys know this and arm themselves with small stones. They watch for an oyster to yawn and then pop 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 'natives' of which Disraeli wrote: "I dined or rather supped at the Carlton . . . off oysters, Guinness and broiled bones, and got to bed at half past twelve. Thus ended the most remarkable day hitherto of my life."



**LYONHAVEN** : These gigantic oysters were Diamond Jim Brady's favorites. More fishermen are employed catching oysters than any other sea food. The Damariscotta mound in Maine contains three million bushels of oyster shells, piled there by prehistoric Bradys.




**DELAWARE BAY** : This was William Penn's favorite oyster. Only 15% of oysters are eaten on the half-shell. The rest find their way into stews, or end their days in a blaze 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 Olympias 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 liqueur—the comeliest of black malts." 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.



Guinness® Stout brewed by Arthur Guinness Son & Co., Inc., Long Island City, N.Y. ©1951



# Avis can't afford unwashed cars.

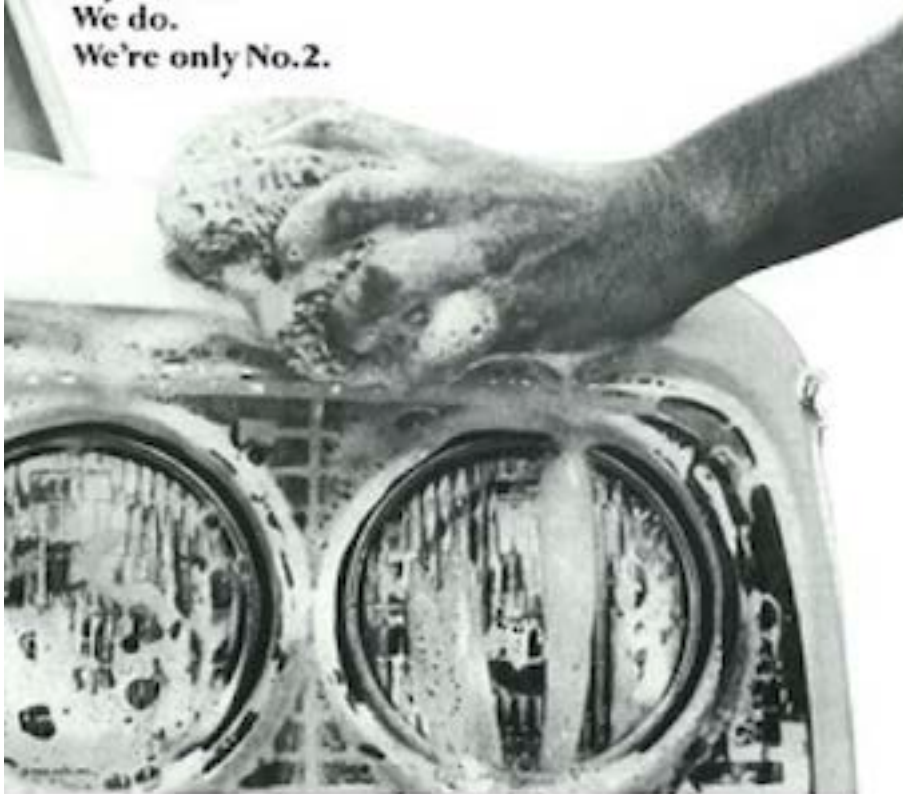
Or smudged mirrors, dirty ashtrays, or anything less than new cars like lively, super-torque Fords.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.





## Live below your means.

If you'd like to get around the high cost of living, we have a suggestion:

Cut down on the high cost of getting around. And buy a Volkswagen. It's only \$1699\*. That's around \$1200 less than the average amount paid for a new car today. (Save it in the bank. More's coming.)

A VW saves you hundreds of dollars in upkeep over the years.

It takes pint, not quarts, of oil.

Not one iota of antifreeze.

And it gets about 29 miles to the gallon. The average car thirsty devil that is! Only gets 14. So the more you drive, the more you save.

And chances are, you'll drive it for years and years. (Good who never change the style, a VW never goes out of style.)

Of course, a VW's not much to look at. So a lot of people buy a big flashy car just to save face. Try getting that in the bank.


\*MSRP. Excludes destination charge, taxes, license, title, and dealer fees. Dealer sets actual price. ©1999 Volkswagen of America, Inc. All rights reserved.

# How to do a Volkswagen ad.

1. Look at the car.
2. Look harder. You'll find enough advantages to fill a lot of ads. Like the air-cooled engine, the economy, the design that never goes out of date.
3. Don't exaggerate. For instance, some people have gotten 50 m.p.g. and more from a VW. But others have only managed 28. Average: 32. Don't promise more.
4. Call a spade a spade. And a suspension a suspension. Not something like "orbital cushioning."
5. Speak to the reader. Don't shout. He can hear you. Especially if you talk sense.
6. Pencil sharp? You're on your own.



# Small penis? Have I got a car for you.



If you're going to overcompensate, then by all means, overcompensate.  
Loaded '89 911 Carrera 4. Call (312) 552-1676. Ask for Tiny.

**JOE'S PORSCHE**



**Honestly now,  
did you spend  
your youth dreaming  
about someday  
owning a Nissan or  
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

**PORSCHE**

# Picks up five times more women than a Lamborghini.



Forget your Italian racers. This little babe-magnet is the Daihatsu Hijet MPV. Don't laugh. It packs in six comfortable seats, four of them reclining. A five speed gear box. Two sun roofs for when things get hot. And even a 3 year/60,000 mile warranty guaranteed staying power. But what really makes the Hijet MPV so attractive? The £16,503 change from a Lamborghini coupe. Our price is just £8,497 on the road. For more information call us on 0800 521 700. **THE HIJET MPV.**

## NO-NONSENSE VEHICLES.

For more information on the Daihatsu Hijet MPV call 0800 521 700, or visit our website at [www.daihatsu.co.uk](http://www.daihatsu.co.uk). Daihatsu is a registered trademark of Daihatsu Motor Co. Ltd. © 1998 Daihatsu Motor Co. Ltd.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ POST CODE \_\_\_\_\_

PLEASE PRINT OR TYPE CLEARLY. NO POSTAGE NECESSARY IF MAILED IN THE UNITED KINGDOM.

DAIHATSU

you just lost The Game by 9GAG.COM



# DO THIS OR DIE.

Is this ad some kind of trick?

No. But it could have been.

And at exactly that point rests a do or die decision for American business.

We in advertising, together with our clients, have all the power and skill to trick people. Or so we think.

But we're wrong. We can't fool any of the people any of the time.

There is indeed a twelve-year-old mentality in this country; every six-year-old has one.

We are a nation of smart people.

And most smart people ignore most advertising because most advertising ignores smart people.

Instead we talk to each other.

We debate endlessly about the medium and the message. Nonsense. In advertising, the message *itself* is the message.

A blank page and a blank television screen are one and the same.

And above all, the messages we put on those pages and on those television screens must be the truth. For if we play tricks with the truth, we die.

Now. The other side of the coin.

Telling the truth about a product demands a product that's worth telling the truth about.

Sadly, so many products aren't.

So many products don't do anything better. Or anything different. So many don't work quite right. Or don't last. Or simply don't matter.

If we also play this trick, we also die. Because advertising only helps a bad product fail faster.

No donkey chases the carrot forever. He catches on. And quits.

That's the lesson to remember.

Unless we do, we die.

Unless we change, the tidal wave of consumer indifference will wallop into the mountain of advertising and manufacturing drivel.

That day we die.

We'll die in our marketplace. On our shelves. In our gleaming packages of empty promises.

Not with a bang. Not with a whimper.

But by our own skilled hands.

DOYLE DANE BERNBACH INC.







*I never  
want  
children  
are great.*

*For all life's twists and turns:  
Flexible financial plans.*



*She's my  
everything  
went wrong.*

*For all life's twists and turns:  
Flexible financial plans.*



*You are  
the only  
woman I  
love a  
man now.*

*For all life's twists and turns:  
Flexible financial plans.*



# How to create financial advertising that sells

by Ogilvy & Mather

Ogilvy & Mather has created over \$100 million worth of advertising for clients in many financial fields—banking, insurance, investments, credit cards.

Here are twelve of the things we have learned.

**1. The most important decision: How should you position your financial product or service?** This is the most important decision you will make. It affects the way you conduct your business, as well as what you say in advertising.

Merrill Lynch is positioned as a real financial services center, not as just a stockbroker.

American Express Travelers Cheques are positioned for domestic travel, as well as foreign.

The Fidelity Bank of Philadelphia is positioned as the bank that does the most to strengthen your money.

The results of your campaign depend less on how your advertising is written than on how your product is positioned. It follows that positioning should be decided before the advertising is created.

Research can help. Look before you leap.



Consumers pay. The positioning for this American Express Card campaign is to pay as you go. It was the 1973 holiday season—grow slowly for months in sales.

**2. Build a bond of trust.** Any advertisement is likely to work better if readers believe it. In financial advertising it pays to build a bond of trust. This is because many financial services offer benefits that cannot be seen or measured for years, yet are vital to the customer's well-being.

Here are five ways to build trust:

• **Demonstrate your stability.** You are asking people to come forward with hundreds, even thousands, of dollars. Perhaps their entire life savings. Nobody wants to entrust his money to a bank or brokerage house that might fail. Your advertising can help build confidence in your stability.

When Merrill Lynch was still a private company, they didn't have to publish an annual report. But they published one anyway, and offered it in advertising.

Merrill Lynch's philosophy of "doing business in a glibish bow" suggests that they had nothing to hide. It paid dividends in goodwill and new business.

• **Find a spokesman your prospects will trust.** When Ogilvy & Mather was looking for a spokesman for New York's Bowers Savings Bank, we asked this question: "Who personalities New York at its best, and would be trusted instinctively by New Yorkers?"

Joe DiMaggio led the list by a wide margin and became The Bowers's spokesman. Within eight months, awareness of The Bowers's advertising increased 50 percent.

• **Be scrupulously honest.** In a commercial about their annual report, City Investing Company said: "Where we did well, we show you. And

where we didn't do so well, we show you that, too. People trust a company that tells the truth."

• **Show who is behind those granite walls.** It is easier to trust a human being than a faceless company. Investors, for example, want to know who is handling their money. Lionel D. Edie & Co., the investment advisory subsidiary of Merrill Lynch, showed their top investment advisors in their advertising. It helped establish person-to-person contact with dozens of prospective accounts.

• **Don't be cute.** People take their money seriously and are seldom disposed to trust it to a come-dial. Ogilvy & Mather has found that it pays to

## Notes on corporate advertising to the financial community

Few security analysts or sophisticated investors will admit that advertising can affect their evaluation of a company. Ogilvy & Mather's research adds a different story.

If you are considering advertising in the financial community, here are five keys to success:

1. Be ready to make a long-term commitment—three to five years—or the money you spend will be wasted.
2. Give a careful indication of how you plan to grow in earnings per share. The people who recommend or buy your company's stock like surprises.
3. Make sure your financial reports—and your advertising—are easy to understand. Financial experts will avoid a company whose communications are hard to decipher.
4. Measure your results. Be as hard-nosed about your advertising investment as any other investment you make.
5. Be different. Your advertising must set you apart from other corporations—or it will pass like a ship in the night.

leave nothing to those who advertise whimsical products.

**3. Offer a unique benefit—and advertise it.** American Express is the only brand of travelers cheques which guarantees an emergency refund 24 hours a day, 365 days a year, anywhere in the continental U.S. Their advertisements never fail to mention this fact.

**4. Simplify your offer.** Like every other commercial bank in Philadelphia, The Fidelity Bank offered a schedule of reduced checking costs for customers who kept certain balances in their checking account or savings account. The idea was unworkable and complicated to explain in advertising.

Unlike the other banks, Fidelity simplified its offer by advertising free checking for anyone who kept at least \$400 in a savings account.

Results: In just four months, Fidelity Bank doubled the number of customers in its free checking program—and enjoyed a healthy increase in savings deposits.

**5. Go on television.** There is a theory that television provides too much "waste circulation" to be efficient in reaching upper income groups. This theory has been proven false. The stability and impact of television cut more than offset the diversity of its audience.

We have used television effectively for all our financial clients.

**6. Find a unique symbol.** A distinctive and memorable visual symbol can give your advertising

ing a hook that will catch in your prospect's mind.

• **The Merrill Lynch bull** symbolizes the company's confidence in the long-term strength of the American economy.

• **The Nationwide Market** symbolizes the complete coverage Nationwide can provide for your home, car, and family.

**7. Go first class.** It pays to give your service an image of quality. If your advertising looks cheap or shoddy, prospects will assume that your service is shoddy.

**8. Unify your advertising.** Often a financial advertiser offers different services to different groups of people. Without a common theme, the advertising may seem to come from several small companies, rather than from one large one. That changing herd of bulls makes every Merrill Lynch advertisement work toward a common cause even when the services offered are different.

**9. Talk your customers' language.** Part of Joe DiMaggio's appeal to New Yorkers is that he's a "reggie guy." He never talks in trade jargon, never builds a wall of arcane verbiage around The Bowers's services.

By the end of his first year as spokesman, The Bowers's share of the growth in savings bank deposits jumped over 50 percent.

**10. Make sure people know you really want their business.** Many people are afraid of financial institutions. For example, they hesitate to ask for a loan out of fear of being turned down.

Fidelity Bank cut through this fear by announcing: "Fidelity Bank has \$10 million to lend by May 1." The money was gone in 66 days.

**11. Make the most of news.** We have found that financial advertising gets more readership when tied in with news.

But make sure you act fast. A Merrill Lynch advertisement on Phase Three controls was written, approved, set in type, and sent to newspapers within 12 hours of the newsmaker.

In the summer of 1971, many Americans abroad were unable to exchange their dollars for foreign currency because of an overnight devaluation. Immediately, Ogilvy & Mather people in London and Paris lined interviews with Americans whose vacations had been saved by the American Express Card, which was still usable because charges on it are made in the local currency.

Within days, these interviews were on the air in television commercials. The number of people who used the American Express Card as the "best general-purpose credit card" grew 40 percent faster than projections.

**Merrill Lynch is bullish on America.**



A distinctive symbol. Its work after this commercial went on the air, 60-70 percent of the target audience could identify the firm that was bullish on America.

**12. Don't be afraid of long copy.** A financial commitment is necessarily interesting to the person about to make it. Be sure to give your prospects plenty of information.

Research shows that although readership falls off rapidly up to fifty words, it drops very little between 50 and 500 words.

One of the best coupon advertisements for Merrill Lynch contained more than 1,143 words. "The more you sell, the more you sell."

## How to integrate direct response into your marketing plan

If you have a new product or service, make sure your key prospects get the news ahead of the general public—in the mail.

And don't ignore your current customers. They are often your best prospects.

## Financial clients of Ogilvy & Mather

American Express Card  
American Express Travelers Cheques  
American Express International Banking Corp.  
The Bowers Savings Bank  
City Investing Company  
The Fidelity Bank  
Merrill Lynch & Co., Inc.  
Nationwide Insurance

In collaboration with Haden-Daniel Advertising, Ogilvy & Mather's Direct Response Division offers financial marketers a unique combination of services.

Haden-Daniel has specialized in financial direct marketing for 20 years. They can also computerize your mailing list, print your mailings, and send them out.

Then you can now get all the marketing services you need from a single source. Which should mean greater speed, better coordination, and more efficient use of your marketing dollars.

## Fidelity Bank has \$10 million to lend by May 1



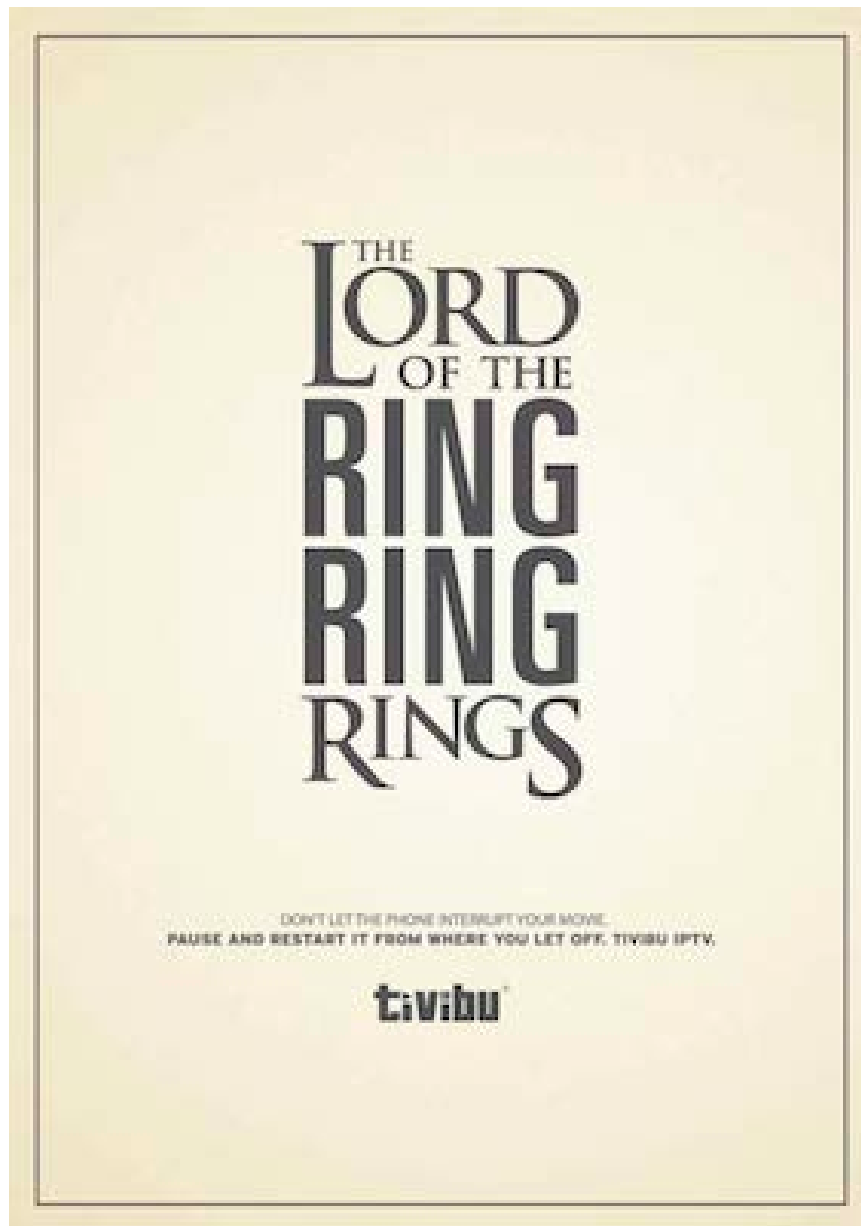
Many people are afraid to ask a bank for money. Fidelity's direct response made it easier to ask. Result: every dime of the money was gone in 66 days.

## Invitation

Ogilvy & Mather has a comprehensive one-hour slide presentation on financial advertising. If you would like to see this presentation, please write on your company letterhead to any of these heads of Ogilvy & Mather offices: Andrew Kershner in New York; Michael Turner in Houston; or Gy Schneider in Los Angeles.

**Ogilvy & Mather**

1 East 43rd Street, New York, N.Y. 10017  
3000 Two Shell Plaza, Houston, Texas 77002  
3900 Wilshire Blvd., Los Angeles, Calif. 90036









## I WISH MY SON HAD CANCER

Harrison, my 6 year old, has Duchenne Muscular Dystrophy. He's one of 2,500 sufferers in the UK who'll die from it, most before they're 20. Unlike cancer, there's no cure and no treatment. And because you've never heard of it, very little funding either. My only hope is to raise as much money as possible for the research scientists. They're close to a major breakthrough. Your £5 can get them even closer.

Help stop Duchenne for good. Text MAKE25 £5 to 70070.  
Or go to [harrisonsfund.com](http://harrisonsfund.com)








# HIPSTERS DESERVE TO DIE

**IF THEY HAVE LUNG CANCER.** Many people believe that if you have lung cancer you did something to deserve it. It sounds absurd, but it's true. Lung cancer doesn't discriminate and neither should you. Help put an end to the stigma and the disease at [NoOneDeservesToDie.org](http://NoOneDeservesToDie.org).



**LUNG CANCER ALLIANCE**




“I can totally make it.”

commercialarchive.com

ER care in under  
30 minutes.

Stanyan at Fulton

**QuickCare**  
St. Mary's  
Medical Center  
CHW









(Be careful with the Kamimomota)

# If you want to walk to heaven, wear a boot that can go through hell.



Finally, a collection of hiking boots good enough to be called Timberland. From a company whose products have walked through two decades of howling tundras and hellish swamps. En route we developed standards exceeding anything most footwear makers have had to know.

But when measured against these standards, ordinary lightweight hiking boots come up dismally short. In fact, most last only slightly longer than a good pair of sneakers. So we build Timberland lightweight hikers with a number of important extras.

First is a full rubber rand, a protective strip that totally encircles the boot and

shields your every step from rocks and briars.

Second is a dual-density orthotic, one whose construction obsoletes the typical foam slab found in ordinary boots. There's a softer density in the forefoot for comfort and a firmer density in the heel for support.

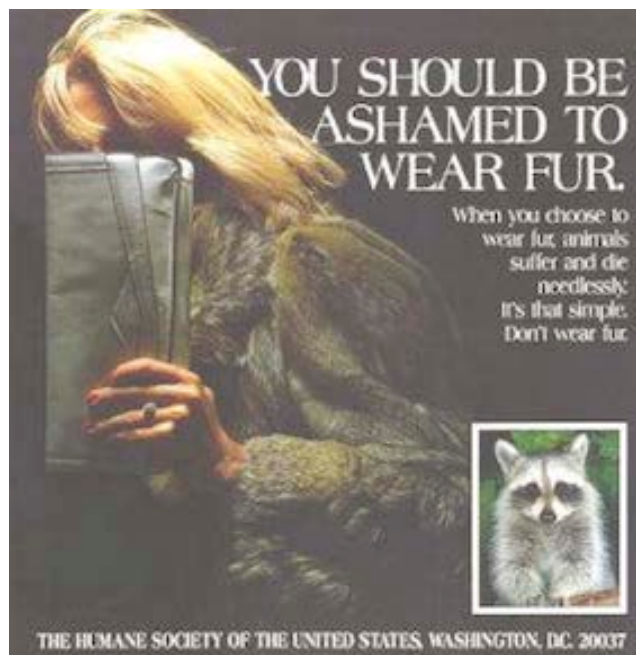
Third is our exclusive Timberland Trail Grip™ sole. Its unique recessed lug design maximizes traction and comfort, and still preserves the trail for other people.

Timberland isn't for everyone who hikes. But for those who seek quality of a higher elevation.

**Timberland**   
Boots, shoes, clothing,  
wind, water, earth and sky.

TRACK 'N TRAIL

© The Timberland Company 1991. Timberland,  and Trail Grip are trademarks or registered trademarks of The Timberland Company.





# Are you making plans for your wife's death?

Come on now, own up. The thought hasn't so much as crossed your mind, has it? All along, you've blithely assumed that you'll be the first to go.

That your wife will be the one who will need the financial looking-after.

That yours is the life that should be insured, not hers.

Noble and worthy sentiments indeed. But, if we may say so, short sighted ones, too.

There's no guaranteeing that your wife will outlive you. (According to statistics, little more than a 60% chance in fact).

So have you ever thought what would happen to you if the unthinkable happened to her?

Not in the dim distant future.

But tomorrow, Friday, 24th June 1983? Could you cope?

On the purely practical front, think of the cooking, the washing, the hours of housework

they need and deserve?

The nightly bedtime stories? Helping them out with their maths homework? Teaching them what's what in the big wide world?

Heaven knows, you'd need help. Lots of it. And like everything else nowadays, that sort of help doesn't come cheap.

According to a recent survey, the average mother of three ploughs through eighty hours of housework a week.

Eighty hours, mind.

At £2.50 an hour, that comes to a staggering £10,400 a year. Where on earth are you going to get hold of that sort of money?

Well, you could start at the bottom right hand corner of this page.

For as little as £15.00 a month, Albany Life can provide cover worth over £50,000 tax free.

If you prefer, we can even draw up a combined 'Husband and Wife' policy that pays out in the event of either of you dying.

If you'd like to discuss things further with us, post off the coupon straight away.

Planning for a wife's death may be no pleasant matter for a husband.

But for a father, it's a very necessary duty.

To learn more about our plans, send this coupon to Peter Kelly, Albany Life Insurance, FREEPOST, Patten Bar EN6 1BR.

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_

Name of your Life Insurance Broker (if any) \_\_\_\_\_

or \_\_\_\_\_

To

**Albany Life**

Albany Life Insurance Co. Ltd. is a member of the Albany Life Group.



After hours of office work, could you face hours of housework?

Friday, 24th June 1983? Could you cope?

On the purely practical front, think of the cooking, the washing, the hours of housework



Could you be an executive by day and a chambermaid by night?

that you'd have to put in. More

importantly, there's the children to consider.

Could you ever devote the sort of time to them

Could you afford £2,000 a year for a family cook?

Who'll play nursemaid if the kids fall ill?

