

**Zhirov V.**  
**A. Lazutkina, research supervisor**  
**Odessa National Academy of Food Technology**

## DAVID OGILVY'S METHODS

When it comes to the art of advertising, one name comes to mind immediately. “The Godfather” of advertising, “Lord Of Idea”, he could be called however you want, but the thing is he was the number one, without any doubt. David Ogilvy. This man influenced most of modern advertising masters, but would advertisements work the way they do now, if they looked the way they used to years ago? Would commercials that made him the man, make brand new companies rich? That is quite a question.

In “How to Write” Ogilvy said “Write the way you talk. Naturally”. Nowadays it’s almost impossible to find any commercial that would feed you with pretentious phrases and mind-boggling words. This fact shows that most of main advertising ideas were created as not arguable truth, which should be used if you really want to succeed. The same thing with his “5 Step Ad Design Formula” that looks like this:

- 1 Visual
- 2 Caption
- 3 Headline
- 4 Copy
- 5 Signature

Despite all these things, time and people have definitely changed. What Ogilvy admitted himself was that he had no idea how to make truly good TV commercial, and his tips on this mostly look non-professional now. Also looking back on his famous “Schweppes” commercial we won’t find anything really catchy. The reason is that years he was on the top of the business, people didn’t see anything as impressive as modern ones. Hundreds of words and simple picture, no matter how talented they are, will never make your brand.

Obviously, David Ogilvy gave a huge start for advertising agents of 21<sup>st</sup> century, but it was no more than a base, used to create something modern people would positively react on. Maybe in twenty years people would see modern advertising as something horribly useless.