



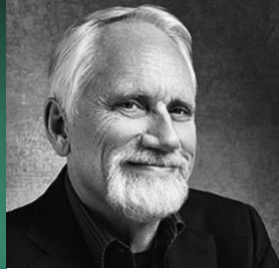
Bernbach



Ogilvy



Clow



Wieden

Advertising's Mt. Rushmore

What secret did
advertising's greatest
creative minds all
understand?

The question I've spent my entire career trying to answer is, **“Why do some campaigns work so well they become legendary... while others just fade away?”**

For more than 30 years, that one question has obsessed me.



**So, I when the pandemic hit
and I had the time, I started
reverse-engineering more
than 100 winning brands
looking for the hidden**

**pattern behind their
success.**

**It took years, but I finally
figured it out.**

They all discovered the same thing.

- Different agencies.
- Different decades.
- Different personalities.

The very same underlying principle.

Bill Bernbach said it best,

**"The most powerful element
in advertising is the truth."**

We call it their **Emotional
Truth™**.

**It separates campaigns
people remember ...
from the ones they forget?**

**We discovered that every
effectively great brand has an
Emotional Truth™.**

**Further, the most effective
advertisers discover their
Emotional Truth™...before they
create the campaign.**

LESSON LEARNED

**Great campaigns aren't
invented. They're
uncovered...**

hidden inside thousands of
spontaneous comments,
emotions, stories, and word
choices. It's the **Emotional
Truth™** that buyers already
believe—but rarely express
directly.

What Great Campaigns Have in Common
They all begin with an **Emotional Truth™**.

ANALYTICAL BRAIN

Thinks

- Facts
- Logic
- Features

**EMOTIONAL
TRUTH™**

EMOTIONAL CENTER

Feels
Values
Decides

GUT

Instinct
Intuition
Trust

★ **Emotional Truth™** is the single feeling people value most about a brand.

The most effective
advertising doesn't
create belief.

**It gives unforgettable
expression to beliefs
buyers already hold.**

Every Great Campaign Begins with an Emotional Truth™

The strongest campaigns *connect* an **Emotional Truth™** to an **Accepted Premise™** buyers already *believe*.

Brand	Emotional Truth™		Accepted Premise™		Agency Campaign Tagline
De Beers	Marriage Should Be a Lifelong Commitment		Diamonds are a Strong Symbol of Eternal Love		"a Diamond is Forever"
Nike	Actionable Experience Builds Confidence		You Cannot Succeed Unless You Try		"Just Do It"
Avis	People Admire Extra Effort from an Underdog		an Underdog Striving to Be #1 Puts in More Effort		"We're Only No. 2 So We Try Harder."
Disney	Disneyland Provides a Magical Vacation Experience		Shared Experiences Create Fun, Lifelong Memories		"the Happiest Place on Earth"
Lionel	Moms Buy the Children's Xmas Presents and Wish Dads Would Spend More Time with Them.		Fathers Enjoy Playing with Electric Trains.		"Kids Get Something Wonderful When They Get a Lionel. They Get Dad."

So, start your next legendary campaign with the brand's Emotional Truth™. And don't forget David Ogilvy's timeless advice:

"If it doesn't sell, it isn't creative."