



The Rolls-Royce Silver Cloud—\$11,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

How David Ogilvy Created the Greatest Car Headline in History.

It sold out every Rolls Royce in America!



Funny. Humble.

Brilliant.

Often referred to as “*the father of advertising*,” Ogilvy loved research and poured through thousands of words to support Rolls Royce’s single most powerful Emotional Truth™: Unequaled Quality.

Then he came across a simple phrase from a Rolls Research engineer.

Great advertising begins
with discovering the
right truth...the single
most powerful
Emotional Truth!

So, what were Ogilvy's
proven rules of
advertising?

Ogilvy's 3 Rules Of Advertising.

1. Know Your Audience

Better than your
competitors do.

2. People don't Buy features.

They buy what those
features do for them.

3. Find What Works (not just what feels good)

Creativity is wonderful.

Results are what matter.

Lesson Learned

Ogilvy reminds
me that the most effective
campaigns rarely begin
with cleverness.

They begin with discovering
the **Emotional Truth™**.



Emotional Truths™ are **hidden between** thousands of words within spontaneous buyer comments, emotions, stories and existing research.

And **Emotional Truths™** are much more believable when **connected** to an Accepted Premise.

I love his statement:

**“What you say is more
important than how you say
it. If it doesn’t sell it isn’t
creative.” – David Ogilvy**

**Contact us to learn more about the first
step, the Emotional Truth™, behind your
next great campaign.**

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