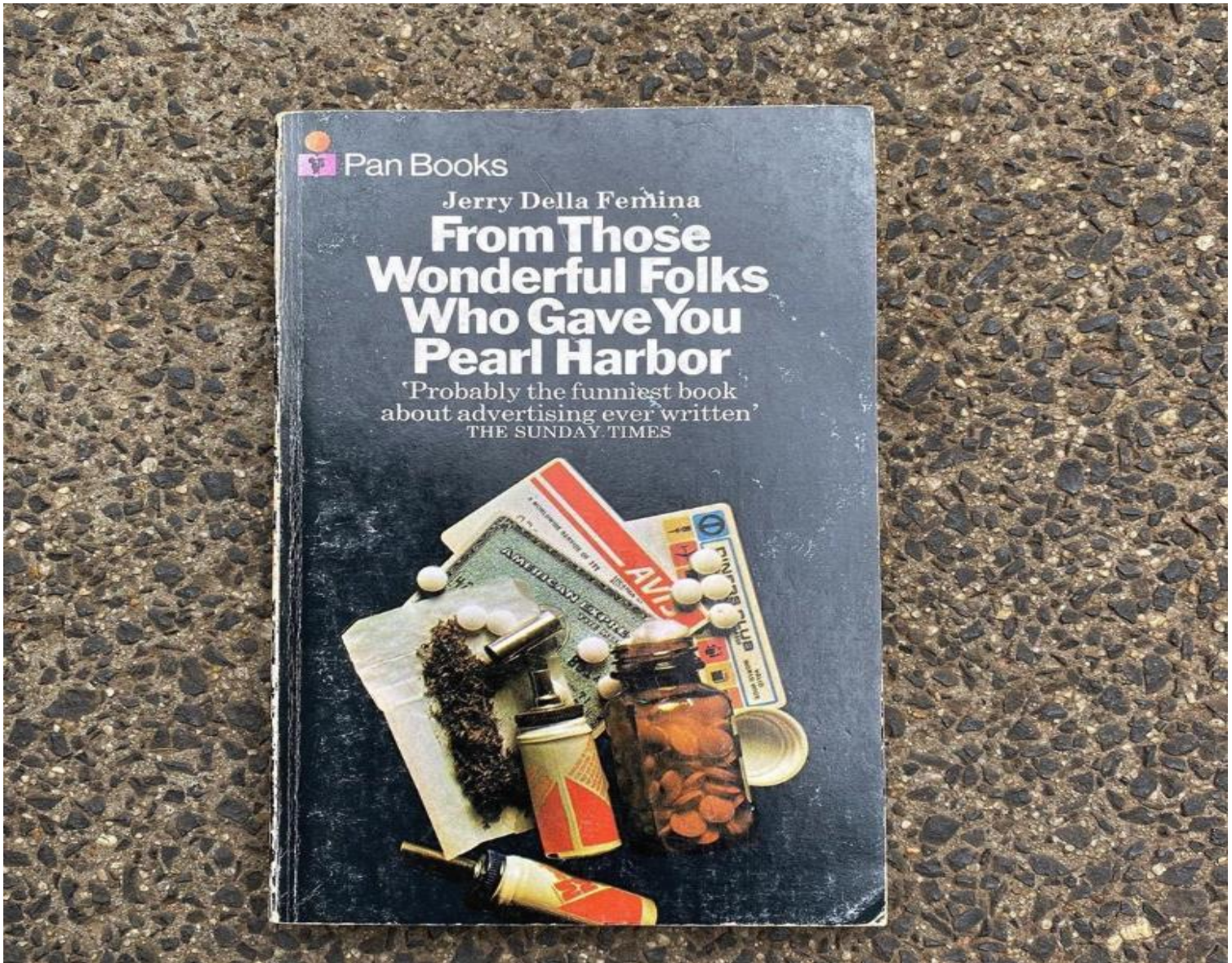




The Most Fun You Can Have with Your Clothes On

What Doyle Dane Bernbach Taught Me About Emotional Truth™

Della Femina's brilliant book captured how legendary agencies like Doyle Dane Bernbach, J. Walter Thompson and Leo Burnett approached advertising in the '60s—especially why certain ideas resonated so powerfully with buyers.



I showed up-- with my clothes on-- ready for fun.

I landed a job at Doyle Dane Bernbach



Bill Bernbach famously said:

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

I quickly discovered something surprising.

Great advertising doesn't begin with a clever headline.

It begins by uncovering a human truth—and building the strategy around it.

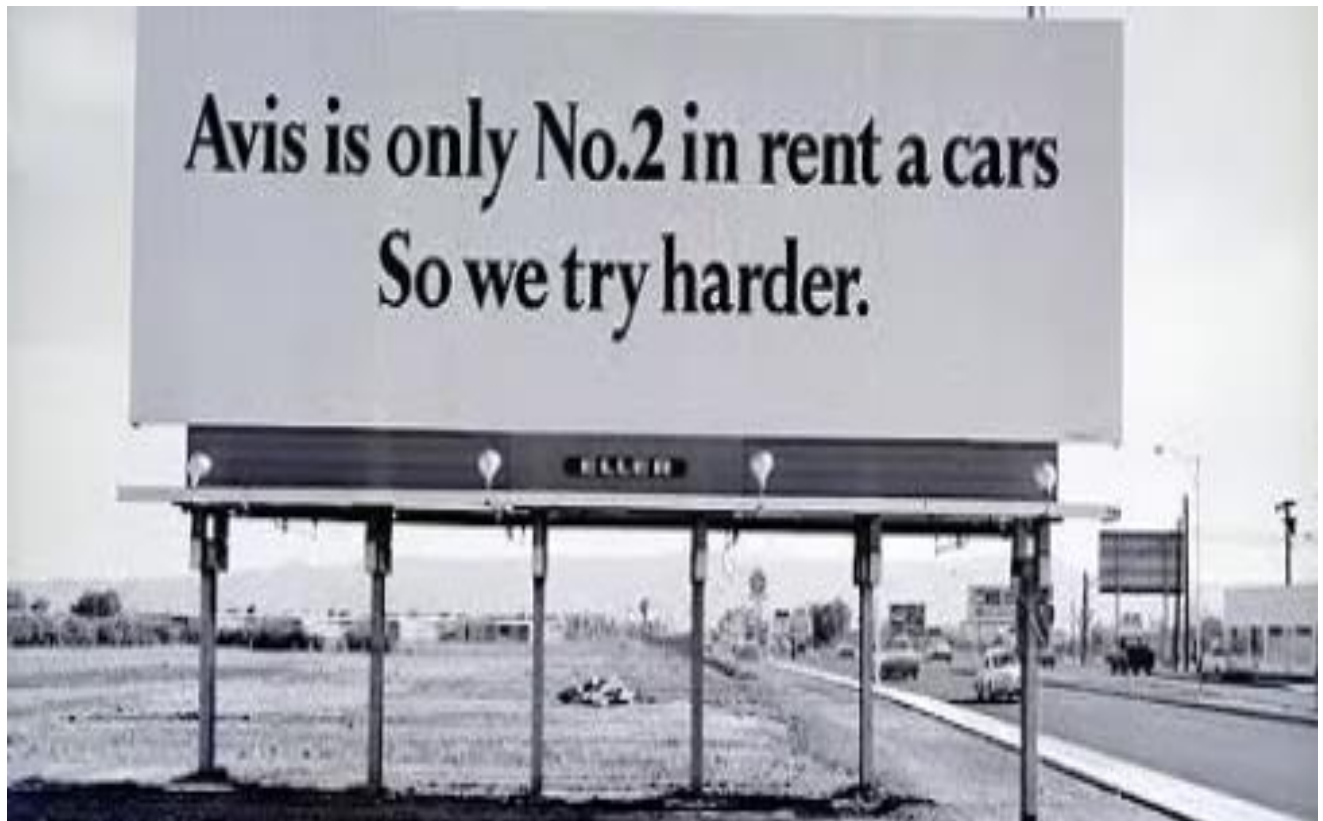
Step 1.

Uncover the Emotional Truth™

(Avis) People root for an underdog who works harder.

Step 2. Build on an Accepted Premise™

Customers already knew Avis was
No. 2—and understood that Avis
had to try harder



**Step 3. Express it in a simple,
unforgettable message:
*“We Try Harder”***

**Emotional Truth™ has been the
foundation of every branding
study we've conducted.**

HARRY WASHBURN • KIM WALLACE

Why People Don't Buy Things

#1

Amazon

Proven
Steps to
Connect
with Your
Customers
and

Dramatically
Increase
Your Sales

<http://wallacewashburn.com>

Harvard Business School

The process is detailed in our book,
Why People Don't Buy Things.



The Doyle Dane Bernbach Creative Department

Looking back, I couldn't have asked for a better place to learn– or a more exciting place to begin uncovering the truths that make great advertising work.

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