

- My basic philosophy is grounded by the best practices of three key figures in American Advertising and Marketing:
  - John Wanamaker
  - David Ogilvy
  - David Bell
- As a result you will find that I am keenly focused on a systematic approach:
  - fulfilling what the consumer wants which I think is great prices, great variety, quality expectation satisfaction or their money back !
  - conducting consumer research to make an informed decision to design and test effective brands and brand communications to arrive at the BIG IDEA !
  - producing an innovative communication strategy and tactics to fit the channels defined by the consumer behavior, not just by media availability.
- My time tested formula:

*Please read the next five pages about these giants, and you will know more about how I think and work.*

Focus + Question & Innovate + Produce = Higher Profits

## Three Fathers Of Advertising



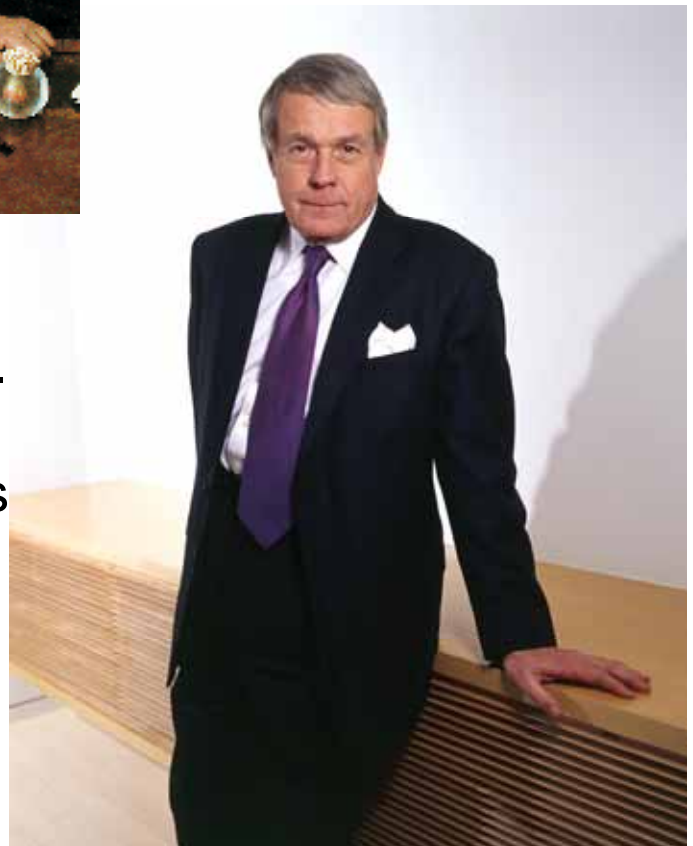
John Wanamaker focused on making the customer KING.



David Ogilvy said that the most important word in the vocabulary of advertising is TEST. Never stop testing, and your advertising will never stop improving.

David Bell focused on adapting to the three new realities of business.

- The Consideration Economy
- Customer Managed Relationships
- Consumer Atomization



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### 1876. The wisdom of Wanamaker.

- **John Wanamaker** (July 11, 1838 - December 12, 1922) was a United States businessman, civic and political figure, considered the *father of the department store* and the **father of modern advertising**.
  - His revolutionary principles fueled his growth  
"One price and goods returnable".
- Quotes Attributed to John Wanamaker:
  - Half the money I spend on advertising is wasted; the trouble is, I don't know which half.
  - Courtesy is the one coin you can never have too much of or be stingy with.
  - When a customer enters my store, forget me. He is king.
  - Keep up the old standards, and day by day raise them higher
  - Any seeming deception in a statement is costly, not only in the expense of the advertising but in the detrimental effect produced upon the customer, who believes she has been misled.
  - Do the next thing.



Wanamaker Grand Depot circa 1876

## 1976. The innovation of Ogilvy.

- **David MacKenzie Ogilvy** (June 23, 1911–July 21, 1999), has often been called "**The Father of Advertising.**" In 1975, *Time magazine* called him "the most sought-after wizard in the advertising industry." He was known for a career of expanding the bounds of both creativity and morality.
- Quotes Attributed to David Ogilvy
  - The most important word in the vocabulary of advertising is TEST. Never stop testing, and your advertising will never stop improving.
  - What you say in advertising is more important than how you say it.
  - Unless your advertising is based on a BIG IDEA, it will pass like a ship in the night.
  - I prefer the discipline of knowledge to the chaos of ignorance.
  - The more informative your advertising, the more persuasive it will be.
  - The consumer isn't a moron; she is your wife.
  - It has taken more than a hundred scientists two years to find out how to make the product in question; I have been given thirty days to create its personality and plan its launching. If I do my job well, I shall contribute as much as the hundred scientists to the success of this product.
  - On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.
  - What really decides consumers to buy or not to buy is the content of your advertising, not its form.



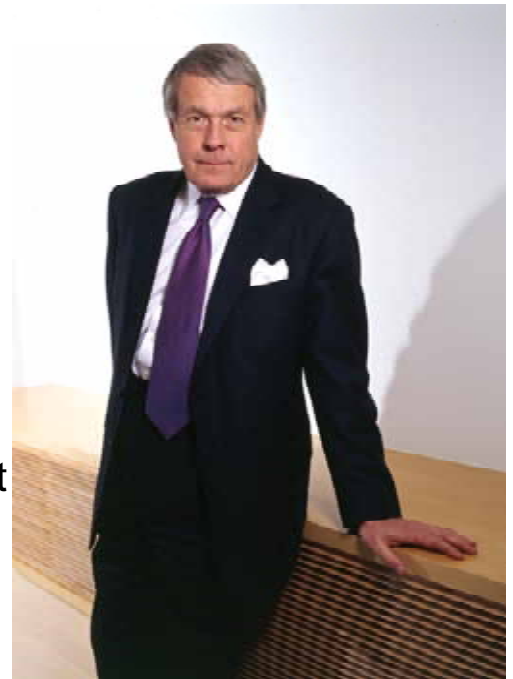
### 2006. The adaptation of David Bell.

- David A. Bell, Chairman Emeritus and former Chairman of the Board President and Chief Executive Officer of Interpublic Group Of Companies (IPG) is this generation's father of modern advertising.
  - For 41 years he guided several firms through consolidation to eventually be composed of 92 inter-related advertising and marketing firms billing @ \$6.5 - \$7.0 billion annually or about 1/6th of all industry revenues
- Bell says that there are **three new realities** of business and we must adapt accordingly.

- First, there's the growth of

#### **The Consideration Economy.**

- Sparked by demographic changes and technology – such as rising educational levels in many nations and the growing penetration of high-speed Internet access – **today's consumer spends more time considering purchases than ever before.**
- They read nutritional labels and ingredient lists.
- They find out if a company (or even its parent company) supports causes they believe in.
- They read what other consumers have to say about a product.
- They consider multiple alternatives and relentlessly search out the best available price.
- At the end of the day, consumers want to feel they own the process. On some level, **they want to feel as if they've "won"** when they make a purchasing decision.
- Whether that means getting the best deal on a credit card or finding a detergent that doesn't harm the environment.



[ INTER  
PUBLIC  
GROUP ]

- The second trend is the emergence of **Customer Managed Relationships**.
  - A decade ago, it was pretty common in our business to claim that we and the client managed the relationship between the brand and the consumer.
  - That we controlled the message and how it was conveyed.
  - While that “crm” model may have been real ten years ago, even five years ago, it is no longer.
  - **Today, the consumer is increasingly in control** - of what they watch, when they watch it, as well as most all the information about brands they choose to allow into their lives.
- A related third reality is **Consumer Atomization**.
  - In an “opt-in” world, **consumers expect messages to be specifically targeted to them**.
  - Relevant on an individual basis.
  - They want their needs, tastes and behavior reflected in what they hear from our clients – even to the point of expecting customized products in areas ranging from packaged goods all the way to automobiles.
  - The major theme that links these trends is this:  
**consumers make the rules.**
  - They skip television ads and block Internet pop-ups.
  - They are on do-not-call lists.
  - We need to begin transforming the way we do business.
  - We need to acknowledge these trends and harness them.
  - That's where we'll find growth.