

Favorite Advertising/Marketing/Life Quotes:

There is no way for the American economic system to function without advertising. There is no other way to communicate enough information about enough products to enough people with enough speed."

--John O'Toole, member

Let us blaze new trails. Let us prove to the world that good taste, good art and good writing can be good selling."

--William Bernbach, member

Advertising, to be successful, must understand or anticipate basic human needs and wants and interpret available goods and services in terms of their want-satisfying abilities. This is the very opposite of manipulation."

--Charles H. Sandage

The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally, freshly."

--William Bernbach, member

Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can't."

--Morris L. Hite, member

Advertising promotes that divine discontent which makes people strive to improve their economic status."

--Ralph Starr Butler, member

Advertising makes people discontented. It makes them want things they don't have. Without discontent, there is no progress, no achievement."

--Morris Hite, member

Give people a taste of Old Crow, and tell them its Old Crow. Then give them another taste of Old Crow, but tell them its Jack Daniel's. Ask them which they prefer. They'll think the two drinks are quite different. They are tasting images."

--David Ogilvy, member

There is no material with which human beings work which has so much potential energy as words."

--Ernest Elmo Calkins, member

You must make the product interesting, not just make the ad different. And that's what too many of the copywriters in the U.S. today don't yet understand."

--Rosser Reeves, member

Advertising is, actually, a simple phenomenon in terms of economics. It is merely a substitute for a personal sales force -- an extension, if you will, of the merchant who cries aloud his wares."

--Rosser Reeves, member

Let us prove to the world that good taste, good art, and good writing can be good selling"

--William Bernbach

A good ad should be like a good sermon: It must not only comfort the afflicted, it also must afflict the comfortable."

--Bernice Fitz-Gibbon, member

To exercise true freedom of choice, you've got to know what you've got a choice of. That is the function of advertising."

--Tom Dillon, member

If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, and the language in which they think. We try to write in the vernacular."

--David Ogilvy, member

Advertising is the ability to sense, interpret ... to put the very heart throbs of a business into type, paper and ink."

--Leo Burnett, member

If you have anything really valuable to contribute to the world it will come through the expression of your own personality, that single spark of divinity that sets you off and makes you different from every other living creature."

--Bruce Barton, member

Remove advertising, disable a person or firm from proclaiming its wares and their merits, and the whole of society and of the economy is transformed. The enemies of advertising are the enemies of freedom."

--David Ogilvy, member

There is no better test of an advertisement than whether or not it actually sells the product! In fact, it is the only true way of determining if your advertisement works."

--John Caples, member

Whatever course you have chosen for yourself, it will not be a chore but an adventure if you bring to it a sense of the glory of striving."

--David Sarnoff, member

Every ad is an investment in the long-term image of a brand."

--David Ogilvy, member

We pay just as dearly for our triumphs as we do for our defeats. Go ahead and fail. But fail with wit, fail with grace, fail with style. A mediocre failure is as insufferable as a mediocre success."

--Bruce Barton, member

You must make the product interesting, not just make the ad different. And that's what too many of the copywriters in the U.S. today don't yet understand."

--Rosser Reeves, member

Dream small dreams. If you make them too big, you get overwhelmed and you don't do anything. If you make small goals and accomplish them, it gives you the confidence to go on to higher goals."

--John H. Johnson (1918-2005), member

I am one who believes that one of the greatest dangers of advertising is not that of misleading people, but that of boring them to death."

--Leo Burnett

Creativity is no longer about grabbing attention or raising consumer awareness. Its goal is to remind consumers about what is fundamental and gratifying about a brand."

--Peter A. Georgescu, member

Action and reaction, ebb and flow, trial and error, change -- this is the rhythm of living. Out of our over-confidence, fear; out of our fear, clearer vision, fresh hope. And out of hope, progress."

--Bruce Barton, member

Advertising is persuasion and persuasion is not a science, but an art."

--William Bernbach, member

Nobody can be successful unless he loves his work."

--David Sarnoff, member

Ambition has its disappointments to sour us, but never the good fortune to satisfy us. Its appetite grows keener by indulgence and all we can gratify it with at present serves but the more to inflame its insatiable desires."

--Benjamin Franklin, member

As long as you're green, you're growing. As soon as you're ripe, you start to rot."

--Ray Kroc, member

Advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which product shall be the leader today, and which shall lead tomorrow."

--Bruce Barton, member

Brand value is very much like an onion. It has layers and a core. The core is the user who will stick with you until the very end."

--Edwin Artzt, member

Advertising reflects the mores of society, but does not influence them."

--David Ogilvy, member

In good times, people want to advertise; in bad times, they have to."

--Bruce Barton, member

Some questions don't have answers, which is a terribly difficult lesson to learn."

--Katherine Graham, member,

In advertising, not to be different is virtually suicidal."

--William Bernbach, member

Not everything that can be counted counts; and not everything that counts can be counted."

--George Gallup, member

Any damn fool can put on a deal, but it takes genius, faith and perseverance to create a brand."

--David Ogilvy, member

When you are through changing, you are through."

--Bruce Barton, member

Copy is a direct conversation with the consumer."

--Shirley Polykoff, member

Whatever course you have chosen for yourself, it will not be a chore but an adventure if you bring to it a sense of the glory of striving."

--David Sarnoff, member

The secret of all effective originality in advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships."

--Leo Burnett, member

Creativity often consists of merely turning up what is already there. Did you know that right and left shoes were thought up only a little more than a century ago?"

--Bernice Fitz-Gibbon, member

Men and women are limited not by the place of their birth, not by the color of their skin, but by the size of their hope."

--John Johnson, member

Creativity is so delicate a flower that praise tends to make it bloom while discouragement often nips it at the bud."

--Alex Osborn

Big ideas are so hard to recognize, so fragile, so easy to kill. Don't forget that, all of you who don't have them."

--John "Jock" Elliott, Jr., member

There is no limit to what a man can do or how far he can go if he doesn't mind who gets the credit."

--Robert Woodruff, member

There are two kinds of men who don't amount to much: Those who can't do what they are told and those who can do nothing else."

--Cyrus H. K. Curtis, member

There is no such thing as a mass mind. The mass audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions it rarely moves anyone."

--Fairfax Cone, member

Energy and persistence conquer all things."

--Benjamin Franklin, member

The greatest thing to be achieved in advertising, in my opinion, is believability, and nothing is more believable than the product itself."

--Leo Burnett, member

Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman."

--David Ogilvy, member

Luck is a dividend of sweat. The more you sweat, the luckier you get."

--Ray Kroc, member

There is no better test of an advertisement than whether or not it actually sells the product! In fact, it is the only true way of determining if your advertisement works."

--John Caples, member

If only I had a little humility, I'd be perfect."

--Ted Turner, member

Clever, tricky ideas often sound fine when described in a conference room. But some simple, basic, plain-as-the-nose-on-your-face idea will sell more goods."

--John Caples, member

The right name is an advertisement in itself."

--Claude Clarence Hopkins, member

Anyone who thinks that people can be fooled or pushed around has an inaccurate and pretty low estimate of people -- and he won't do very well in advertising."

--Leo Burnett, member

Nobody counts the number of ads you run; they just remember the impression you make."

--William Bernbach, member

Advertising is a non-moral force, like electricity, which not only illuminates but electrocutes. Its worth to civilization depends upon how it is used."

--J. Walter Thompson, member

If your advertising goes unnoticed, everything else is academic."

--William Bernbach, member

It takes good clients to make a good advertising agency. Regardless of how much talent an ad agency may have, it is ineffective without good products and services to advertise."

--Morris Hite, member

Success or failure in business is caused more by the mental attitude even than by mental capacities."

--Walter Dill Scott, member

As a profession, advertising is young: As a force, it is as old as the world."

--Bruce Barton, member

The secret of all effective originality in advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships."

--Leo Burnett, member

If you would persuade, you must appeal to interest rather than intellect."

--Benjamin Franklin, member

Curiosity about life in all of its aspects, I think, is still the secret of great creative people."

--Leo Burnett, member

Let us blaze new trails. Let us prove to the world that good taste, good art and good writing can be good selling."

--William Bernbach, member

Nothing splendid has ever been achieved except by those who dared believe that something inside of them was superior to circumstance."

--Bruce Barton, member

All mankind is divided into three classes: those that are immovable, those that are movable, and those that move."

--Benjamin Franklin, member

Good advertising does not just circulate information. It penetrates the public mind with desires and belief."

--Leo Burnett, member

Creative ideas reside in people's minds but are trapped by fear or rejection. Create a judgment-free environment and you'll unleash a torrent of creativity."

--Alex Osborn, member

When you advertise fire-extinguishers, open with fire."

--David Ogilvy, member

Great designers seldom make great advertising men, because they get overcome by the beauty of the picture -- and forget that merchandise must be sold."

--James Randolph Adams, member

Yes, I sell people things they don't need. I can't, however, sell them something they don't want. Even with advertising. Even if I were of a mind to."

--John E. O'Toole, member

Drive thy business or it will drive thee."

--Benjamin Franklin, member

I was always more interested in being a woman first and an advertising person second."

--Shirley Polykoff, member

Attract attention, maintain interest, create desire and get action."

--E. St. Elmo Lewis, member

People are very sophisticated about advertising now. You have to entertain them. You have to present a product honestly and with a tremendous amount of pizzazz and flair, the way it's done in a James Bond movie. But you can't run the same ad over and over again. You have to change your approach constantly to keep on getting their attention."

--Mary Wells Lawrence, member

There is no way for the American economic system to function without advertising. There is no other way to communicate enough information about enough products to enough people with enough speed."

--John O'Toole, member

The first thing one must do to succeed in advertising is to have the attention of the reader. That means to be interesting. The next thing is to stick to the truth, and that means rectifying whatever's wrong in the merchant's business. If the truth isn't tellable, fix it so it is. That is about all there is to it."

--John E. Powers, member

The secret of all effective originality in advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships."

--Leo Burnett, member

I have a theory that the best ads come from personal experience. Some of the good ones I have done have really come out of the real experience of my life, and somehow this has come over as true and valid and persuasive."

--David Ogilvy, member

Consumers are statistics. Customers are people."

--Stanley Marcus, member

Forget words like 'hard sell' and 'soft sell.' That will only confuse you. Just be sure your advertising is saying something with substance, something that will inform and serve the consumer, and be sure you're saying it like it's never been said before."

--William Bernbach, member

In what way can a revelation be made but by miracles? In none which we are able to conceive."

--William Paley, member

It's easy to have principles when you're rich. The important thing is to have principles when you're poor."

--Ray Kroc, member

The value of an ad is in inverse ratio to the number of times it has been used."

--Raymond Rubicam, member

Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.'"

--Leo Burnett, member

The first thing one must do to succeed in advertising is to have the attention of the reader. That means to be interesting. The next thing is to stick to the truth, and that means rectifying whatever's wrong in the merchant's business. If the truth isn't tellable, fix it so it is. That is about all there is to it."

--John E. Powers, member

The agency's account executive should be able to step into the sales manager's shoes if the sales manager drops dead today."

--Morris Hite, member

It takes good clients to make a good advertising agency. Regardless of how much talent an ad agency may have, it is ineffective without good products and services to advertise."

--Morris Hite, member

Good advertising does not just circulate information. It penetrates the public mind with desires and belief."

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--John Caples, member

Attract attention, maintain interest, create desire and get action."

--E. St. Elmo Lewis, member

Sometimes when I consider what tremendous consequences come from little things, I am tempted to think there are no little things."

--Bruce Barton, member

If you are writing about baloney, don't try to make it Cornish hen, because that is the worst kind of baloney there is. Just make it darned good baloney."

--Leo Burnett, member

Remove advertising, disable a person or firm from proclaiming its wares and their merits, and the whole of society and of the economy is transformed. The enemies of advertising are the enemies of freedom."

--David Ogilvy, member

No company that markets products or services to the consumer can remain a leader in its field without a deep-seated commitment to advertising."

--Edwin Artzt, member

A slip of the foot you may soon recover, but a slip of the tongue you may never get over."

--Benjamin Franklin, member

If your advertising goes unnoticed, everything else is academic."

--William Bernbach, member

I regard a great ad as the most beautiful thing in the world."

--Leo Burnett, member

Some manufacturers illustrate their advertisements with abstract paintings. I would only do this if I wished to conceal from the reader what I was advertising."

--David Ogilvy, member

All business is personal, so make your friends before you need them."

--Robert L. Johnson, member

Political advertising ought to be stopped. It's the only really dishonest kind of advertising that's left."

--David Ogilvy, member

As an entrepreneur, sometimes you make it up as you go along. You have to have an unshaken belief in yourself, work harder than the next guy, and do whatever it takes with determination."

--Robert L. Johnson, member

The best ideas come as jokes. Make your thinking as funny as possible."

--David M. Ogilvy, member

I like that they are talking about the work. If they aren't talking, then your brand is dead."

--Alex Bogusky, member

The mystery of writing advertisements consists mainly in saying in a few plain words exactly what it is desired to say, precisely as it would be written in a letter or told to an acquaintance."

--George P. Rowell, member

Advertising is found in societies which have passed the point of satisfying the basic animal needs."

--Marion Harper Jr., member

Ten years ago the agencies with the best idea won business and awards. Everyone now has great creatives. The great agencies are the ones who are thinking of consumers in terms of planning and insights."

--Aldo Quevedo, member

Success or failure in business is caused more by the mental attitude even than by mental capacities."

--Walter Dill Scott, member

Advertising is not the noblest creation of man's mind, as so many of its advocates would like the public to think. We are merely human, trying to do a necessary human job with dignity, with decency and with competence."

--Leo Burnett, member

Good advertising does not just circulate information. It penetrates the public mind with desires and belief."

--Leo Burnett, member

The headline is the most important element of an ad. It must offer a promise to the reader of a believable benefit. And it must be phrased in a way to give it memory value."

--Morris Hite, member

You can tell the ideals of a nation by its advertisements."

--Norman Douglas, member

It is not the purpose of the ad or commercial to make the reader or listener say, 'My what a clever ad.' It is the purpose of advertising to make the reader say, 'I believe I'll buy one when I'm shopping tomorrow.'"

--Morris Hite, member

If you would persuade, you must appeal to interest rather than intellect."

--Benjamin Franklin, member

To establish a favorable and well-defined brand personality with the consumer the advertiser must be consistent. You can't use a comic approach today and a scientist in a white jacket tomorrow without diffusing and damaging your brand personality."

--**Morris Hite, member**

Cherish forever what makes you unique, 'cuz you're really a yawn if it goes."

--**Bette Midler,**
Actress and singer

Ambition has its disappointments to sour us, but never the good fortune to satisfy us. Its appetite grows keener by indulgence and all we can gratify it with at present serves but the more to inflame its insatiable desires."

--**Benjamin Franklin, member**

There are two types of people in this world: good and bad. The good sleep better, but the bad seem to enjoy the waking hours much more."

--**Woody Allen,**
American filmmaker

If you have any doubts that we live in a society controlled by men, try reading down the index of contributors to a volume of quotations, looking for women's names."

--**Elaine Gill, American author**

There is no material with which human beings work which has so much potential energy as words."

--**Ernest Elmo Calkins, member**

Curiosity about life in all of its aspects, I think, is still the secret of great creative people."

--**Leo Burnett, member**

There is no limit to what a man can do or how far he can go if he doesn't mind who gets the credit."

--**Robert Woodruff, member**

Advertising doesn't create a product advantage. It can only convey it."

--**William Bernbach, member**

Good advertising does not just circulate information. It penetrates the public mind with desires and belief."

--**Leo Burnett, member**

Whatever course you have chosen for yourself, it will not be a chore but an adventure if you bring to it a sense of the glory of striving."

--**David Sarnoff, member**

The product that will not sell without advertising will not sell profitably with advertising."
--Albert D. Lasker, member

Energy and persistence conquer all things."
--Benjamin Franklin, member

I used to think anyone doing anything weird was weird. Now I know that it is the people that call others weird that are weird."
--[Paul McCartney](#), English singer, songwriter and musician

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."
--John Wanamaker, member

Remove advertising, disable a person or firm from proclaiming its wares and their merits, and the whole of society and of the economy is transformed. The enemies of advertising are the enemies of freedom."
--David Ogilvy, member

The most important word in the vocabulary of advertising is 'test'. If you pretest your product with consumers, and pretest you advertising, you will do well in the marketplace."
--David Ogilvy, member

I warn you against believing that advertising is a science."
--William Bernbach, member

He that is of the opinion money will do everything may well be suspected of doing everything for money."
--Benjamin Franklin, member

The essential element in personal magnetism is a consuming sincerity -- an overwhelming faith in the importance of the work one has to do."
--Bruce Barton, member

Whatever course you have chosen for yourself, it will not be a chore but an adventure if you bring to it a sense of the glory of striving."
--David Sarnoff, member

A logo is like a man's name. When I mention a certain man you know well, everything about that man jumps into your mind. A logo does the same thing for a product."
--William Bernbach, member

The product that will not sell without advertising will not sell profitably with advertising."
--Albert D. Lasker

Nothing splendid has ever been achieved except by those who dared believe that something inside of them was superior to circumstance."

--Bruce Barton, member

The quality of a leader is reflected in the standards they set for themselves."

--Ray Kroc, member

Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight."

--Henry R. Luce, member

You must make the product interesting, not just make the ad different. And that's what too many of the copywriters in the U.S. today don't yet understand."

--Rosser Reeves, member

Good advertising does not just circulate information. It penetrates the public mind with desires and belief."

--Leo Burnett, member

The ultimate test of a finished account executive is his ability to write a sound marketing plan."

--Morris Hite, member

Never write an advertisement which you wouldn't want your family to read. You wouldn't tell lies to your own wife. Don't tell them to mine."

--David M. Ogilvy, member

I have a theory that the best ads come from personal experience. Some of the good ones I have done have really come out of the real experience of my life, and somehow this has come over as true and valid and persuasive."

--David Ogilvy, member

Good advertising is written from one person to another. When it is aimed at millions it rarely moves anyone."

--Fairfax M. Cone, member

Marketing from day one needs to be focused on ideas and innovation that create sustainable growth."

--Jim Speros, member

Our competition, our consumer, our marketplace, our technologies are all changing, and we'll continue to change faster than ever before, and it is our job to be in front of that change."**--August Busch IV, member**

Unless a product becomes outmoded, a great campaign will not wear itself out."

--Rosser Reeves

Advertising becomes a dialogue that becomes an invitation to a relationship."

--Lester Wunderman

Advertising moves people toward goods; merchandising moves goods toward people."

--Morris Hite

When you have to comprise your business principles and philosophy, winning isn't the only thing."

--John S. Bowen

The mystery of our industry has vanished. Clients used to be seduced by the mystery of what happened in the back room. Clients realize now that they can do a lot of that stuff in-house. Big agencies aren't intimidating forces any more."

--David Droga, member

All of us have dreams, but we never get very far unless at some point, we believe, we create and just be fearless."

--Michelle Peluso

Come the millennium, I think the greatest demand on the part of mass audiences is going to be for individuality."

--Mary Wells Lawrence

I love American brands, but they are losing friends around the world and it is vital to the interests of America to change this."

--Keith Reinhard

Good entrepreneurs are not just smart, they are constantly seeking opportunities."

--Tony Dieste

There is no such thing as a Mass Mind. The Mass Audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions it rarely moves anyone."

--Fairfax M. Cone

Advertising is still a melting pot of people from all kinds of different educational and experiential backgrounds, but what the good ad people have in common is empathy."

--Allen Rosenshine

Every assignment begins with the desire to come up with a great idea. No creative I know runs the ad gauntlet without the best intentions of producing a piece of work that is breakthrough. But creative advertising is fragile."

--Susan Credle

Grant graciously what you dare not refuse."

--George Gallup

Advertising becomes a dialogue that becomes an invitation to a relationship."

--Lester Wunderman

It is easier to tone down a wild idea than to think up a new one."

--Alex Osborn

You have to be noticed, but the art is getting noticed naturally, without screaming and without tricks."

--Leo Burnett

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."

--David Ogilvy, member

When executing advertising, it's best to think of yourself as an uninvited guest in the living room of a prospect who has the magical power to make you disappear instantly."

--John O'Toole, member

The more informative your advertising, the more persuasive it will be."

--David Ogilvy, member

Advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which product shall be the leader today, and which shall lead tomorrow."

--Bruce Barton, member

The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it."

--Ray Kroc, member

Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.'"

--Leo Burnett

Success or failure in business is caused more by mental attitude than by mental capacities."

--Walter Dill Scott

Advertising did not invent the products or services which called forth jobs, nor inspire the pioneering courage that built factories and machinery to produce them. What advertising did was to stimulate ambition and desire - the craving to process, which is the strongest incentive to produce."

--Bruce Barton

I learned that change is guaranteed. Whatever you see today will be gone tomorrow, and those who succeed are the ones that embrace change and don't reject it."

--Bruce Gordon, member

And I have always believed that advertising has a powerful impact on our society. It not only influences public taste and conduct; it also helps shape society's values."

--Liener Temerlin, member

Our job is to simplify, to tear away the unrelated, to pluck out the weeds that are smothering the product message."

--William Bernbach, member

If advertising had a little more respect for the public, the public would have a lot more respect for advertising."

--James Randolph Adams, member

Advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which product shall be the leader today, and which shall lead tomorrow."

--Bruce Barton

It's the art in design that touches hearts. It's the art in design that brings joy; it's the art in design that moves us to choose.

DOS computers manufactured by companies such as IBM, Compaq, Tandy, and millions of others and are by far the most popular, with about 70 million machines in use worldwide. Macintosh fans, on the other hand, may note that cockroaches are far more numerous than humans, and that numbers alone do not denote a higher life form. ~Author Unknown

I avoid clients for whom advertising is only a marginal factor in their marketing mix. They have an awkward tendency to raid their advertising appropriations whenever they need cash for other purposes."

--David Ogilvy