

# Changing the world is the only fit work for a grown man

## Themes

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Be personal.  
Circuitous.  
Amplify via media and contests.  
Create platforms.  
Have a conversation.  
Be interactive.  
The product is not the message.

Consciously trying to remain an outsider.

## Chapter 1

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### Example

Qantas ad: Be the first one in your block to own a kangaroo!

(Name the new Qantas plane.)

Followed by: New York Child wins kangaroo, her first!

There's a natural progression.

### Example

Skywriter misspelling NUCOA until final day.

## Chapter 2

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Gossage insisted clients buy less advertising, not more. He felt if the advertisement was good enough, you only needed to run it once.

They lived or died on the quality of their ideas, but they also retained final say over the content of the ads.

The Firehouse just became a place to gather. Gossage just wanted to be around creative people. He wanted an exchange of ideas, an exchange of experiences.

Gossage was the main client contact. He also made it a rule to only deal with the president of the client business.

Small: His aim was to never grow the agency beyond 15 people.

## Chapter 3

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### **"Hammer it in" approach**

The traditional approach (as exemplified by Rosser Reeves of the Ted Bates agency) was the Unique Selling Proposition:

1. Each advertisement must make a proposition to the consumer ... each advertisement must say to each reader: "Buy this product, and you will get this benefit."
2. The proposition must be one that the competition either cannot, or does not, offer.
3. The proposition must be so strong that it can move the mass millions, i.e., pull over new customers to your product.

This is sound strategy.

### **vs. The Big Creative Idea**

The difference was that Reeves felt this was pretty much the whole battle. People like Doyle Dane Bernbach regarded the nailing of the USP the halfway point:

*DDB's teams strove for a big creative idea that would bring that proposition to life by dramatizing or demonstrating it in a way that was not intrusive but actually interesting, imaginative, and original.*

Ogilvy echoed this: "Unless your advertising contains a big idea, it will pass like a ship in the night."

Gossage felt advertising should be as entertaining and interesting as the editorial around it.

You have to interest people.

Gossage thought the best advertising would come from people outside the prevailing environment.

### Iteration

Do one ad at a time.  
See how people respond.  
Respond to them with another ad that arises from that conversation.

"There is feedback in every ad."

## Chapter 4

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The two conventional ways of putting together a campaign:

1. The Reeves' "Hammer it in" approach.
2. The press "en bloc" approach:
  - Create a series of press ads that communicate the product benefit.
  - Present to the client en bloc.
  - Run the ads simultaneously over the coming months.

By inviting readers into the feedback loop, Gossage chose a new way.

Advertising was dynamic, a dialogue.

His method: The coupon.

His metaphor was the conversation, not the bludgeon.

### Example

Scientific American approached Gossage and asked if he would write a campaign aimed at getting big-spending airline companies to advertise in the magazine's pages.

The typical approach would have been to run a headline and visual that drew attention to the number of frequent air travelers who read Scientific American, thus promising the airlines a lucrative audience for their advertising. The copy would have included details about income and taste.

Gossage created the 1st International Paper Airplane Contest.

The campaign exemplified his "parallel structure" approach. Starting a conversation in one place, he made sure to tie it back to the product. The copy had lots of references to Scientific American in it.

He also created a platform. His "ad platform technique" was always to amplify the original advertising message via a variety of media.

### Differences with Ogilvy

Ogilvy: Product should be the focal point of the advertising. For Shell, Ogilvy did his research and touted the ingredients of Petrol.

Gossage did the same research and concluded that all petrol was pretty much the same. So he decided to differentiate Fina by making them likeable.

## Example

Fina headline: If you're driving down the road and you see a Fina station and it's on your side so you don't have to make a U-turn through traffic and there aren't six cars waiting and you need gas or something please stop in."

## Example

Fina pink-air campaign.

Fill your tires with pink air.

Amplify: Pink valve caps. Pink balloons. Pink pipeline. Ad for pink asphalt giveaway. Follow-up ad announcing contest winner.

## Example

Name the colors for Eagle Shirts.

Press and interactive as part of the same plan.

He always aimed to say something newsworthy.

Formula:

Create the platform.

Put out the ad.

Press conference.

Publicity.

## Example

Composers on T-shirts.

Walk to Seattle.

An ad that stopped mid-sentence.

Gating Irish tourists.

The aim was to approach each problem with no preconceived idea of what the solution might be.

Tactic

Be specific and truthful.

## Example

Anguilla: Is it "silly" that Anguilla does not want to become a nation of bus boys?