

How to create industrial advertising that sells

by Ogilvy & Mather

Ogilvy & Mather has created industrial advertising for over 200 of our clients in 30 countries.

Here, with all the dogmatism of brevity, are some of the ways we have learned to get the best results.

1. Use your best people. Industrial advertising can be even more challenging than consumer advertising. Often it aims to influence decisions involving hundreds of thousands of dollars.

If you want first-rate industrial advertising, assign it to first-rate people. At Ogilvy & Mather, the people who develop industrial advertising are the same people who develop consumer advertising. The same account executives. The same copywriters and art directors. The same media people.

2. Prove your case. Advertising with a largely emotional appeal can sell some types of consumer products. But rarely, if ever, will it sell industrial products. Hard-nosed buyers, men whose business is spending money wisely, need an airtight argument to be convinced.

• **Use case histories and testimonials.** Buyers like to know how well your product has worked for others. This is the headline for an International Nickel advertisement:

"Chattanooga's 348,000-Barrel LNG Tank Is Now 4 Months Ahead of Schedule. Easy-Welding 9% Nickel Steel Is One Reason Why."

An impressive case history, directly responsible for new business for International Nickel.

• **Demonstrate.** Show what your product will do. *Torture tests* can be unusually effective. To demonstrate the strength of International Paper's cardboard meat container, Ogilvy & Mather showed one box supporting six grown men and a steer.

After reading this advertisement, the head of one of the largest meat-packing firms in the U.S. sought out International Paper. Until then, IP had been unable to get in touch with him.

Another way to demonstrate is to put the proof of your product's capabilities right in the reader's hands.

In Australia, Ogilvy & Mather helped launch a new copier for Repco Canon. The advertisement was an actual copy

made by a Repco Canon copier, inserted into the leading financial/business paper.

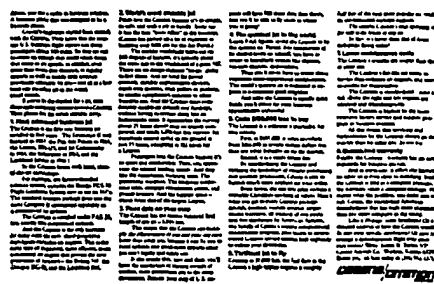
In the first two months, sales were *double* the company's original estimates.

• **Use long copy.** See the box below.



Cessna's sensible Citation vs. other jets.

(Or, how to get a more versatile business plane for a lot less money.)



Typical advertisement for the Citation has 1100 words. (See box below.)

3. Create uses for a new material. Once you identify your market, develop possible uses for the material. Then show them in your advertising.

Shell Chemical wanted to sell polypropylene plastic to the packaging industry—but polypropylene plastic had never been used for packaging. So Shell asked industrial engineers to develop *models* of packages that could be made of polypropylene. Ogilvy & Mather featured the models in advertisements. One of the hypothetical packages was eventually used by a manufacturer who became a good customer of Shell.

4. Develop a single advertising format for all your product groups. Otherwise your advertisements will seem to come from several small companies rather than one large corporation. When Ogilvy & Mather developed an overall format for all Owens-Corning Fiberglas advertisements, research showed a *doubling* of recognition of Owens-Corning as a large, nationwide corporation.

5. Get the reader to participate. One way: quizzes. International Nickel ran quizzes for two years. Here's one of the headlines:

"Are You an Expert on the Uncommon Cold? Try This Cryogenic Quiz."

Each quiz advertisement got top "noted" and top "read most" scores every time it ran. *Note:* The quiz

implies that *you* have the answers. This helps establish your company as a leading expert in your field.

6. Make your advertisement a product guide—with your product the hero. An insert Ogilvy & Mather produced for Massey-Ferguson in England showed fourteen types of ploughs and what each does best in bedding the soil:

"The Massey-Ferguson Guide to Better Bed-Making."

Massey-Ferguson salesmen found the advertisement pinned up on walls of many agricultural dealers. And on farms, as well.

7. Put a strong promise in the headline. This is the most effective way to alert those few readers who are *prospects* for your product.

"Fiberglas Is More Than a Weather-Resistant Lighting Pole. It's a Way to Cut Maintenance Costs Almost to Zero."

One order resulting from this advertisement was enough to pay for the entire campaign for a year.

8. Use cutaway drawings, diagrams, graphs. For Shell Chemical, Ogilvy & Mather used a diagram to explain a chemical process and a chart to give data for typical applications. These were the only illustrations in an advertisement that helped develop multimillion-dollar sales for Shell.

9. Include the price when you can. Contrary to what many advertisers believe, price does not scare readers away. Research shows that a promi-



Shell created packaging ideas to illustrate new uses for polypropylene plastic. See #3.

nent price *increases* readership—even a *high* price. Buyers know that quality merchandise costs more than shoddy merchandise.

How to get more for your money

10. Concentrate your forces. Run in fewer magazines. McGraw-Hill research shows that you spend your money more wisely when you run in the top two of the top five magazines in a field.

You'll usually reach about 86 percent of the total audience for all five publications—at 47 percent of the cost of running in all five.

11. Think smaller. Don't use spreads, for example, unless the importance of your story justifies the sheer impact of a spread—or you need the space to prove the claim in your headline. Spreads cost twice as much as pages but almost *never* produce double the readers or double the coupons.

If possible, split-run full pages with smaller sizes. Find out which size is most cost-effective. In England, Ogilvy & Mather experimented with various sizes of newspaper advertisements for 3M and discovered that an advertisement less than a quarter of a page actually pulled more coupons than full pages.

12. Consider 2-color—a real bargain. You get almost as many readers as with 4-color—at about one third the extra cost.

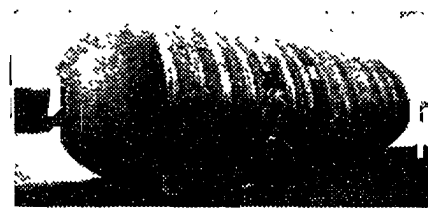
CAUTION: Use the second color *functionally*. Focus attention on product features. Highlight key words. Show how your product operates. *Help* the

reader. Using a second color merely for decorative purposes often looks cheap and can actually *lose* readers.

13. Repeat your winners. Industrial advertisers are notorious for killing their advertisements



The old way.



The Fiberglas way.

Owens-Corning Fiberglas

This advertisement got top "noted" and top "read most" scores on its eleventh insertion—as it did the first.

before they earn their keep. A waste of money.

An Ogilvy & Mather advertisement for Owens-Corning got top "noted" and top "read most" scores in *The Wall Street Journal* the eleventh time it ran—just as it did the first.

We have seen *coupon response* hold up through the *eighth* insertion.

These are only a few of the ways to make industrial advertising more effective. Ogilvy & Mather has a one-hour slide presentation with 75 more facts that can help make the difference between outstanding and mediocre industrial advertising.

If you are interested in seeing this full presentation, please write on your company letterhead to any of these heads of Ogilvy & Mather offices:

Andrew Kershaw
2 East 48th Street, New York, New York 10017

Michael Turner
2600 Two Shell Plaza, Houston, Texas 77002

Cy Schneider
5900 Wilshire Blvd., Los Angeles, Calif. 90036

Ogilvy & Mather Offices

We have learned that the same techniques work in our offices all over the world. We apply them for our clients in:

Argentina	Germany	Nigeria
Australia	Holland	Norway
Austria	Hong Kong	Singapore
Belgium	India	South Africa
Brazil	Indonesia	Spain
Canada	Italy	Sweden
Colombia	Kenya	Thailand
Denmark	Malaysia	United Kingdom
Finland	Mexico	United States
France	New Zealand	Venezuela

Ogilvy & Mather answers a common question about long copy

Ogilvy & Mather has prepared many industrial advertisements with very long copy. Yet readership research shows that the vast majority of the readers of any advertisement never get beyond the headline.

Since so few people read the copy at all, why does Ogilvy & Mather recommend long copy so often?

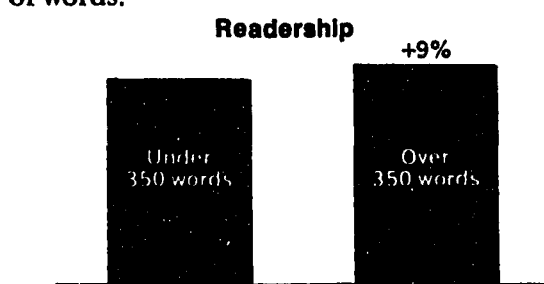
The answer is that those relatively few people who read the copy are *prospects* for your product or your service.

If you aren't in the market for a product you are unlikely to read an advertisement for it, no matter how long or short the copy. (Most readers of *The Wall Street Journal* have little interest in industrial advertising—or Ogilvy & Mather. Chances are they haven't read this far.)

But real prospects—especially industrial prospects responsible for spending large sums

—are hungry for information. Research shows that industrial advertisements with really long copy actually tend to get read more thoroughly than advertisements with shorter copy. (See chart.)

You might be able to sell a candy bar with very short copy. But you could never make a case for buying a Cessna Citation in a handful of words.



Source: McGraw-Hill LAP Study

Ogilvy & Mather

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