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# Remember Those Great Volkswagen Ads?



## Synopsis

The revolutionary Volkswagen advertising campaign of the 1960s and 70s is universally acknowledged to be the greatest and most influential ever created and was acclaimed as "the campaign of the century" in the Millennium editions of Time Magazine and the US ad industry bible Advertising Age. Remember those great Volkswagen ads? is the only comprehensive review of this definitive ad campaign. It features a brief history of the iconic Volkswagen Beetle, followed by an account of the birth of the campaign at US ad agency Doyle Dane Bernbach (DDB). This much enlarged and updated edition is illustrated with over 450 reproductions of press advertisements and TV commercial storyboards primarily featuring the VW Beetle, but also the Van, Bus and Camper, the Karmann Ghia and finally the VW Fastback and Squareback vehicles. Also included is a new section devoted to the billboards created by DDB in Los Angeles, as well as some of the ads created by their offices in Europe.

## Book Information

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## Customer Reviews

The advertising industry should issue a copy of this gorgeous book to everyone working in advertising or marketing. If you're thinking of a career in advertising it will show you how it's supposed to be done. If you're working in advertising it will remind you of why.

That's how the influential 'Ad Aged' blogger George Tannebaum summed up this book. And he went on to say "A new, comprehensive book on VW's glory decades is to me what discovering a

new Leonardo, or Van Gogh would be to an art historian. This is an event." "The new volume has expanded to 450 ads, including some I've never seen before from Germany and France. And that's going some, because, like I said, I strive to be a good writer and Volkswagen ads have been my teacher. I've sought out DDB's opus and their spawn for my whole career. You can buy the new volume here and if you're serious about effective communication, you owe it to yourself and your clients." "They'd see the virtue of single-mindedness. They'd see that work can build both a rational and emotional connection with the viewer. They'd see the best product advertising ever created and the best brand advertising, too. They'd see clarity. They'd see persuasion. They'd see wit."

HBO's *Mad Men* attracts millions of global viewers each week who are fascinated with the extraordinary characters that populate the smoke filled and scotch soaked boardrooms of the 1960s. But what made the real men of Madison Avenue so fascinating was the work they created in this era that changed a whole industry forever. Bernbach changed the way agencies worked and how brands connected with consumers. The very DNA of his VW work can still be found in every great brief and outstanding idea in advertising today. Turning the pages of this book is like studying the cross section of a mighty tree to see the many rings of cultural change, and of course, where modern advertising all began. This book should be the *go to* book for advertising planners, creative and clients looking for inspiration. But for the rest of us who simply love clever ideas and the art of persuasion, this is the only book you need on your shelf. After all, you'd be mad not to own it.

This book is much more than a compendium of those great Volkswagen ads. Details of the car's development and launch in the U.S. market | How Doyle Dane Bernbach, New York won the account | The odd couple's copywriter and art director partnership of Julian Koenig and Helmut Krone who originated the campaign | The satirical *Nine Ways to Improve an Ad* • by Fred Manley - essential reading for every account man and client today as it was 50 years ago. These interesting background stories are among many that set the scene for a showcase of ads that still shine today. If I was given the ultimatum of disposing of all my advertising books and keeping just one | this is the book I would keep. 363 pages of advertising warmth, wit and style. The classic Volkswagen campaign will never grow old and this new edition of the book that captures it all is a gem. Just buy it!

Like the first edition, an obvious labor of love from cover to cover. But here we have important new

chapters, like the one that lets us in on DDB Los Angeles' outdoor contributions to the VW opus. If Bill Bernbach himself had given out the assignment to map the history of Volkswagen, I doubt he could've been more pleased with what's resulted from the sparing yet deft editorial hand used here. The best VW ads are immediately striking not just for their seamless tour de force of art direction and copywriting, but also for the restraint that so greatly increases the communication's impact. This book achieves that same standard.

This updated edition makes this book even more important for anyone who cares or want to understand the meaning of "great advertising". DDB's work for VW continues to be an example and if you are in this business, buy the book and try to absorb as much as possible. It's all there

What a fun book! I couldn't put it down. I had expected just to glance through it and look at it in more detail later but each page brought a smile to my face. I think the magic of this book is that no matter what era the ad is from, it evokes so much from that period in time. Whether the anti-establishment of the VW against Madison Avenue in the 60s or the influx of other competitors in the 70s, it mirrors the quirkiness of the Beetle. A fun, fun read. Nick Nicaise

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