

The Big Idea in Advertising Isn't Dead. It's Just Better Informed

Lemon. The Uncola. The Man in the Hathaway Shirt. You Deserve a Break Today. Just Do It. Got Milk?

Those are just some of the big ideas that have inspired consumers over the last 80 years. Without them, modern advertisers wouldn't have a compass for their own journeys.

In a 1972 article called How to Create Advertising That Sells, ad icon David Ogilvy stated: "Unless your advertising is built on a big idea, it will pass like a ship in the night."



Ogilvy was one of the original big idea guys, and his work for Schweppes, Hathaway, Rolls-Royce and other brands helped him and his fellow Mad Men transform the global advertising industry by putting forth smart ideas that spoke to human truths.

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