



LEARNING FROM WINNERS 2

HOW THE ARF
DAVID OGILVY AWARD WINNERS
USE MARKET RESEARCH
TO CREATE
ADVERTISING SUCCESS

RAYMOND PETTIT

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**“What
you say
in advertising
is more
important than
how
you say it!”**

David
Ogilvy,
Confessions
of an
Advertising
Man

LEARNING FROM WINNERS 2 INTRODUCTION

The Advertising Research Foundation (ARF) has a long and storied heritage. Its mission is to elevate and expand the professional knowledge surrounding advertising, from proving its efficacy to understanding its inner workings. Contributing to this effort is the ARF’s recognition of excellent work in advertising research by industry luminaries. We do this through the David Ogilvy Research Awards program which was launched in 1994 to pay tribute to Ogilvy, the ultimate “Mad-Man” and agency owner, who believed in the power of research as a foundational element of effective advertising.

A compilation of some of the most seminal award winners, called **Learning from Winners**, was published as a book in 2008. This second volume, **Learning from Winners 2**, is an extension of the original book and focuses on the¹ spotlight winners from 2008 to 2018. The premise of the book, and indeed the award itself, is based on Ogilvy’s principles and holistic view of advertising that were established during the print and traditional linear TV era. But the research contained in each volume proves that these precepts are as relevant today as they ever were. His aphorisms such as, “What you say in advertising is more important than how you say it,” and **“I do not regard advertising as entertainment or an art form, but as a medium of information,”** transcend platforms and devices and hit at the core of basic viewer engagement and intent.

Ogilvy’s unique mix of experience, observation, intelligence and intuition has captured the fundamental notions about the importance of creative content, brand consistency, integrated brand communications, understanding consumers as people and, most importantly, the use of research methods and techniques to inform all stages of the advertising process.

¹ Pettit, R. (2008). “Learning from Winners: How the ARF David Ogilvy Award Winners Use Market Research to Create Advertising Success.” Taylor & Francis Group: NY, NY.

The Ogilvy Awards program, as presented in the first edition of **Learning from Winners**, helped to establish a codified base of foundations and guiding principles on the critical importance of understanding the consumer in order to launch successful creative ideas. **Learning from Winners 2** expands on the knowledge gleaned from the era of the original Ogilvy Awards program. One might say that the original era reflects the so-called Golden Age of Advertising, where Ogilvy and his counterparts worked primarily in TV and print advertising and had unprecedented access to a mass audience that was valued, targeted and sold at mass. Today, that landscape has changed and advertisers are faced with an ever transforming media ecosystem where delivery systems compete for consumer attention and where sophisticated research and data can hyper-target niche audiences.

Mass has passed but the fundamentals of engaging the consumer has not. What has changed is the way people access, consume, digest, as well as avoid, advertising due to media proliferation enabled by advances in technology.² The basic principles of advertising – as a means to influence consumers’ hearts, minds, and behavior – is evergreen, as proven by the case studies reflected in the Ogilvy’s award winners.

Ogilvy’s basic principles and approaches are still sound and relevant today. Based upon his belief in research, for example, Ogilvy’s natural propensity to test was a vital step in the creative process. By asking **“have we done the thorough study, creative thinking and reasoning demanded of advertising?”** he elevated the importance of the research efforts to guarantee that the advertising had the greatest chance of achieving success.

As we studied and distilled the last ten years of Ogilvy Award case studies in this new volume, it became clear that Ogilvy’s ‘invisible hand’ was still at work. The award-winning case studies we present in this book continue to showcase the careful, thoughtful, and thorough research efforts needed to achieve successful advertising.

THE ADVERTISING RESEARCH IMPERATIVE

ADVERTISING CONTINUES TO BE A HUGE SUCCESSFUL PART OF THE MEDIA INDUSTRY THAT REACHES INTO ALMOST EVERY CORNER OF EVERY BUSINESS.

Regaining momentum after a dip in 2009, the current U.S. advertising, public relations, and related service industry’s estimated aggregate revenue has reached levels nearly 20% higher than pre-recession levels.

ESTIMATED AGGREGATE REVENUE OF THE U.S. ADVERTISING, PUBLIC RELATIONS, AND RELATED SERVICE INDUSTRY FROM 2004 TO 2017
(IN BILLION U.S. DOLLARS)
REVENUE OF THE U.S. ADVERTISING INDUSTRY 2004-2017



Note: United States; 2004 to 2017; taxable employer firms; includes advertising agencies, public relations agencies, media buying agencies, media representatives, outdoor advertising and direct mail advertising service providers, advertising material distribution services and other services related to advertising. Source(s): US Census Bureau; ID 18393210

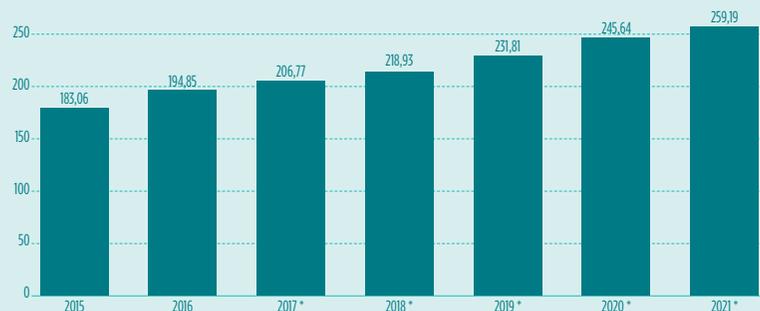
² Mark Deuze. Living in Media and the Future of Advertising. Pgs. 326-333 | Published online: 11 Jul 2016. <https://doi.org/10.1080/00913367.2016.1185983>

MEDIA ADVERTISING SPENDING HAS SHOWN A SIMILAR REBOUND:

MEDIA ADVERTISING SPENDING IN THE UNITED STATES FROM 2015 TO 2021

(IN BILLION U.S. DOLLARS)

ADVERTISING SPENDING IN THE U.S. 2015-2021



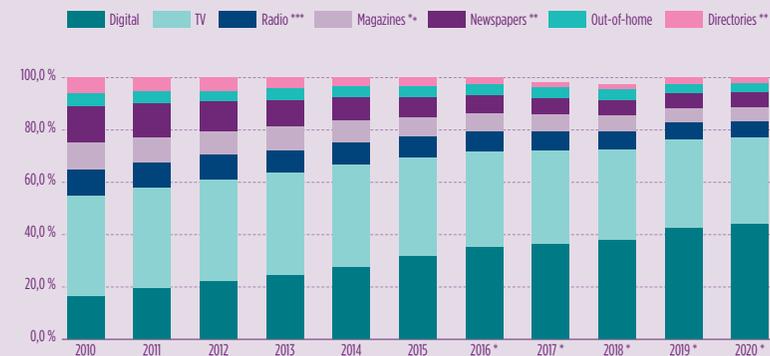
Note: United States; 2015 to 2016; includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV
Source(s): eMarketer; ID 272314
* Forecast.

While the basic principles of advertising still hold true, rapid advancements in technology continue to impact marketing, advertising, and media and test these truisms. Change and transformation are unstoppable where the balance of power has shifted from the advertiser to the consumer. People now have the ability to engage with multiple points of media content immediately, at their whim and right at their fingertips.

BUT THE DISTRIBUTION OF SPENDING HAS SHIFTED TO DIGITAL MEDIA WHILE MORE TRADITIONAL MEDIA HAS DECLINED.

DISTRIBUTION OF ADVERTISING SPENDING IN THE UNITED STATES FROM 2010 TO 2020, BY MEDIA

ADVERTISING SPENDING IN THE U.S. FROM 2010-2020, BY MEDIA



Note: United States; 2010 to 2015; for newspapers, magazines and directories print ads only; for radio - excludes off-air and digital.
Source(s): eMarketer; ID 272316
* Forecast. ** Print only. ***Excludes off-air radio and digital. Figures for the period 2010 to 2015 come from earlier publications.

Enabled and enhanced by new technologies and devices, this 'constant content contact' permeates all media creating a smørgåsbord of behavioral data streams and cognitive/emotional markers that brands and advertisers are only just beginning to grapple with and understand. Add to this the increasingly sensitive issues of privacy and data ethics and the challenges facing advertisers today move us into uncharted waters.

With all of this transformation, a modern day advertising enigma is created. While technology has expanded our ability to consume and experience media content in many forms and on many different screens, we are also better equipped to avoid advertising at every turn. And yet advertising has become ubiquitous where we can – and do – often unavoidably and sometimes passively engage with, interact, and experience brands every day from the TV, on our iPad, through the internet, on our mobile phone, even on ‘out-of-home’ screens in malls, hotels, theatres, elevators, and even gas pumps.

Mark Deuze captures this dynamic perfectly:

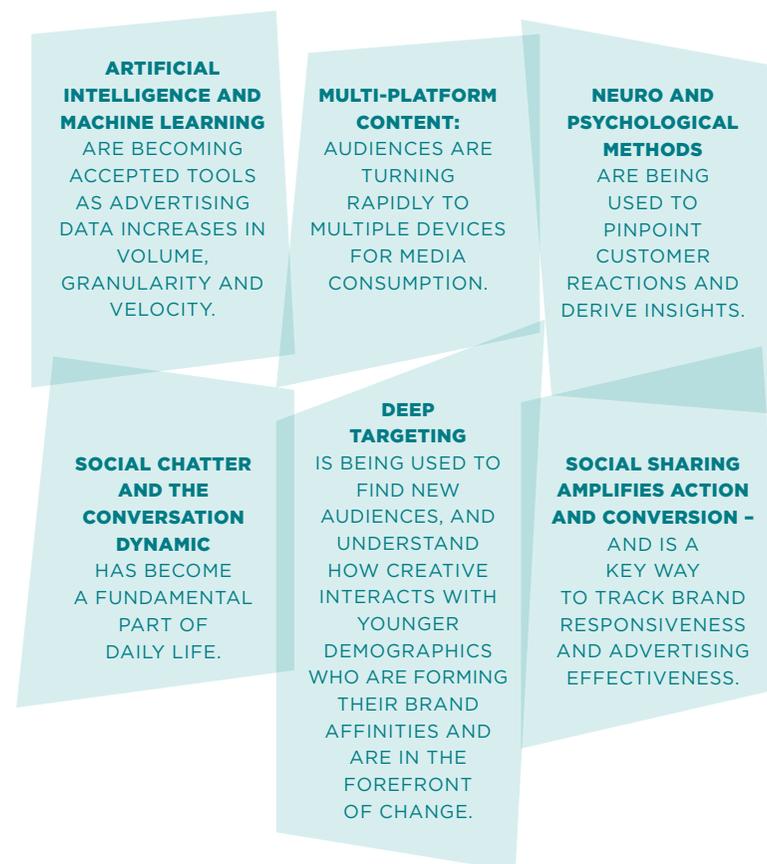
“Part of media life means coming to terms with supersaturation of media messages, and machines in households, workplaces, shopping malls, bars and restaurants, and all the other in-between spaces of today’s world.”

“Research in countries across all continents consistently shows how, through the years, more of our time gets spent using media, and how being concurrently exposed to media has become a regular feature of everyday life. Consuming media regularly takes place alongside producing media, as meaningful distinction between such media activities as zapping, zipping, viewing, reading, and downloading, and such actions as chatting, forwarding, remixing, editing, and uploading, disappear from people’s active awareness of media use.”³

³ Mark Deuze. Living in Media and the Future of Advertising. Pages 326-333 | Published online: 11 Jul 2016. <https://doi.org/10.1080/00913367.2016.1185983>

ON THE BRIGHT SIDE, THIS FUNDAMENTAL CHANGE IN ADVERTISING DELIVERY ALSO ENABLES MARKETERS THE POTENTIAL TO ATTRACT, INFLUENCE, AND BUILD LEGITIMATE, MEASURABLE BRAND BONDS AND RELATIONSHIPS WITH CONSUMERS.

AND, THERE ARE NUMEROUS EXAMPLES OF THIS EFFORT FOR ADVERTISING AND CREATIVE REFLECTED IN THE OGLIVY AWARD CASE STUDIES:



Within all of these case studies and reflecting on their conclusions, it is clear that capturing and understanding all of this industry change makes research much more important throughout the full advertising funnel.

In a recent Forbes interview, **Bret Leece**, Global Chief Data and Innovation Officer at Havas Media Group, eloquently reflected the exact research mindset that Ogilvy espoused.

“There’s only one best practice that continues to stand the test of time: Collecting human insight.”

*Bret Leece,
Havas
Media Group*

“Without in-depth understanding of your consumer, there’s no awareness about what actually motivated him or her to choose your brand in today’s fragmented media landscape. Bottom line: human insight is critical. When the execution of the media plan deviates from the insight and consumer truth, the activation will be less effective - both in achieving business impact and delivering core KPIs for clients and brands.” “...With the industry transfixed on leveraging all of the behavioral data that’s available to marketers who automate electronic marketing, most of the activations have no fundamental human insight to drive impact beyond views and clicks. But to create a truly impactful campaign - one that is meaningful and that will both build the brand and drive brand success - engagement planning must rest in deep consumer understanding that feeds the media brief and plan.”⁴

⁴ <https://www.forbes.com/sites/paultalbot/2019/02/27/stripping-away-the-marketing-enigmas-of-engagement/#561a8a525c60>

⁵ Ogilvy, D. (1983). *Ogilvy on Advertising*. NY: Crown Publishing.

Former Ogilvy chairman **Miles Young** recently published a contemporary update to Ogilvy’s own *Ogilvy On Advertising*⁵ extending the title of the book into the digital age.⁶ Building off the original book’s focus on print and TV advertising, Young discusses how to best collect and utilize data to drive sales conversion within the digital ecosystem, focusing specifically on new media screens (mobile phones, tablets, smart watches, computers, etc.).

In Young’s own words: **“The world has changed dramatically, particularly in the last 15 years, and in a sense, some of the things David Ogilvy stood for came under slight attack.”** noted Young.

“Not in a malicious way, but in a way that put his view of advertising on the defensive. That attack came from people who were strong partisans of digital, and some of it was justified and some wasn’t. The part that wasn’t was really to do with the view that digital replaces everything.”

For Young, part of the goal of his book was to put the principles of Ogilvy’s approach into the context of today’s business realities. “Just as David’s original book had a rather holistic view of communications, the idea behind this is to take that latter-day holistic view and put digital in a context.”

Ogilvy’s original book was written as a reaction to what he felt was a disturbing trend that placed “technique” above the “idea.” Young sees that as one of advertisers’ biggest and enduring challenges. **“If you’re not careful, digital can be seen as a discipline, a storehouse of techniques and interesting things to do... unless there’s an idea that can somehow make sense of all those component parts, you’ll end up creating something that isn’t very interesting for the audience.”**⁷

Young predicted “Content” will cease to be a dirty word and, when done well, branded content will be a valuable part of marketing for advertisers and a revenue stream for publishers.

“I think in the digital world we have an enormous ability to turn brands into something more akin to publishers,” Young said. “[Media companies] take material and turn it into fascinating and engaging content; I think there’s a role for brands to do that.”⁸

⁶ Young, M. (2018). *Ogilvy on Advertising in the Digital Age*. London: Bloomsbury.

⁷ <https://www.fastcompany.com/40492753/why-david-ogilvys-advertising-bible-is-getting-a-modern-update>

⁸ <https://www.ogilvy.com/feed/miles-youngs-13-ad-predictions/>

Jeri Smith is the CEO of Communicus, a leading advertising effectiveness measurement firm. Communicus is built on solid testing foundations, much in line with what Ogilvy espoused. In a recent personal interview⁹, Smith reflected on changes to the measurement scene brought on by access to so called Big Data, in particular behavioral indicators of consumers' purchase decisions.

To her, "the most obvious reason to do consumer research and testing is because behavioral indicators only capture what people do at the very end of the funnel. The entire top of the brand funnel is missed when you only see 'what' they did, not anything leading up to it. What is missed in attribution modeling, for example, is: How did the consumer get here? How did the advertiser build that interest and desire?"

With our Ogilvy Award winners, it is clear that the most powerful success stories were the result of holistic approaches to better understand the consumer. Smith adds an important point of view:

"Consumers lives don't revolve around your brand.

The challenge in advertising measurement is not is not just to quantify what happened, but also why."

"I see the advertising research industry focused today mainly on media placement and measurement. So much of this obsession is not paying attention to the creative content. Our balance is off. We need human insights as well as knowing when exposure of ads occurred. Advertising effectiveness must be about more than short term sales. We need insight – the brand building piece – and a longer-term vision of the customer."

⁹ 3/11/2019: Personal Interview with the Author

Sir Martin Sorrell, chief executive of WPP, was the keynote speaker at the spotlight event of to the Advertising Research Foundation's 2011 Re:Think conference. He used the occasion of the presentation of the annual David Ogilvy Awards for Excellence in Advertising Research to provide some state-of-the-industry insight from the agency world's largest holding company.

In a nod to the ARF and the agency behind the evening's awards, Sorrell quoted Ogilvy and asserted, "You don't stand a tinker's chance of producing successful advertising unless you start doing your homework... Carry out research among consumers. Find out what they think about your kind of product, what language they use when they discuss the subject, what attributes are important to them, and what promise would be most likely to make them buy the brand..."

He added:

"The most important word in the vocabulary of advertising is 'test'."

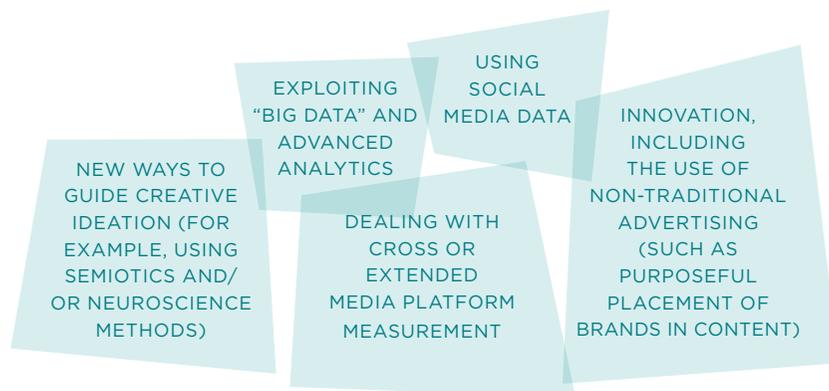
"If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace... Never stop testing, and your advertising will never stop improving."¹⁰

¹⁰ Geoffrey Precourt. Source: Event Reports, ARF Re:think, March 2011, Warc.com

THE OGILVY AWARDS FOR EXCELLENCE IN ADVERTISING RESEARCH ARE AN INDICATOR OF FAST-MOVING INDUSTRY DYNAMICS AND CHANGE

In tracing the Ogilvy Award Winning case studies from 2008 to 2018, we see a move from a 'business as usual' research approach to one that is more sophisticated and combines traditional and new research methods. Basic 'qual-quant' research that has worked well for generations of advertisers and agencies, is being enhanced by new and emerging measurement methods based on the flood of primary and secondary data that is now available on consumers.

Since the inception of the Ogilvy Awards, case study proposals were categorized by industry, which is a logical design. However, in 2016, there was a need to expand the design to include notable spotlight themes, such as:



“What really decides consumers to buy or not to buy is the content of your advertising, not its form.”

David
Ogilvy,
Confessions
of an
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Man

This small structural change in the awards program opened up a wealth of opportunities for companies to demonstrate how traditional qualitative and quantitative research can be enhanced with new and emerging techniques and applications from social media, multivariate statistics (including marketing response and attribution modeling), machine learning and Artificial Intelligence (AI), neuroscience and semiotics, and branded content measurement (nontraditional advertising).

As the motivations, emotions and behaviors of consumers continue to impact the type, quality and degree of advertising exposure, our industry can reflect on Ogilvy's principle:

“What really decides consumers to buy or not to buy is the **content** of your advertising, not its form.”

Advertisers are uniquely positioned to deliver content that people choose to consume whenever and wherever they experience it and in any form. We know from even cursory studies of psychology, sociology, or aesthetics that myths, archetypes and story forms communicate an extremely potent message. By authentically and organically associating brands in content that people seek, watch, and listen to, we can anticipate greater brand engagement. But this requires knowing the who, what, when, where and how of content consumption. That is, which people engage with what content, at what time and location and on which devices. Then add in all of the psychological motivators that make said content more relevant and meaningful to them.

We know that fewer and fewer people choose only traditional media content. We also have ways of ‘listening’ to people’s reactions and opinions, extracting ‘sentiment’ about a range of behaviors and reactions especially via digital, set top box data and other behavioral datasets that enable us to track and infer what they do. We possess, arguably for the first time, the opportunity to use detailed and granular data to derive insights, intelligence, and more scientifically accurate measurement. Thus, the Ogilvy Award **Winners** are a source that codifies and exemplifies this new reality, while also offering some cautionary lessons regarding data privacy and data integrity.

THE OGILVY AWARDS FOR EXCELLENCE IN ADVERTISING RESEARCH EXEMPLIFY BEST PRACTICE APPROACHES

WHAT SETS THE OGILVY AWARD WINNERS APART IS THAT THEY EXEMPLIFY A HOLISTIC APPROACH TO CONSUMER UNDERSTANDING TO DRIVE SUCCESSFUL CREATIVE DEVELOPMENT AND CAMPAIGN EXECUTION:

1 They have done the **descriptive** research to understand who the consumer is, what they feel, what they think, and what they do.

3 They have done the **classification** research to determine segments and profiles of consumers. How those segments are organized: by age, by needs, by lifestyles, by emotional connection to the brand. Finally, how can they best be reached?

2 They have done the **comparative** research to test ad copy, media content and media usage habits to see what and which creative reaches and resonates and what does not.

4 They have looked ahead to make an educated guess as to the outcome of the advertising effort. Based on all available information, they can **predict** the likelihood of success and/or have a method in place to assess effectiveness at the brand and sales level.

The glue holding the analytic process together is ‘relating’ things, forming synthesized insights, and formulating prescriptive approaches. This is the essence of grounded, fact-based decision making.

Our meta-analysis of the recent decade of Ogilvy Award Winners supports the hypothesis of a unique study carried out by Bain in 2015.¹¹ Bain researchers cleverly aligned Abraham Maslow’s popular ‘hierarchy of needs’ model with a proprietary ‘brand value’ pyramid concept. The basic idea was that when the brand realized more elements of the brand value hierarchy, the more likely customer loyalty would occur.

THE BAIN “VALUE PYRAMID” PRESENTS FOUR PRIMARY FACTORS AND MULTIPLE ELEMENTS THAT DRIVE BRAND VALUE (AS MEASURED BY NET PROMOTER SCORES, A POPULAR LOYALTY METRIC DEVELOPED BY BAIN).

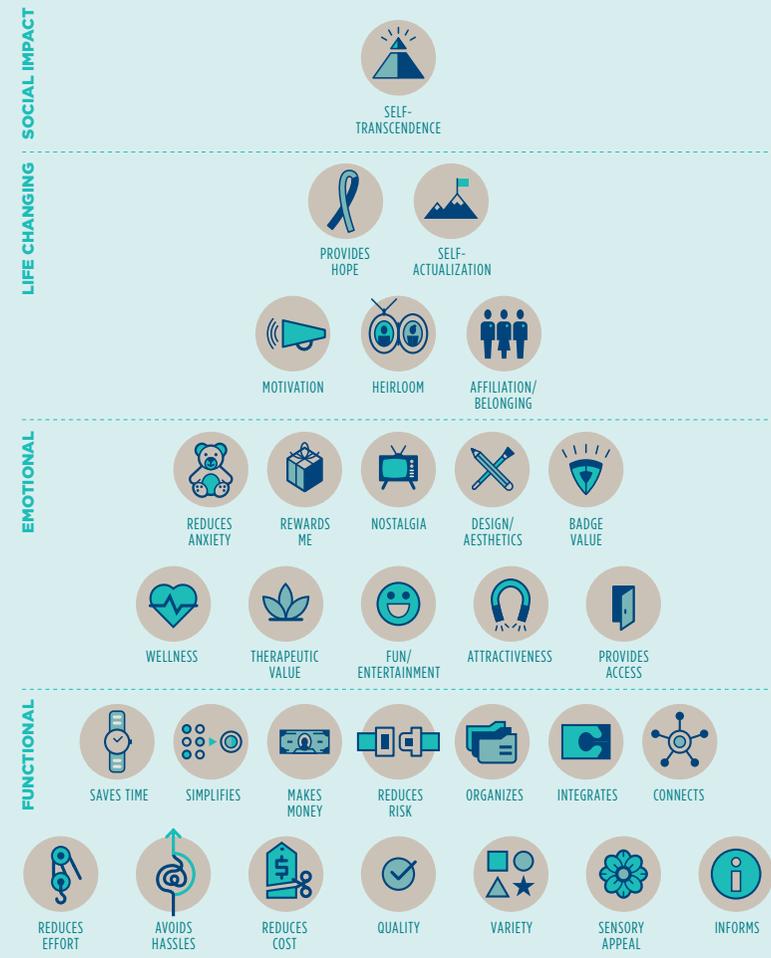
BAIN RESEARCHERS POSITIONED THIS AS A ‘HEURISTIC MODEL’ - PROVIDING PRACTICAL VALUE BY PLACING THE MOST POWERFUL FORMS OF VALUE AT THE TOP OF THE PYRAMID’S HIERARCHY.

THEIR CONCLUSION THAT GREATER LOYALTY AND FASTER REVENUE GROWTH COULD BE ATTAINED BY THE VALUE PYRAMID, WAS PROVEN BY THE RESEARCH AND WAS SHOWCASED IN A 2016 HARVARD BUSINESS REVIEW ARTICLE.

Similarly, we found that the Ogilvy Award Winner case studies had a striking relationship with Bain’s model both in the research method employed and the creative effectiveness achieved. That is, winners who advanced advertising messaging that accessed and touched upon higher level factors and elements of brand ‘value’ tended to also be the most effective. All of this was achieved by using holistic research and data-driven customer understanding principles forwarded by Ogilvy. Methods that combined both traditional and new research approaches, adding an arsenal of customer insight and knowledge armed these Ogilvy Award Winners with the confidence to achieve advertising success.

THE ELEMENTS OF VALUE PYRAMID

PRODUCTS AND SERVICES DELIVER FUNDAMENTAL ELEMENTS OF VALUE THAT ADDRESS FOUR KINDS OF NEEDS: FUNCTIONAL, EMOTIONAL, LIFE CHANGING, AND SOCIAL IMPACT. IN GENERAL, THE MORE ELEMENTS PROVIDED, THE GREATER CUSTOMERS’ LOYALTY AND THE HIGHER THE COMPANY’S SUSTAINED REVENUE GROWTH.



SOURCE: © 2015 BAIN & COMPANY INC.
FROM: “THE ELEMENTS OF VALUE”, SEPTEMBER 2016
© HRB.ORG

¹¹ Almqvist, E.; Senior, J.; & Bloch, N. (2016). The Elements of Value. Harvard Business Review: September.

IN CONCLUSION

LEARNING FROM WINNERS 2 ILLUMINATES THE PATH TO GREATER ADVERTISING EFFECTIVENESS IN THESE CHANGING AND CONFUSING TIMES.

RESEARCH ON MARKETING EFFECTIVENESS, OPTIMIZATION, CREATIVE AND FORENSIC DATA INTELLIGENCE IS MORE IMPORTANT THAN EVER IN TODAY'S RICH AND TRANSFORMATIVE MEDIA ECOSYSTEM.

THE LESSONS THAT ADVERTISERS CAN TAKE FROM THIS NEW VOLUME IS THAT RESEARCH CONTINUES TO BE A VITAL COMPONENT OF THE ADVERTISING PROCESS – HELPING TO EXPAND THE RANGE OF WHAT IS KNOWN ABOUT CONSUMER MOTIVATIONS AND GUIDING THE CREATIVE PROCESS IN CRAFTING THE BEST CAMPAIGN MESSAGES TO MEET THOSE MOTIVATIONS.

Our aim in **Learning from Winners 2** is to provide a comprehensive, contemporary overview of how advertising effectiveness is achieved and how research fundamentally contributes to its success. Based on hundreds of award-winning case studies of the past eleven years, we share the basic building blocks that continue to define this rapidly evolving industry dynamic.

Take for example, Chapter 2, which is entitled “Setting the Stage.” It traces the advertising period from what we consider to be the ‘golden age of television’ of the 1950s–1960s to the present time. Chapter 3 deconstructs the major trends that have emerged more recently, including:

The rise of big data where the industry has to navigate and create best practices using an increasingly complex and deeply rich data pool.

Advanced analytics where ever-improving technology using algorithms, machine learning and artificial intelligence offers both opportunities and pitfalls in analyzing granular datasets.

Cross platform strategy, planning, and measurement where the marketplace is clamoring for solutions that count every view wherever and whenever it occurs, even as platforms fragment and devices evolve.

New ways of assessing creative effectiveness through advanced psychological and neuroscience techniques and new sources of more qualitative behavioral and social datasets.

This book offers deep case study narratives that take the reader through the work of the last eleven Ogilvy Grand Winners and how they achieved such extraordinary success by focusing on distinct industry problems and applying new thinking and advanced analytics to solve it. Each chapter explains the cases’ problem identification; the creative strategy and ideation to solve it; the research and measurement techniques used; how the media was planned and executed; and finally, how the actual real-world creative campaigns crafted by the research were evaluated for success.

But the true value of the book is in the way all of these case studies demonstrate how vital and indispensable research is in the media pantheon. They show how new measurement approaches, technological acumen, vast reserves of data and qualitative knowledge were pivotal in putting these brands in the winners circle. In case after case, these are the research elements that lead to success in strategy, sales, marketing and brand building. Finally, in the closing chapter, we tackle key issues in the current world of advertising – offering, perhaps, a glimpse into the next decade of advertising effectiveness and measurement.

WHO ARE THEY? WHAT DO THEY THINK AND FEEL? WHAT ARE THEY DOING AND WHAT IS IMPORTANT TO THEM?

IT IS UNSETTLING TO THINK THAT OUR INDUSTRY IS FACING TWO SEISMIC SHIFTS SIMULTANEOUSLY. ONE IS A TECHNOLOGICALLY-TRANSFORMING MEDIA LANDSCAPE THAT BOTH CHALLENGES AND INSPIRES US WITH ITS NUMEROUS DISRUPTIONS.

THIS LANDSCAPE HAS EVOLVED FROM A RELATIVELY STABLE AND SOMEWHAT STATIC 'MASS MARKETING' FRAMEWORK THAT HAS EFFICIENTLY SERVED THE INDUSTRY SINCE ITS INCEPTION TO A FRAGMENTED, HIGHLY CHANGEABLE FORM OF TARGET MARKETING.

Campaigns used to be driven by the 'big idea' with creative techniques that were tested and developed during the era of print. But now we have evolved into an environment where people are consuming highly disaggregated messages and culling information from various platforms and devices and from increasingly numerous media sources. One could say that, when viewed in its totality, consumers are arguably receiving more brand messages and advertising than ever before. But because these messages are coming from so many different, disconnected sources now, they are harder to aggregate and measure, resulting in planning and full stewardship gaps.

Advertisers are adapting to this new and evolving reality in numerous ways, as the book details, but the work isn't over. Advancements in technology continue to affect the way information is collected and content is sourced, as well as the increasing volume and granularity of data that are collected and made available. What datasets are relevant to the task at hand? Are the insights that we draw from the data accurate, scalable and trendable?

The second major shift is the consumer and their changing preferences and behaviors. Ironically, the consumer is a greater enigma today than they were in the early days of advertising. There is less conformity now and more individualism and tribalism. There is less predictability into what will motivate someone to buy and more uncertainty with what messages will not only attract attention but also engender loyalty and affection. Because of this, one could say that understanding the consumer is much more important to an advertiser today than during Ogilvy's heyday. The speed and breadth of a consumer's acceptance or rejection can be dizzying.

And the evolving demographics that lead into a generation born of the digital age will have very different answers to the age-old media campaign questions – Who are they? What do they think? What do they feel? What are they doing? What is important to them?

These questions, as evergreen as they are, can only be answered through the research of today which seeks to find cogent answers and constructive actions from all of the disruption and fragmentation.

Knowing and understanding everything from the customer's perspective within the modern landscape, is still a key way to gain a holistic understanding of how to develop creative, influential advertising and branded content.

Learning from Winners 2 is poised to become a guide for advertisers and marketers who want to keep the art and science of the industry relevant and impactful. As we all know, advertising works when it is based on knowing what is relevant to people's hearts, minds, desires, and needs.

The new ARF Book will be available in Summer 2020

ARF
**DAVID
OGILVY**
AWARDS

25
YEARS
1994-2019

