



YOUR MESSAGE MADE POTENT

One of the most famous ads of all time. How I stole its headline and did something fishy with it

BACK IN THE LATE 80'S WHEN I WAS STARTING OUT as a copywriter in Vancouver, British Columbia, a local graphic design firm asked me to help them develop a marketing campaign for a client who had built an elite fishing lodge off Vancouver Island. Nutka Landing Floating Resort targeted affluent sport fishing enthusiasts. At the end of our first meeting with the client, the designer said, "We'll need a good fishy headline."

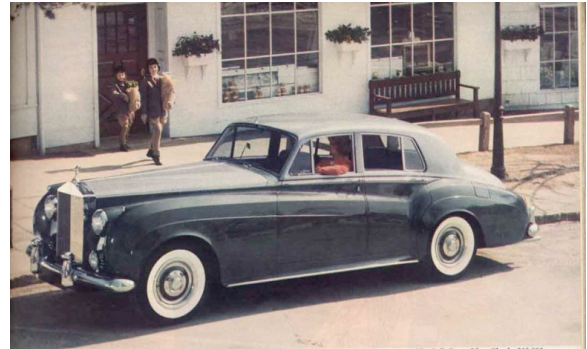
Now, I admired the work of original "Mad Man" and advertising legend David Ogilvy, and studied his methods. I loved Ogilvy's iconic 1958 ad for Rolls-Royce, which established the great British brand in the United States. The headline especially was inspired: "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

Following Ogilvy's methods, I pored over books and articles on sport fishing, local history and fishing resorts (no Google in the late 80's!). I discovered that salmon sport fishing was by far the first choice among the client's target market. I called Fisheries and Oceans Canada and learned that 10 million salmon traveled through the waters of Nutka Landing Floating Resort every year.

Rolls-Royce: electric clock. Nutka Landing: 10 million salmon. I saw how an easily overlooked but striking fact could become the basis of a successful marketing campaign. I found the "good fishy" headline the client needed:

**Every year, 10 million salmon visit
Nutka Landing Floating Resort,
and they bring their friends**

The client and the designer loved it. They based the campaign on it. The client used my copy for 10 years. He became a wealthy and respected fishing resort entrepreneur.



The Rolls-Royce Silver Cloud - \$11,955

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

1. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of this motor. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an owner-driven car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gearshift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate on-tests. For example, the engineers use a stethoscope to listen for axle whine.
6. The Rolls-Royce is guaranteed for three years. With a sole network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, recessed in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dicing machine, a bed, hot and cold water for washing, an electric motor or a telephone.
12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

price. The Rolls-Royce illustrated in this advertisement—i.e., principal parts of entry—costs \$12,955.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.
Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

Recognizing Ogilvy's 1958 ad as an instant classic, the "Mad Men" of Madison Avenue displayed it on their walls for years. It remains widely influential to this day.

By the way, legend has it that when the Chief Engineer at Rolls-Royce saw Ogilvy's ad, he said, "We must do something about that clock."

Create powerful web and print communications. Multiply the value of your marketing budget and command the AIDA (Attention, Interest, Desire, Action) of your audience. Visit my website. Call me to discuss your project and goals.

Robert Kilborn
Copywriter
Consultant

514 845 1216
robert@kilborn.ca
www.kilborn.ca