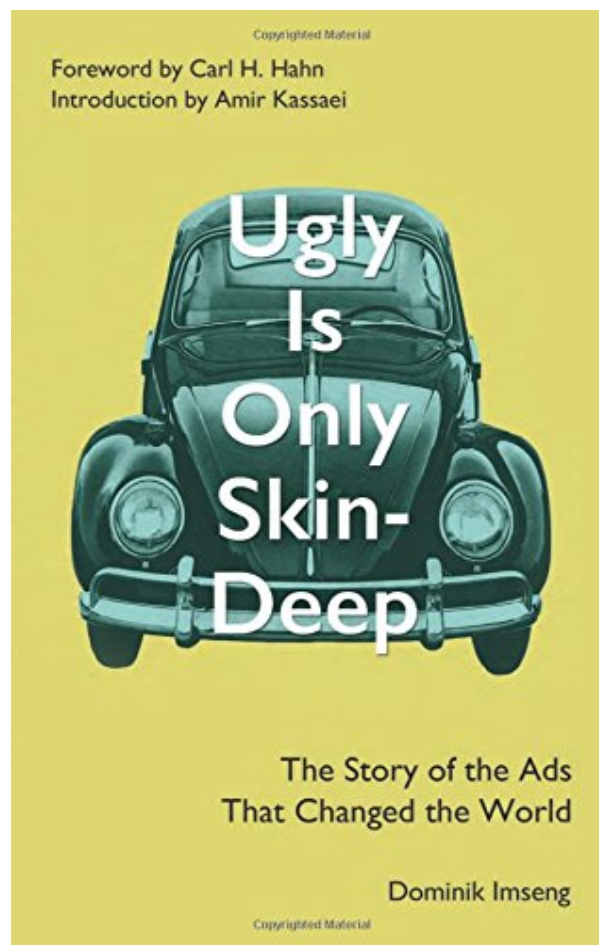


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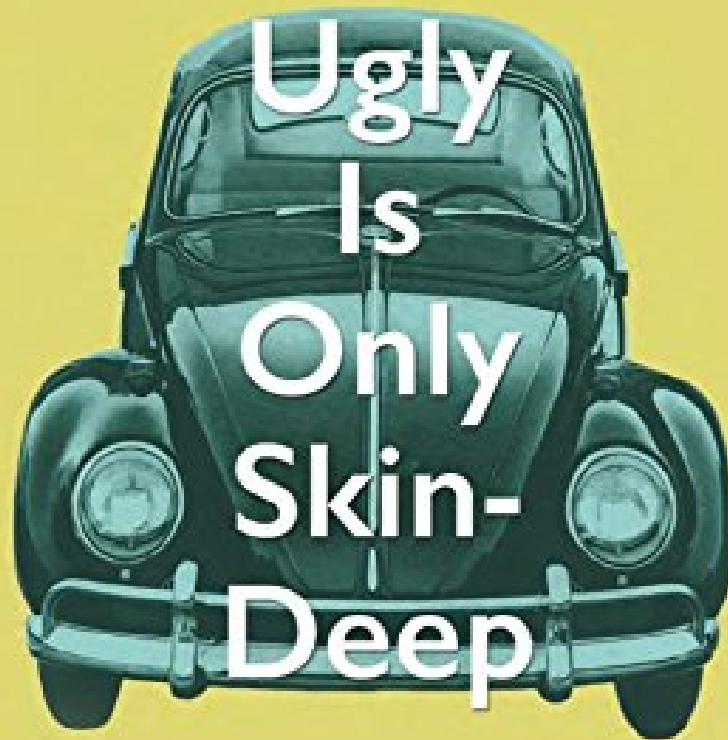


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The Story of the Ads
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"Dominik Imseng has done an amazing job of weaving personality, history and practice into a wonderfully written book." --Steven Heller, School of Visual Arts, NYC

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IT WASN'T GERMAN ENGINEERING ONLY THAT MADE THE VOLKSWAGEN BEETLE AN ICON. IT WAS A MANHATTAN ADVERTISING AGENCY, TOO. Created in 1959 by Doyle Dane Bernbach and continued through the '60s and early '70s, the campaign for the Volkswagen Beetle is considered the best of all time. More than just promoting a car, it promoted a new kind of advertising: simple, charming, intelligent and, most of all, honest. In "Ugly Is Only Skin-Deep," Dominik Imseng retraces the creation of Doyle Dane Bernbach, sneered at by the big players on Madison Avenue because of the "ethnic" background of its founders and employees, who were mostly Jewish. Readers will then learn how the agency won the Volkswagen account and how an unlikely creative team set the tone for the most admired campaign in advertising history. Finally, the book examines the evolution of the Volkswagen campaign and how it managed to convince more and more Americans that smaller was better. In fact, the Volkswagen campaign didn't only fundamentally change the ethos of advertising, it also helped trigger the cultural revolution of the 1960s.

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- Binding: Paperback
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What advertising used to be.

By George Parker

In today's data fixated, social media obsessed and increasingly messed up ad agency universe, in "Ugly Is Only Skin Deep," Dominik Imseng has not only given us a superbly written and well researched history of the unique DDB, VW "Beetle" relationship of the 60's and 70's, he has unequivocally reminded us of that oh so brief golden age of advertising when agencies and their clients enjoyed a mutually beneficial business relationship. One based on trust and respect, rather than inherently false pecuniary ends based on bulls*** and banality. It was about ideas, rather than data. That's why his statement on the very last page of his book rings so true in today's data driven environment... Advertising must do more than simply try to get people's attention—it must try to get their respect. Amen to that. Recommended reading to everyone, but particularly for those who were not even born in the age of "Think Small." Finally, I will leave you with the words of DDB's obituary for Bill Bernbach in 1982... He said, "The real giants have always been poets, men who jumped from facts into the realm of imagination and ideas." He elevated advertising to high art and our jobs to a profession. He made a difference. Amen to that.

0 of 0 people found the following review helpful.

Four Stars

By Everet West

Snappy, insightful read.

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