

## Twitter Thread by Sahil Bloom



**Sahil Bloom**

@SahilBloom



**I recently asked my audience: What is the most genius marketing campaign of all time?**

**I got 2,000+ responses.**

**THREAD: 20 of the most iconic marketing and advertising campaigns in history:**

De Beers “Diamonds are Forever”

Arguably the most iconic, controversial, and impactful marketing campaign in history.

Created the massive, global diamond industry.

(Note: This will be the subject of a future thread...)

How can you make  
two months' salary last forever?



The Diamond Engagement Ring.

When you've found the woman of your dreams, give her the diamond of her dreams.

The two months' salary guideline helps you find a diamond of quality, brilliance and breath-taking beauty. For other tips on buying, and the 4Cs—cut, color, clarity and carat weight—consult your jeweler. Or call 1-800-FOREVER for a free diamond buying guide.

[www.adiamondisforever.com](http://www.adiamondisforever.com)

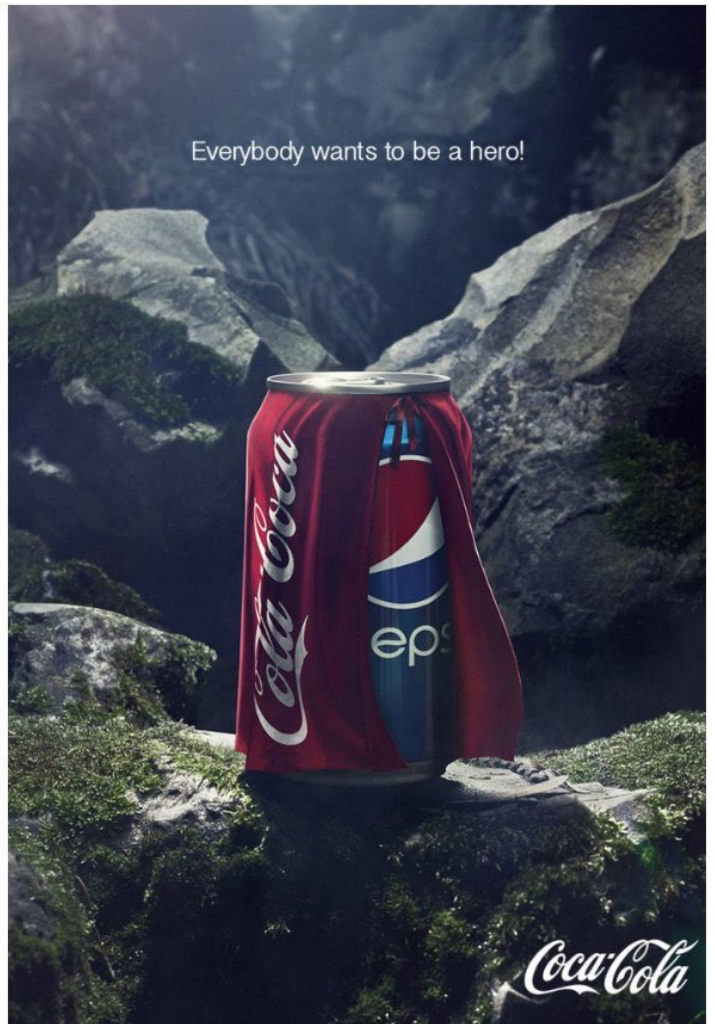
*A diamond is forever.*  
**De Beers**

Coke vs. Pepsi Superman Battle

Pepsi ran the Halloween ad on the left. Coke responded with the ad on the right.

Game, set, match.

h/t [@perfexcellent](#)



The Original Apple iPod Campaign

"1,000 songs in your pocket"

Simple, intuitive, genius.



Say hello to iPod.  
Up to 1,000 songs in your pocket.

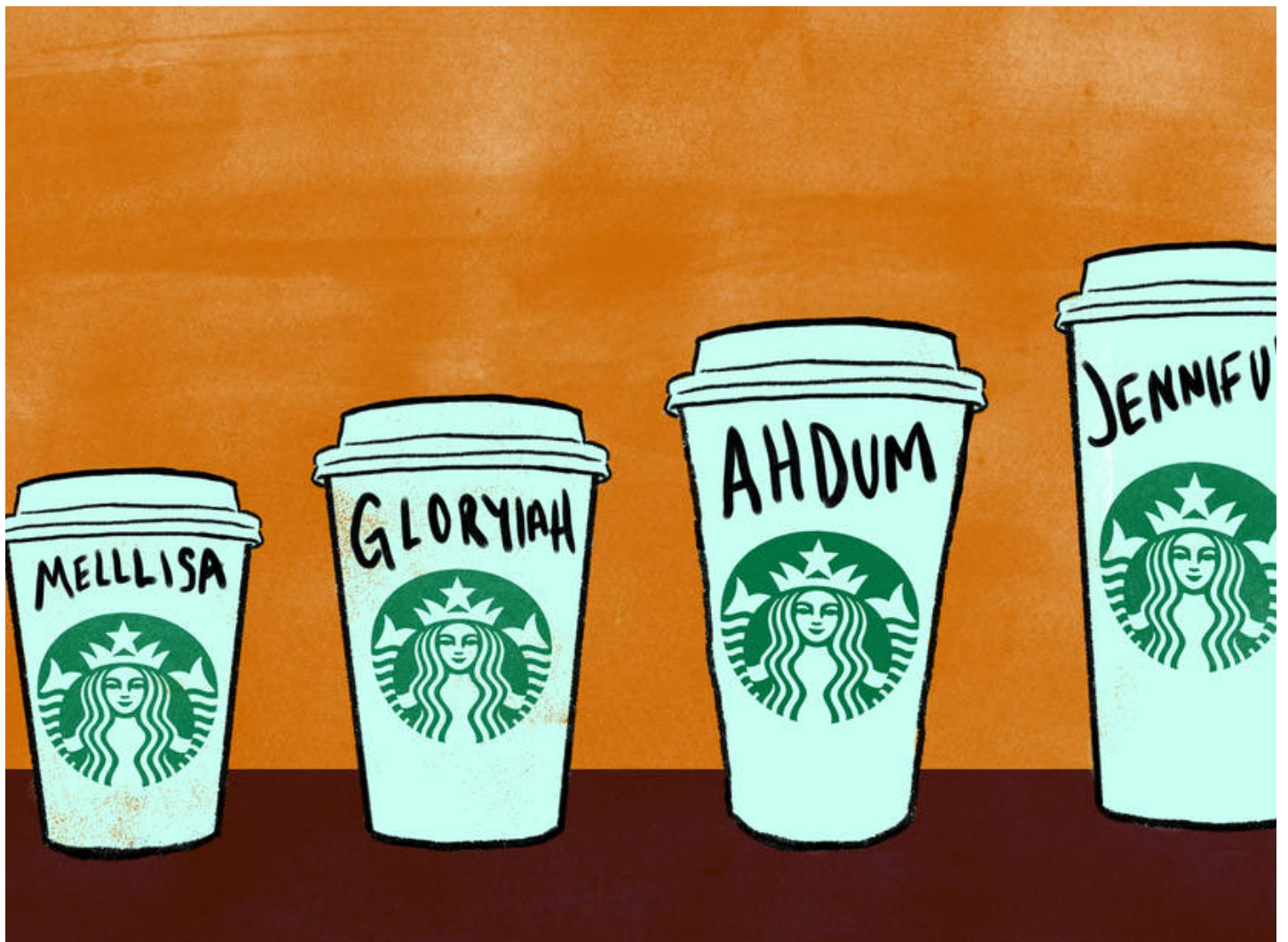
### Starbucks Wrong Names on Cups

Starbucks employees writing the names of millions of customers in hilariously wrong ways to get them to post the images across social media with Starbucks branding.

For free.

h/t [@SleepwellCap](#)





Coca-Cola "Buy the World a Coke"

Released in 1971, but way ahead of its time. Invoked a deep sense of humanity and togetherness never before seen in the world of marketing and advertising.

h/t [@jposhaughnessy](#)



Snickers “Not Going Anywhere for a While?”

Positioned a Snickers bar as a robust meal with a compelling ad that captured the audience until the punchline.

h/t [@waitbutwhy](#)



Bitcoin Laser Eyes

A simple, clear signal of membership in a community.



Patek Philippe "You Never Actually Own a Patek Philippe"

Legacy, craftsmanship, and pride.

h/t [@marketplunger1](#)





PATEK PHILIPPE  
GENEVE  
Begin your own tradition.

You never actually own  
a Patek Philippe.  
You merely look after it for  
the next generation.



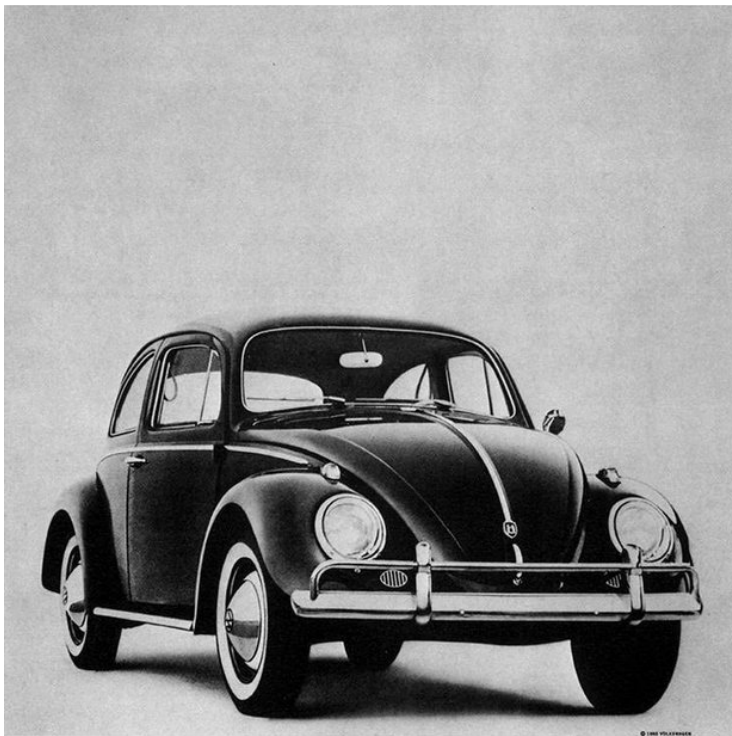
patek.com

Annual Calendar Chronograph Ref. 5960R

Volkswagen "Think Small" and "Lemon"

Creativity in crafting a unique selling proposition to the customer.

h/t [@nick\\_dewilde](#) [@ErinBoothVA](#)

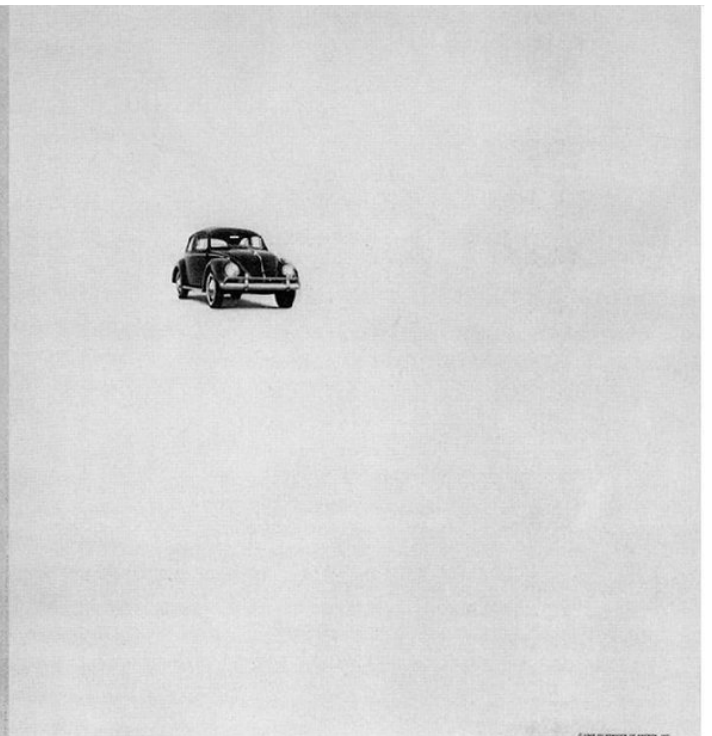


## Lemon.

This Volkswagen missed the boat.  
The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.  
There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3,000 Volkswagens are produced daily; there are more inspectors

than cars.)  
Every shock absorber is tested (spot checking won't do); every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.  
Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.  
This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)  
We pluck the lemons; you get the plums.



## Think small.

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stores it at our shops.  
In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.  
Or using five pintal oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.  
Think it over.



Parental Advisory Explicit Content

Made an entire generation of kids 100x more likely to purchase an album...

h/t [@parisofprairie](#)

# P A R E N T A L A D V I S O R Y E X P L I C I T   C O N T E N T

Coca-Cola Santa Claus

The modern day red and white imagery of Santa Claus was created by a Coca-Cola 1920s holiday marketing campaign.

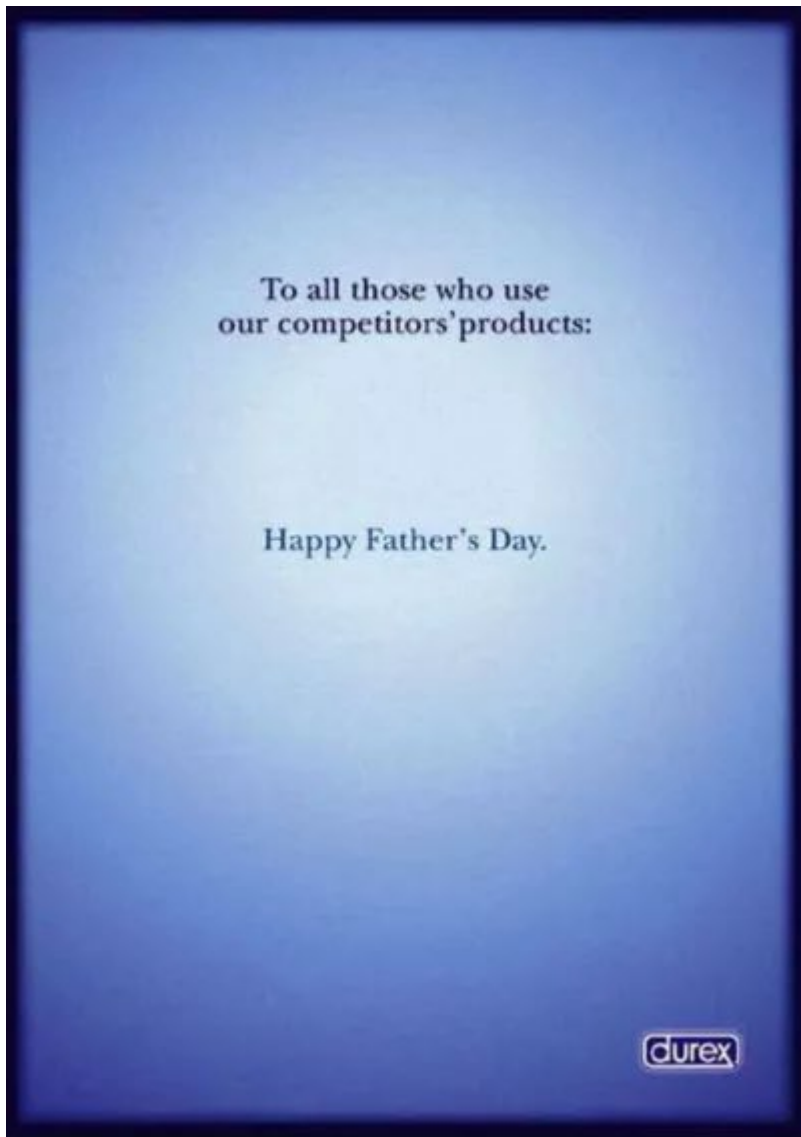
h/t [@theashelina](#)



Durex Father's Day

An unbelievably creative, product-relevant dagger into the heart of the competition.

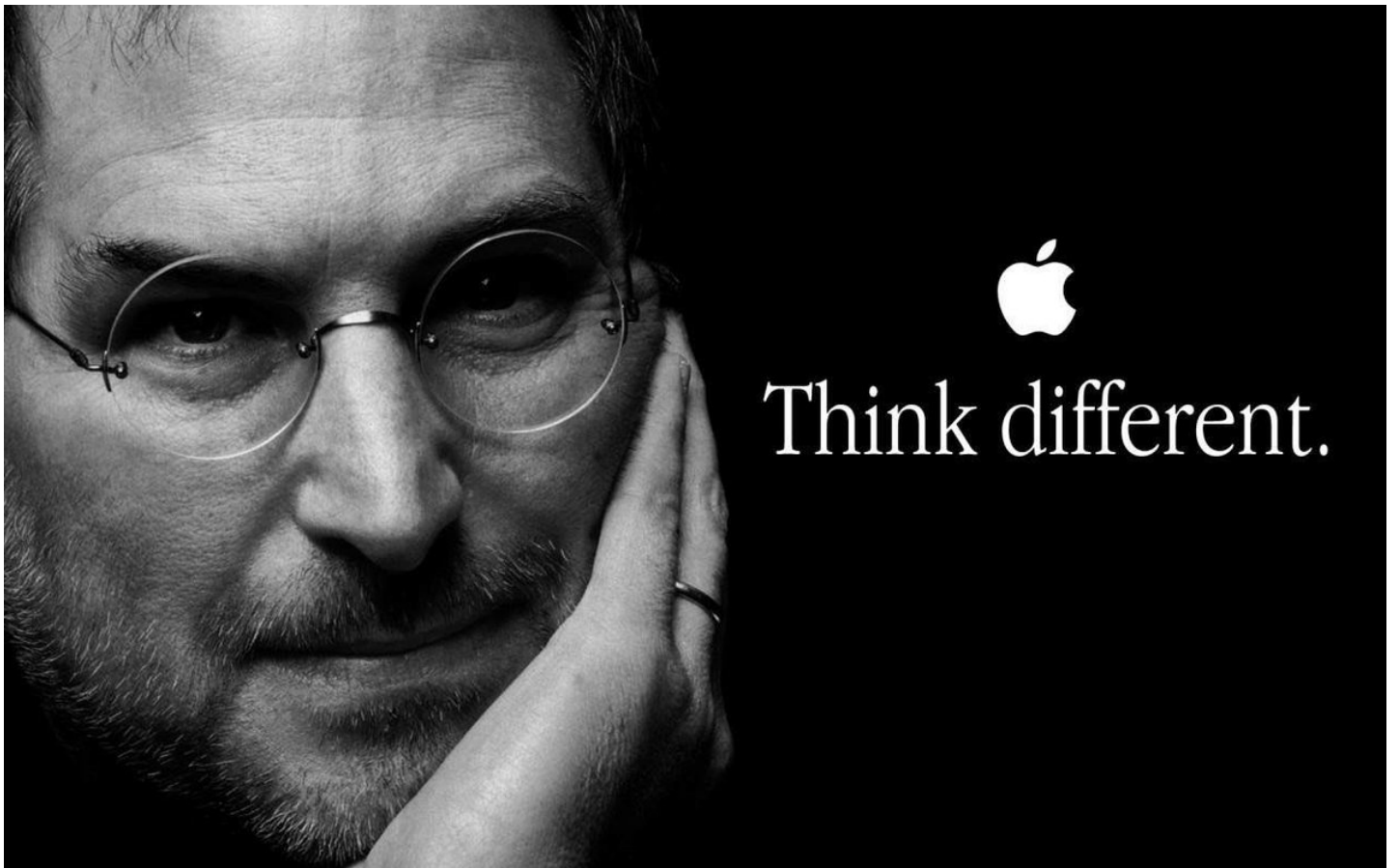
h/t [@luxconduct](#)



Apple "Think Different"

Iconic is an understatement.





Avis "No. 2"

Creative campaign focused on why being #2 is a competitive advantage.

h/t [@EarlyStageSales](#)

# Avis is only No.2 in rent a cars. So why go with us?



We try harder.  
(When you're not the biggest,  
you have to.)

We just can't afford dirty ash-  
trays. Or half-empty gas tanks. Or  
worn wipers. Or unwashed cars.  
Or low tires. Or anything less than  
seat-adjusters that adjust. Heaters that heat. Defrost-  
ers that defrost.

Obviously, the thing we try hardest for is just to be  
nice. To start you out right with a new car, like a lively,  
super-torque Ford, and a pleasant smile. To know, say,  
where you get a good pastrami sandwich in Duluth.

Why?

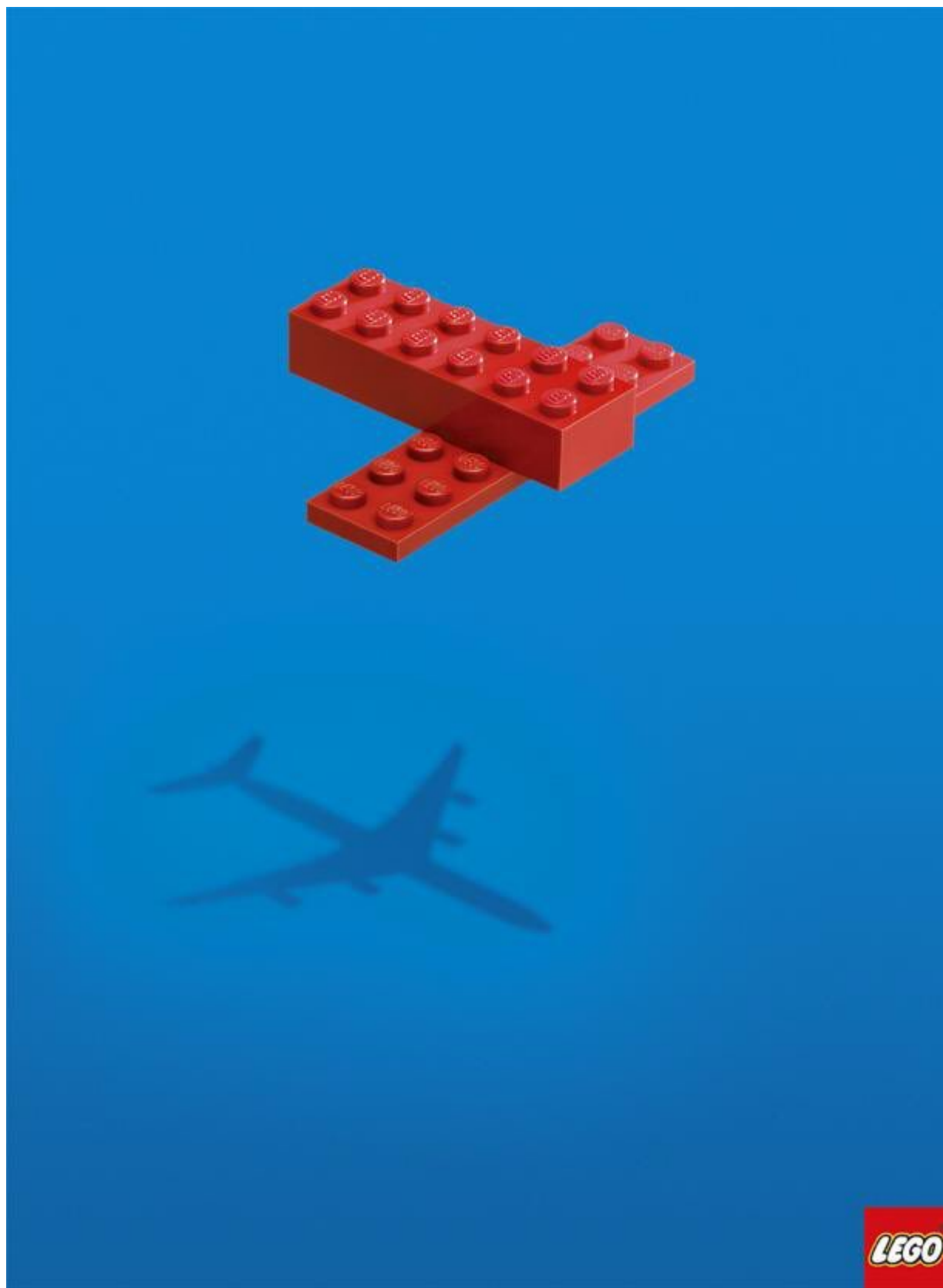
Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

©1963 AVIS, INC.

h/t @MDelhez



Gatorade "Be Like Mike"

Used one of the greatest athletes of all time to convince young and aspiring athletes everywhere that a sugary performance beverage was the key to their success.





Porsche “Honestly...”

Clean imagery with a touch of swagger.

h/t [@lozza\\_hayes](#)



**Honestly now,  
did you spend  
your youth dreaming  
about someday  
owning a Nissan or  
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

**PORSCHE®**

Dollar Shave Club "Our Blades are F\*\*\*\*\* Great"

The campaign that drove Dollar Shave Club from 0 to a \$1 billion acquisition...

h/t @FintechOrama



Patagonia "Don't Buy This Jacket"

Pushed the brand's core values while stoking significant intrigue in new and prospective customers. Brilliant and effective.

h/t @\_rachelbraun

The advertisement features a blue Patagonia jacket on the left. Overlaid on the jacket is the text "DON'T BUY THIS JACKET" in large, bold, black capital letters. Below the jacket is the Patagonia logo and the website "patagonia.com". On the right side, under the heading "COMMON THREADS INITIATIVE", are four sections: "REDUCE" (WE make useful gear that lasts a long time / YOU don't buy what you don't need), "REPAIR" (WE help you repair your Patagonia gear / YOU pledge to fix what's broken), "REUSE" (WE help find a home for Patagonia gear you no longer need / YOU sell or pass it on\*), and "RECYCLE" (WE will take back your Patagonia gear that is worn out / YOU pledge to keep your stuff out of the landfill and incinerator). Below these is a circular logo with a mountain and the word "COMMON". At the bottom is the heading "REIMAGINE" followed by "TOGETHER we reimagine a world where we take only what nature can replace" and the Patagonia logo.

Got Milk?

A brilliant push by the dairy industry that positioned milk as a superfood at the center of a healthy, balanced diet.

It worked. If you grew up in the 90s, you believed it.





One Cup.  
Two Straws,  
Please.

What's the best way to toast my sister's victory?  
With milk. It has 9 essential nutrients active bodies need.  
For best results, of course, serve in a silver cup.

got milk?

SERENA AND VENUS WILLIAMS © 1999 NATIONAL FLUID MILK PROCESSOR PROMOTION BOARD

There are so many more. What are your favorites that I am missing?



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And subscribe to my newsletter, where I share curiosity-inducing, high-signal content every week. It's free!  
<https://t.co/qMB8i60ney>

And here is the original tweet for anyone who is interested! <https://t.co/jtBHuePgZJ>

What is the most genius marketing campaign of all time?

— Sahil Bloom (@SahilBloom) [June 23, 2021](#)