Twitter Thread by Uncle Bernbach



Uncle Bernbach
@unclebernbach

A HUGE thread of Bill Bernbach’s incredible advertising wisdom.

Bill Bernbach is the father of modern advertising. Much of the current structure of the ad industry and the values we try to instill in our work were greatly influenced by him. Most of us wouldn’t be here if not for Bernbach.

1) “I warn you against believing that advertising is a science.”

2) “We don’t do just snob ads, we don’t do just short copy ads, or just long copy ads, or any particular style. If you want to know what makes DDB ads, it is a fresh and original idea that conveys the advantage of the product memorably. We have no formula.”

3) “No matter how skilful you are, you can’t invent a product advantage that doesn’t exist. And if you do, and it’s just a gimmick, it’s going to fall apart anyway.”