David Ogilvy (1911 – 1999)



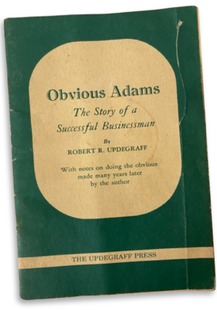
Photographed by the famous Anne Labowitz in 1989

75 years of Ogilvy

About the cultural legacy of David Ogilvy

How much influence does David Ogilvy's cultural legacy have in today's business world? During his active life, David developed a culture for the agency, not for the sake of having a culture, but as a guide on how to behave and act for maximum impact on the performance of people in the agency and the work we do for our clients, with the purpose of Ogilvy to be 'One agency invisible'. Wherever in the world and in whatever discipline people worked in the agency. Today we interpret this culture as creating an intersection of people with different backgrounds, nationalities, beliefs, and experiences, creating borderless creativity in everything we do. Work that sells, based on one of David's famous quotes: *'We Sell … or Else'*.

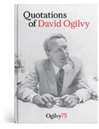
The book Obvious Adams, first published in 1916, was one of David's favorite books. He made it mandatory reading for everybody in the agency and re-reading it every year.



Read about '*The five tests of Obviousness*' and '*The Five Creative Approaches to the Obvious*'. David was fascinated by the commonsense of obviousness, contrary to obscureness.

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The Global Reading Club also recommends:



Quotations of David Ogilvy

A guide to Ogilvy's guiding principles

On the occasion of our agency's 75th anniversary, Ogilvy proudly reissue this collection of David Ogilvy's quotations.

A timeless treasure trove of wit, insight, and audacious candor. A source of perpetual inspiration and a reflection of David's lasting impact on the world of advertising and beyond.

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