

This year, the focus is on heroes of design, thinking and innovation. People who made us think, behave and see the world differently. In this first edition, we're showcasing two great communicators.

THINKING

We've selected one great ad man and one inspiring designer. David Ogilvy, the father of modern advertising, has to be top of the list for his influence on the world of advertising. From the world of graphic design, we have Alan Fletcher whose amazing work spans the last 60 years.



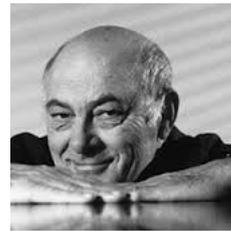
David Ogilvy

David Ogilvy led an unconventional life, which certainly can't be captured in a few sentences. Hailing from a notable Scottish family, he started school in Edinburgh, from where he was accepted into Oxford University but left in 1931 when his family fell on hard times. He then headed to Paris to become an apprentice chef, and after a year, became a door-to-door salesman for AGA stoves. On the strength of a sales manual he wrote for AGA, he landed a job at a London advertising agency, from where he went to George Gallup's Audience Research Institute in New York.

During WWII, he worked for the British Intelligence Service (learning the power of propaganda). When the war was over, he went to live with an Amish community before returning to Manhattan to set up Ogilvy, Benson & Mather, where he stuck to his belief "that successful product advertising is based on information about its consumers". He went on to sell soap (Dove), countries (Puerto Rico) and cars (Mercedes-Benz). For Mercedes, he increased sales 4 times (in just one year) from 10,000 to 40,000 cars, when the brand wasn't popular in the U.S.

Read more:

• [David Ogilvy](#)



Alan Fletcher

Alan Fletcher was one of the most highly regarded and prolific graphic designers of his generation. He was born in Nairobi, the son of a civil servant. When his father became ill, he returned to London and immersed himself in the blossoming creative scene. His friends included Peter Blake, Terrence Conran and Len Deighton in London, and Paul Rand, Bob Gill and Saul Bass from his studies in the US.

In 1962, he founded a design firm called 'Fletcher/Forbes/Gill' with Colin Forbes & Bob Gill. The company later evolved into 'Pentagram' and their clients included Lloyd's of London, Daimler Benz and Reuters.

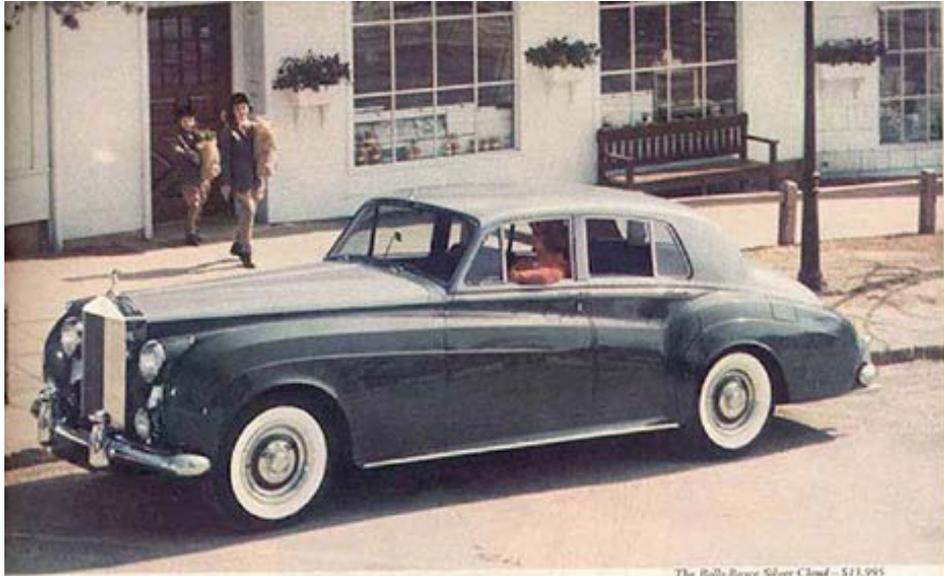
Probably his most profound legacy was the co-founding (along with David Bailey and Terence Donovan) of the Designers and Art Directors Association ([D&AD](#)) in 1962. The D&AD Awards have become the most prestigious industry award for the Advertising & Design industry. For many, being awarded the 'Little Yellow Pencil' is the pinnacle of creative achievement.

Read more:

• [Alan Fletcher](#)

SUCCESS STORIES

David Ogilvy: Insights



The Rolls-Royce Silver Cloud - \$13,995

“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 *THE 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 95 separate checks. For example, the engineers use a stethoscope to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three

years. With a new 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, veneered 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 dictating machine, a bed, hot and cold water for washing, an electric razor 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—100 h.p. principal parts of entry—costs \$13,995.

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

Here are three insights which seem to sum up David Ogilvy’s philosophy for advertising.

1. Do your homework. David Ogilvy spent three weeks finding out about Rolls Royce and its customers before he started any creative work. And it still holds true today: know your product, know what you’re selling and who’s buying it.

2. Put your energy into the headline. David Ogilvy: “On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar. If you haven’t done some selling in your headline, you have wasted 80 percent of your client’s money.”

3. Never talk down to a customer. In his words: “A consumer is not a moron, she is your wife.” This goes back to his days at Gallup: when there is doubt over the effectiveness of an ad, the best thing is to talk to the customer and understand what he/she thinks.

See more: [David Ogilvy, Salesman: The Early Years](#)

One of David Ogilvy’s most famous headlines: “At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”.

RECENT PROJECTS

PurSoft: A new player in luxury tissue



Recently, Tangible won the enviable project to create the brand assets and packaging for 'PurSoft' - a new premium tissue brand in Singapore. The superior product quality was communicated through the descriptor 'Absolutely Soft & Thick', together with sophisticated colour and typographic cues.

Our challenges included a tight deadline to meet trade listing requirements. We had only six weeks from developing & testing positioning & packaging options, to delivering the final artwork.

Despite the short turn-around, we are rather proud of the results. The packaging design tested well with its target audience and the integrity of the design remained intact from concept to final artwork.

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