

MANIFESTO

PRINCIPLED CREATIVE





INTRODUCTION

We are a cooperative of likeminded designers, art directors and writers who can bring together a wealth of experience to deliver anything from a corporate identity through to a full-blown advertising campaign.

We thought long and hard about a name for our agency, something that would reflect our ethos and way of working. Outlining our beliefs and principles in some sort of manifesto seemed an obvious way forward – and a good name for the agency.

We could have written a lot of self important stuff to fill this book, but why go to the trouble when more eloquent and well respected figures in our industry have done it better?

If the quotes within these pages strike a chord, we'd like to speak to you about how we can work together.



ADVERTISING IS

“Advertising is the ability to sense, interpret...to put the very heart-throb of a business into type, paper and ink.”

LEO BURNETT (1995)

“The simplest definition of advertising, and one that will probably meet the test of critical examination, is that advertising is selling in print.”

DANIEL STARCH (1923)



AGENCY CLIENTS

“I’ve learned that you can’t have good ad’s without a good client, that you can’t keep a good client without good ad’s, and no client will ever buy better advertising than he understands or has the appetite for.”

LEO BURNETT (100 LEO’S – PAGE 57)

To advertisers: “Do not compete with your agency in the creative area. Why keep a dog and bark yourself?”

DAVID OGILVY (1971)



AGENCY HIRING

“If each of us hires people who are smaller than we are, then we shall become a company of dwarves. But if each of us hires people who are bigger than we are, we shall become a company of giants.”

DAVID OGILVY (1985)

ART AND ARTISTS

“I regard a great ad as the most beautiful thing in the world.”

LEO BURNETT (100 LEO'S – PAGE 94)



ATTENTION

“Unless you make yourself noticed
and believed, you ‘aint got nothin’.”

LEO BURNETT (100 LEO'S – PAGE 90)

COMMITTEES

“Much of the advertising you see
today is the product of committees.
Committees can criticize advertisements,
but they should never be allowed to
create them.”

DAVID OGILVY



COMMUNICATION

“People won’t listen to you if you’re not interesting, and you won’t be interesting unless you say things imaginatively, originally, freshly.”

BILL BERNBACH (1989)

CUSTOMERS

“The customer isn’t a moron, she’s your wife.”

DAVID OGILVY (1971)



CONTENT

“There is no such thing as ‘soft sell’ and ‘hard sell’. There is only ‘smart sell’ and ‘stupid sell’.”

CHARLES BROWDER (1958)

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”

LEO BURNETT (100 LEO'S – PAGE 79)



COPYWRITING

“I have learned that any fool can write a bad ad, but it takes a real genius to keep his hands off a good one.”

LEO BURNETT (100 LEO'S – PAGE 53)

CREATIVITY

“In advertising not to be different is virtually suicide.”

BILL BERNBACH (1993)

“Creativity is an agencies greatest asset, because it is the rarest.”

JEF I. RICHARDS (2001)



EFFECTS

“Many a small thing has been made large by the right kind of ad.”

MARK TWAIN

FUN

“I honestly believe advertising is the most fun you can have with your clothes on.”

JERRY DELLA FAMINA (1971)



CONCEPTS

“Make the layouts rough and the ideas fancy.”

STAVROS COSMOPULOS

“Unless your advertising contains a big idea, it will pass like a ship in the night.”

DAVID OGILVY (1985)

SCIENCE

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

BILL BERNBACH (1989)



SELLING

“If it doesn’t sell, it isn’t creative.”

DAVID OGILVY

“Advertising is totally unnecessary.
Unless you hope to make money.”

JEF I. RICHARDS (2000)



MORE ABOUT US

Heading up the Manifesto cooperative is Paul Arrowsuch.

With over 26 years in the industry, he has worked as a Visualiser, Art Director, Creative Group Head, Head of Art, Brand Guardian and Creative Director. His experience spans both London and regional agencies such as WCRS, Partners Andrews Aldridge, EHS Brann and Ogilvy One.

He has won a number of awards for work with Vauxhall Motors, Tesco and Sky.

Paul and the team he has brought together at Manifesto believe passionately in producing hard working creative ideas that can only be realised with a strong relationship between client and agency.

If you share our principles and would like to hear more about us, contact Paul Arrowsuch on 07899 997641 or email paul@manifesto-creative.co.uk

