

# Ogilvy: Tips for Staying at The Cutting Edge of Media and A Vision for The Future

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**Abstract.** Ogilvy, a founder of the advertising media group, has always occupied a place in the advertising world. Its strong customer background and ingenious advertising design methods are the objects of research and exploration by many people in the advertising industry. This paper analyzes Ogilvy's strategy and explores its future development prospects. Ogilvy always adheres to the principle of "customer first," diligently manages the relationship with each customer, and strives to achieve customers' wishes perfectly. It is not only consolidating old customers but also developing potential customers so that the company can earn a steady stream of projects in the future. Ogilvy's advertisements are based on crowd research and emphasize the needs of the public so that the advertisements can have an excellent emotional resonance with the public. Ogilvy also focuses on new blood and welcomes creative talent with open arms. Due to the incentive competition in the advertising industry, Ogilvy also faces many threats and disadvantages, such as lack of market share, lack of technical personnel, and challenges to unifying marketing methods in different regions. In the face of these problems, Ogilvy can minimize the negative impact in the future if we stick to the original intention of advertising and customers and continue to find creative talents (to maximize their advantages). In the end, the metaverse and artificial intelligence will continue to develop and affect people's lives to a greater extent. As a media company, Ogilvy needs to be sensitive to the differences between AI and human types of work and accurately separate the two (let people do the work that only human beings can do). At the same time, Ogilvy should also adapt to the development of the metauniverse and accurately locate the advertising methods that are most suitable for The Times and social background. Ogilvy will remain at the advertising industry's top for the next decade if they do that.

**Keywords:** Consumers; Public aesthetic; Creative talents; Marketing digitalization.

## 1. Introduction

Speaking of Ogilvy, many people are familiar with this name. As the world's top advertising media group, Ogilvy has always enjoyed a high status and reputation in the industry. The company was founded in 1948 by David Ogilvy, known as the "father of advertising." Many were pessimistic about Ogilvy's prospects in the company's early days. They thought Ogilvy, a former chef and salesperson, would never make it in the crowded advertising market. However, not only did David Ogilvy become one of the most famous advertising gurus of the 1960s, but Ogilvy became a primary creative agency to be reckoned with in the star-filled advertising world in just a few years. Ogilvy has created countless memorable advertising content since its inception. For example, the image of "The Man in the Hartway shirt" (aka the man with the eye patch) made the then-unknown clothing brand of Hartway, and the Hartway shirt became a fashionable clothing item of the time. In addition, Ogilvy's advertising slogan for Dove soap accurately conveyed the soap's characteristics of "clean, moist, and comfortable" to consumers. These advertising points became the object of imitation in other toiletries advertisements later. Ogilvy has always been committed to creating iconic, cultural, and value-driven creative ads, and through the continuous acquisition of diverse talents to achieve "boundary-free creative" to help the company smooth the road of innovation and operation. (Jiang, 2022) (Roman, 2004) Ogilvy currently has five significant businesses: advertising, consulting, consumer experience, health, and public relations. Ogilvy's five key companies complement each other and work together in 93 markets and 131 offices worldwide to provide customers with the best possible collaboration experience. (About Ogilvy) Of course, the competition in the advertising market is very fierce, and Ogilvy has many competitors, such as McCann World group, DDB Worldwide, and Leo Burnett.

Therefore, how did Ogilvy stand out from its competitors and remain a leading advertising and media company in the next decade?

Strategic analysis is an indispensable way to explore the secret of Ogilvy's success and anticipate its future development prospects. Ogilvy's advantages and disadvantages in operation and publicity compared with its competitors can be clearly shown through strategic analysis. Some clues of opportunities and threats that Ogilvy may face in the future can be explored.

## **2. Advantages and Opportunities**

### **2.1 The principle of acting**

First, Ogilvy's success and position in advertising over the years stems from its principles. Over the years, Ogilvy followed David's lead. The standard set by Mr. Ogilvy. Mr. Ogilvy believes that good advertising must be based on crowd research. In other words, public preferences and customer needs are essential factors in the success of advertising. Therefore, Ogilvy's principle is to put the customer experience first and realize the concept of "customer is God" in all aspects. As mentioned in David Ogilvy's Seven Principles of Advertising, Ogilvy will know all aspects of the customer before the service is launched. This understanding process will help Ogilvy accurately locate the customer's interests and needs. At the same time, Ogilvy also believed it would be impossible to design an AD that presented the correct facts and novel ideas without sufficient customer knowledge. Ogilvy staff are always warm and friendly in their service. They believe that effective communication is the key to building a bridge of mutual trust with customers. Regardless of any problems raised by customers in the service, Ogilvy staff will listen carefully and calm customers' emotions. At the same time, they will quickly find suitable solutions. Such a service attitude makes Ogilvy have an excellent reputation in the advertising industry. Its customers will get not only satisfactory products but also get high-quality after-sales service, which makes customers full of confidence in Ogilvy's service. More importantly, Ogilvy has not only retained old customers but also developed some potential new customers. This point is also why Ogilvy has long been in the advertising industry. (Persson, 2020)

### **2.2 Attitude towards customers**

Ogilvy's intentions for customers are always visible and practical. The relationship between customers and the firm can be extensive research on Ogilvy's official feature Articles website. For example, Ogilvy proposed the concept of "loyalty" and designed a complete set of linked brands and loyalty, creating an exclusive personalized experience and behavioral framework to measure customer behavior and emotion. This framework is called the "customer journey," or DAVE (Data-Driven, Always On, Valuable Experience). In other words, Ogilvy has excellent potential to capture customers' future loyalty. (Ogilvy China, 2020) It accurately measures each customer's wishes and life cycle values through a unique customer service framework. It integrates emotion and transaction to achieve mutual trust and cooperation between the company and customers. More importantly, the extensive database of Ogilvy can accurately set exclusive marketing programs and activities for different customers according to their life cycle value. This point is one of the fundamental reasons why Ogilvy will continue to be a giant in the advertising industry. With such a comprehensive customer service framework, Ogilvy's customer base is as strong as the roots of a century-old tree, even growing new branches, in what is known as "sustainability." In other words, when Ogilvy competes with their competitors in the future, customer loyalty will become its crucial opportunity to succeed. (Bustosand & Wildenauer, 2021)

### **2.3 In line with the public aesthetic**

Ogilvy tries its best to meet customers' wishes while the public well receives the advertisements designed by Ogilvy. The fundamental reason is that Ogilvy is committed to creating "people-oriented" advertisements. Ogilvy designs advertising from a unique perspective. They are not from the

enterprise and products as a starting point, but more attention to the eyes of consumers (the public). In other words, they will not impose the product information introduced by the advertisement on consumers to cause their disgust but subtly try to improve the ability of consumers to demand the product by narrating facts. This point is the subtlety of Ogilvy's advertising and its advantage over competitors. Ogilvy summarizes this approach to getting closer to consumers in three sectors. The first is a novelty. Singapore's Changi Airport, for example, wants to position the airport as a lifestyle experience destination. In response to the customer's unique concept, Ogilvy visited hundreds of airports to determine the "win more customer time" advertising tone and cleverly presented the AD from the perspective of passenger travel time. The second is emotional resonance. For example, in 2019, Nestle Coffee teamed up with Zhuang Ziyu, a famous Chinese architect, to create a theme called "Beijing Sense CAFE." The theme is divided into five sections: Beijing courtyard, Beijing taste, Beijing color, Beijing goods, and Beijing charm. As the "old partner" of Nescafe, Ogilvy used some Beijing dialect as the name of coffee in the "taste of Beijing" section. The Ogilvy creative team emphasizes that this approach maximizes the experience of both perception and taste for consumers who taste these coffees. Consumers in any city or country can better understand Beijing culture while tasting delicious coffee, thus arousing their emotional resonance for Beijing culture. Ogilvy builds Bridges between people and cultures through a cup of coffee. The last point is value creation. For example, Ogilvy received a project from an international skincare brand. The brand hopes to build customer loyalty rather than use promotions to spur impulse purchases. Ogilvy first made a comprehensive consumer attempt for the brand to help them grasp consumers' information in the fastest time. In addition, Ogilvy helped the brand build a competent advisory service to improve consumers' personalized assistance at the counter. Most importantly, Ogilvy provides the brand with a detailed consumer interest analysis tool, which effectively helps the brand send related product and activity information to customers. Thanks to this series of professional and efficient ways, the customer repurchase rate of this brand increased by 22% in just one year. It can be seen from these examples that Ogilvy has a clear grasp of the relationship between advertising and customers and the public, and its ability to design and control the tone of advertising is superior. In the advertising and media market, the needs of customers and the people are the key to success, which is where Ogilvy has an advantage over its competitors. In the future, if Ogilvy continues to focus on the customer and explore the public's needs, Ogilvy will remain invincible in the advertising industry. (Ogilvy China, 2020)

#### **2.4 Attract creative talents**

Ogilvy's thirst for creative talent has never waned. Ogilvy's founder, David. Ogilvy is a supremely confident and proud man, but at the same time, his flamboyance has nothing to do with his respect for creativity. At the company's beginning, Ogilvy held a board meeting in which he told everyone that if they wanted to get the genius's eye, they had to put up with his faults. Ogilvy says an AD agency needs a lot of talent to be successful because only inventive minds and non-conformists can design non-conformist ads. The words "respect, knowledge, and creativity" are everywhere on Ogilvy's office walls. (Jiang, 2022) Since 2009, Ogilvy has run the "Find Rare Animals" recruitment program. The project uses five animals, namely penguin, blue whale, cat, chameleon, and woodpecker, to represent Ogilvy's five values: flexible collaboration, never complacency, constant exploration, national creativity, and excellence. Ogilvy welcomes all recent graduates and new employees within two years of graduation to participate in the program and hopes to carry Ogilvy's philosophy of "Love is the Way" by recruiting new employees. This new blood enables Ogilvy to have the most popular and topical creative ideas in the current society, which is also why Ogilvy's advertisements can still attract the audience's attention and leave a deep impression on the future.

### 3. Weaknesses and threats

To be sure, Ogilvy has weaknesses and some threats in the advertising world. Ogilvy's limited market share is an obvious problem with so many agencies in the advertising world. In addition, the most significant disadvantage of Ogilvy is that it is difficult to differentiate the marketing and development strategies of the company in different regions, which leads to Ogilvy not having enough influence in some areas. Ogilvy also lacked technical staff. In 2021, Ogilvy China published a book called "In the Name of Red," which tells the story of Ogilvy's 30-year journey in mainland China. In The book "In the Name of Red," Ogilvy China first reflected on the "One Ogilvy" strategy proposed by Ogilvy Group in 2017, and Mr. Zhiming Song, chair of Ogilvy China, was interviewed after the book was published. In the interview, he said the idea of "One Ogilvy" came about because of the situation in the U.S. market. Because Ogilvy has many different specialties and groups in the United States, the strategy of "One Ogilvy" was born to avoid the trouble of signing and contracting many times before. This strategy is about Ogilvy using one team or person to build different professional integrated service teams for clients. However, this strategy does not work in China because China is a team. If "One Ogilvy" is implemented in China, it will reduce the subjectivity and autonomy of different majors. While sound, the downside of this strategy is that the original company becomes a niche, so the company's view of depth and expertise diminishes. With the development of a digital society, the probability that clients will spend their budgets collaborating with experts online rapidly increases. However, while Ogilvy has several specials in this area, they do not stand out in any one place and are often not the first choice for customers. Although Ogilvy China has good data on integrated marketing digitalization, from a global perspective, Ogilvy's luster is fading, and many problems are becoming known. This example well reflects the disadvantages of Ogilvy's strategy implementation in the face of different social and regional backgrounds. That disadvantage has made it difficult for Ogilvy to shine in every region because its strategy is not universal. With this problem, Ogilvy should actively reflect on and summarize the social background of each area and try to specify the corresponding strategy according to different social backgrounds. For example, Ogilvy China's future system should be divided internally and externally. Internally, we should continue to implement the "One Ogilvy" strategy to promote professionalism, and externally, we should not give up the diversity of Ogilvy Advertising, Ogilvy Public Relations, Ogilvy Interactive, and other departments. (Ma & Ya, 2021)

Additionally, IT talent is more inclined to join Internet companies, so advertising agencies like Ogilvy cannot get enough technical skills. Therefore, Ogilvy also needs to specify corresponding schemes to attract technical talents, such as improving the work welfare of specialized workers. If these disadvantages are made up, Ogilvy's lack of market share can be easily solved because the professional Ogilvy will become the first choice of many customers, which is also the opportunity and challenge Ogilvy will face in the future. (Ma & Ya, 2021)

### 4. Future development

Like many other media companies, Ogilvy will face the transformation problem as time goes on. Digital life has gradually spread to People's Daily life, and the metaverse has steadily become the target of people's attention. This point undoubtedly brought a new grand challenge to numerous advertising companies. Suppose Ogilvy wants to remain relevant in the future advertising industry; in that case, it must complete the digital transformation as soon as possible. The key to this transformation is the understanding that "human nature cannot be replaced by technology and artificial intelligence." Technology will be the indispensable weapon for companies to achieve digital transformation and success in the future, but human nature, including "ambition, insight, and action," is the key to success. Therefore, if Ogilvy wants to be successful in the advertising industry in the future, it must continue to wish to build a strong and lasting brand firmly and recruit resources and talent. In addition, Ogilvy also needs to maintain its pursuit and insight in designing "people-oriented" advertisements so that both the public and customers can experience empathy in Ogilvy's

advertisements. More importantly, Ogilvy needs to clearly define the difference between human work and machine work and accurately apply talent resources to innovation areas that machines cannot replace. When Ogilvy achieves these three points, it will realize the core idea of "satisfying humanity with science and technology" and will surely succeed in transforming advertising design to digitalization. (Ogilvy China, 2018)

In future advertising design, Ogilvy needs to pay attention to the current social discussion on the "metaverse." The metaverse is now transforming our world and merging physical reality with virtual reality. Therefore, Ogilvy can use the metaverse concept to its advertising advantage. For example, Ogilvy's future advertising design can more fully reflect the background story narration and characteristics of the brand and connect the brand people see in daily life with virtual games and characters. In this way, consumers can feel like they are in a virtual world and have a good feeling toward the brand. (Ogilvy China, 2018)

To sum up, Ogilvy will still face significant challenges in the future. Still, suppose it can carry forward its advantages, weaken its disadvantages, and follow the development of the times to complete the digital transformation and the application of the meta-universe concept. In that case, Ogilvy will be believed to continue to flourish in the advertising industry in the future.

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