

10 WAYS TO Piss Off David Ogilvy

Over the course of a career that spanned 50 years and included \$100 million worth of advertising, David Ogilvy developed some firm views on the discipline.

Commit one of these copywriting crimes and you just might find yourself on the receiving end of a stern memo or a handwritten note scribbled on a scrap of paper from David.

The best way to honor this advertising legend? Behave as if he's looking over your shoulder.

Get the whole story at copyblogger.com/ogilvy-copywriting-crimes/

1. BE BORING
2. SLING MUD AT COMPETITORS
3. WRITE COPY THAT LACKS CHARM
4. BREAK A PROMISE
5. USE JARGON
6. BE A WEASEL MERCHANT
7. FEATURE SELF-JUSTIFYING RESEARCH
8. WRITE COPY THAT FAILS TO MAKE THE CASH REGISTER RING
9. DEMONSTRATE INCOMPETENCE IN THE ADVERTISING BUSINESS
10. BE AN OBSTINATE CREATIVE PERSON