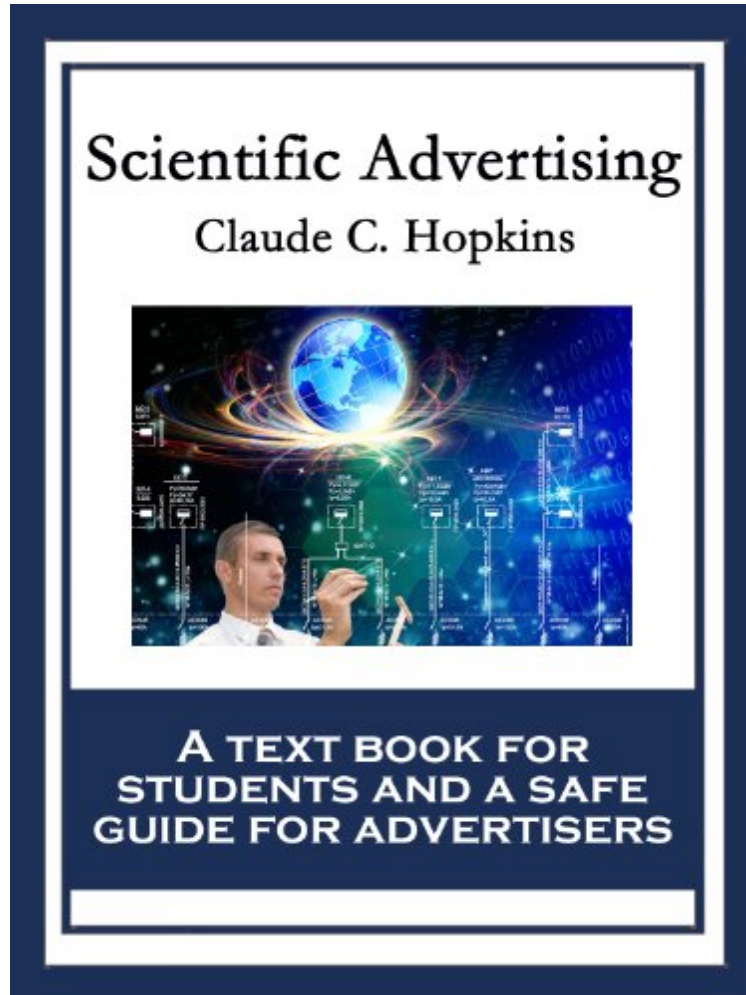


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Scientific Advertising

Claude C. Hopkins

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business or just starting in marketing its a must read.

The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is reasonably exact. The causes and effects have been analyzed until they are well understood. The correct method of procedure have been proved and established. We know what is most effective, and we act on basic law. Advertising, once a gamble, has thus become, under able direction, one of the safest business ventures. Certainly no other enterprise with comparable possibilities need involve so little risk. Therefore, this book deals, not with theories and opinions, but with well-proved principles and facts. It is written as a text book for students and a safe guide for advertisers. Every statement has been weighed. The book is confined to establish fundamentals.

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times" David Ogilvy About the Author Claude C. Hopkins (1866ndash;1932) was one of the great advertising pioneers. He believed advertising existed only to sell something and should be measurable and justify the results that it produced. He worked for various advertisers, including Bissell Carpet Sweeper Company, Swift Company and Dr. Shoop's patent medicine company. At the age of 41, he was hired by Albert Lasker owner of Lord Thomas advertising in 1907 at a salary of \$185,000 a year, Hopkins insisted copywriters researched their client products and produce "reason-why" copy. He believed that a good product was often its own best salesperson, and as such he was a great believer in sampling. To track the results of his advertising, he used key coded coupons and then tested headlines, offers and propositions against one another. He used the analysis of these measurements to continually improve his ad results, driving responses and the cost effectiveness of his clients advertising spend. His classic book, "Scientific Advertising," was published in 1923, following his retirement from Lord Thomas, where he finished his career as president and chairman. He died in 1932. Charles Duhigg credits Hopkins with popularizing tooth brushing, as a result of Hopkins' campaigns for Pepsodent.