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Tgcom24 > Cultura > Bill Bernbach, il genio che rivoluzionò la pubblicità e ne fece un'opera d'arte

Tutte le fotonotizie Seleziona la sezione

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Bill Bernbach, il genio che rivoluzionò la pubblicità e ne fece un'opera d'arte

Gli scritti del *mad man* "umanista" statunitense raccolti per la prima volta in un libro a cura di Giuseppe Mazza



18:06 - "La pubblicità è fondamentalmente un modo per convincere. E convincere non è una scienza. Convincere è un'arte". Così Bill Bernbach, il genio che ha rivoluzionato la pubblicità negli anni Cinquanta, scriveva nella lettera di dimissioni dalla agenzia pubblicitaria Grey Advertising. "Mi dispiace vedere che ormai adoriamo sempre più la tecnica e non i contenuti. Io non voglio scienziati. Io non voglio gente che faccia la cosa giusta. Io voglio gente che faccia cose ispirate".



Foto Web

Il primo giugno 1949 Bernbach, ribellandosi al modo di fare pubblicità dei tecnici (definiti *medecine men*, stregoni), che sacrificavano la scintilla creativa in nome dei calcoli dei mercati, fondava la Doyle Dane Bernbach, la sua agenzia, in Madison Avenue, la strada di New York dove avevano sede le agenzie pubblicitarie più influenti del mondo. La Ddb, che in molti dissero votata a un sicuro fallimento per la concorrenza dei colossi del settore, era invece destinata a un duraturo successo e soprattutto a rivelare il suo talento: con il "pubblicitario umanista" l'advertising abbandona la propaganda dei "matematici" per applicarsi "a una profonda conoscenza dell'animo umano", cioè per conversare con il suo pubblico.

Facendo della verità un'invincibile arma retorica, condita con un po' di sagace umorismo, Bernbach ha creato le campagne pubblicitarie più famose della storia. Si pensi al bambino imbronciato con l'headline che recita: "Siamo spiacenti di informarti che il tuo materiale scolastico è pronto da Ornbach". Oppure quella di una coppia di contadini in posa davanti a un maggiolino Volkswagen, col titolo che dice: "Era la sola cosa che potevamo fare dopo la morte del mulo".

Ma Bernbach ha lasciato un'importante eredità al mondo della comunicazione nel suo complesso. Sì, perché il suo messaggio è stato così potente da valicare i confini dei supermercati, per farsi portatore di un discorso più ampio: "Ho visto troppe buone cause fallire per carenza di competenza nella comunicazione e troppe cause cattive avere successo per avere tale competenza in gran quantità. Tutti quelli tra noi che professionalmente usano i mass media sono i formatori di questa società. Possiamo volgarizzarla. Possiamo brutalizzarla. O possiamo aiutarla a raggiungere un livello più alto", scriveva nel 1980.



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-  La Genesi di Sebastian Salgado in...
1
-  Le frasi celebri di Garcia Marquez
17.4.2014
2
-  Il citofono come metafora di vita
17.7.2014
3
-  Van Gogh a fumetti: la forza dell'arte e il...
18.7.2014
4
-  Eroticism a Casoria la mostra hard...
29.11.2013
5

Parole lungimiranti, che hanno la forza di un testamento. E che sicuramente sarebbero comparse in un libro che non ha fatto in tempo a scrivere prima di morire. Da qui l'idea di un tributo al mad man, da parte di un pubblicitario italiano, Giuseppe Mazza, che ha raccolto i suoi scritti in un libro **(Franco Angeli editore, 16 euro)**. Dal mondo della comunicazione, Bernbach è andato ben oltre, con un salto nel cuore della democrazia moderna, ovvero la costruzione del consenso. "Il mondo è progredito fino al punto che l'opinione pubblica è la sua forza più potente. Dobbiamo allearci con le grandi idee e portarle al grande pubblico. Non dobbiamo solamente credere in quello che vendiamo. Dobbiamo vendere ciò in cui crediamo".

TAG: BILL BERNBACH PUBBLICITÀ BERNBACH PUBBLICITARIO UMANISTA



Lemon.

The Volkswagen should be seen.
The chrome only on the glove compartment
is brushed and not the original. Chrome
are also available from behind in Imperial
Kraft Edition too.
There are 3,000 more in our Volkswagen
stores with only one left in hand! Volkswagen
at each stage of production. 1000 Volkswagen
are produced daily from one main inspection.

Not used!
Every stock dealer is used after checking
up every car, every condition is checked.
Volkswagen have inspected for us here and there
before visible to the eye.
Real inspection is really something! We
inspection can check up if the two cars the
forthcoming stand out best about, take up 100
check points get ahead in the network.

Juste stand, and say "No!" to one VW out of
20.
The advertisement with itself means the
VW have longer and requires less maintenance,
to and large, the other cars. It also
means a real VW experience
has that say after all!
We push the lemon, you get
the phone.



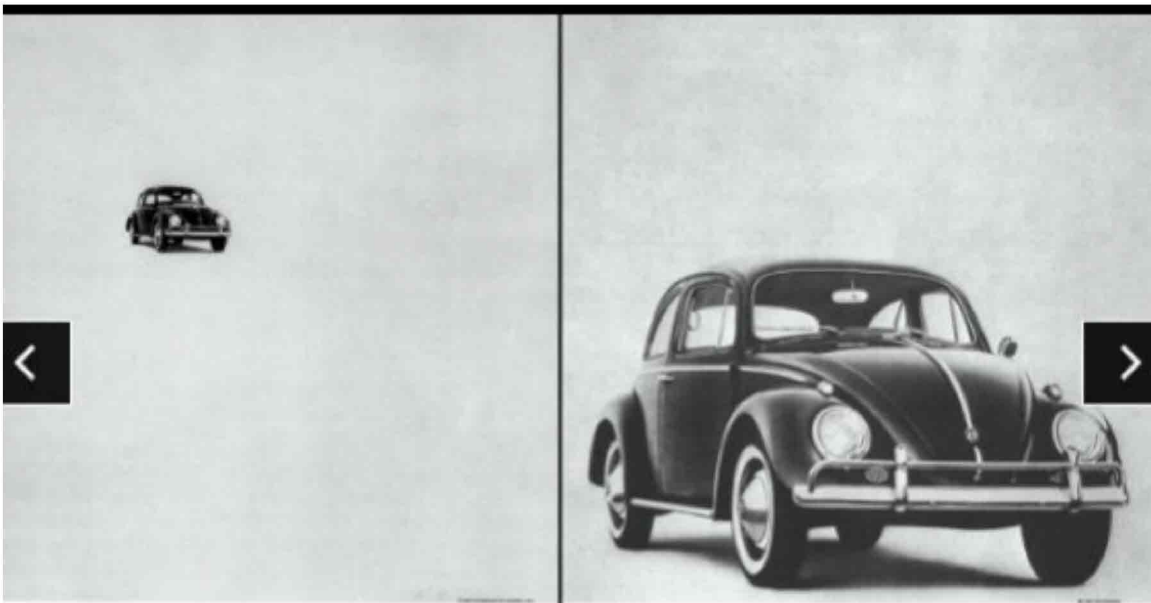
Foto Web

Lemon, cioè bidone, catorcio. Un esempio del negative approach della campagna, che sembrava sistematicamente sminuire il prodotto tramite la tecnica dell'autodenigrazione



Foto Web

La réclame di Ohrbach: "Siamo spiacenti di informarti che il tuo materiale scolastico è pronto da Ohrbach"



Think small.

The little car isn't so much of a novelty
any more.
It's simple of design, reliable, safe, dark
for its appearance, it is
The guy of the get. It's been built as
often as the go-go car.
It's tiny, small, smart, and it's the little
it has, it's a simple idea, it's the little

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Lemon.

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Foto Web

DO THIS OR DIE.

Is this ad some kind of trick?
 No. But it could have been.
 And at exactly that point rests a do or die decision for American business.
 We in advertising, together with our clients, have all the power and skill to trick people. Or so we think.
 But we're wrong. We can't fool any of the people any of the time.
 There is indeed a twelve-year-old mentality in this country; every six-year-old has one.
 We are a nation of smart people. And most smart people ignore most advertising because most advertising ignores smart people.
 Instead we talk to each other. We debate endlessly about the medium and the message. Nonsense. In advertising, the message itself is the message.
 A blank page and a blank television screen are one and the same.
 And above all, the messages we put on these pages and on those television screens must be the truth. For if we play tricks with the truth, we die.

Now. The other side of the coin. Telling the truth about a product demands a product that's worth telling the truth about.
 Sadly, so many products aren't. So many products don't do anything better. Or anything different. So many don't work quite right. Or don't last. Or simply don't matter.
 If we also play this trick, we also die. Because advertising only helps a bad product fall faster.
 No donkey chases the carrot forever. He catches on. And quits.
 That's the lesson to remember. Unless we do, we die.
 Unless we change, the tidal wave of consumer indifference will swallow into the mountain of advertising and manufacturing drive.
 That day we die.
 We'll die in our marketplace. On our shelves. In our gleaming packages of empty promises.
 Not with a bang. Not with a whimper. But by our own skilled hands.
 DOYLE DANE BERNBACH INC.

Foto Web

Un annuncio della Ddb rivolto al mondo dei pubblicitari. "Dobbiamo dire la verità" dice "se ricorriamo a trucchetti, falliremo".



My son, the pilot.

By Willie Kato
 EL AL advertisement for the airline company. The advertisement features a black and white photograph of an elderly woman sitting in a chair. To her right, on a small table, is a framed portrait of a man in a military pilot's uniform. The background is a patterned curtain. The text below the photo reads 'My son, the pilot.' The advertisement is for the airline company EL AL.

Foto Web

L'immagine per pubblicizzare la compagnia aerea israeliana EL AL è una mamma che descrive le qualità del suo figliolo pilota. 1963



It lets me be me.

To help color as it makes you
shines, live, work... a woman wants
to be herself. Not somebody else's
idea of what she is or should be.
That's what makes her choose
Nice'n Easy. Whether you want to
take an occasional touch-up or a lot,
Nice'n Easy gives you beautiful
coverage, healthy-looking hair and beautiful
skin that becomes part of you.
No matter how many times you use it,
softly the most. Nice'n Easy. From Cleo.

Nice'n Easy

Foto Web

"Mi fa essere me stessa". Sintetico ed efficace. Il prodotto pubblicizzato è una tintura per capelli.

Avis is only No.2 in rent a cars. So why go with us?



We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ash-
trays. Or half-empty gas tanks. Or
worn wipers. Or unwashed cars.
Or low tires. Or anything less than
seat-adjusters that adjust. Heaters that heat. Defrost-
ers that defrost.

Obviously, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a lively,
super-torque Ford, and a pleasant smile. To know, say,
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

Foto Web

"Noi di Avis siamo solo i numeri due nel noleggio dell'auto. Allora perché venire da noi? Perché ci mettiamo più impegno. Quando non sei il numero uno, devi farlo".

When you're only No.2, you try harder. Or else.



Little fish have to keep moving all of the time. The big ones never stop picking on them.

Avis knows all about the problems of little fish.

We're only No.2 in rent a cars. We'd be swallowed up if we didn't try harder.

There's no rest for us.

We're always emptying ashtrays. Making sure gas tanks are full before we rent our cars. Seeing that the batteries are full of life. Checking our windshield wipers.

And the cars we rent out can't be anything less than lively new super-torque Fords.

And since we're not the big fish, you won't feel like a sardine when you come to our counter.

We're not jammed with customers.

Foto Web

Altra campagna per Avis, noleggio auto: "I pesci piccoli devono stare attenti per non essere mangiati dai grandi. Per questo ci impegniamo di più".



Think small.

Did they tell you to make a small car?
A smaller car means better fuel economy.
The gas for the job doesn't disappear into
wasted big gas guzzlers.
It's time to make a small car.

Small cars mean less pollution in the air.
It's going to get a lot better.
It's going to get a lot better if the
pollution.
It's better to have a small car.
It's better to have a small car.
It's better to have a small car.

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Foto Web

Negli anni del boom economico, fa scandalo invitando all'essenzialità. Secondo Ad Age, il più autorevole periodico statunitense sulla pubblicità, l'annuncio pubblicitario più importante del Novecento. 1959

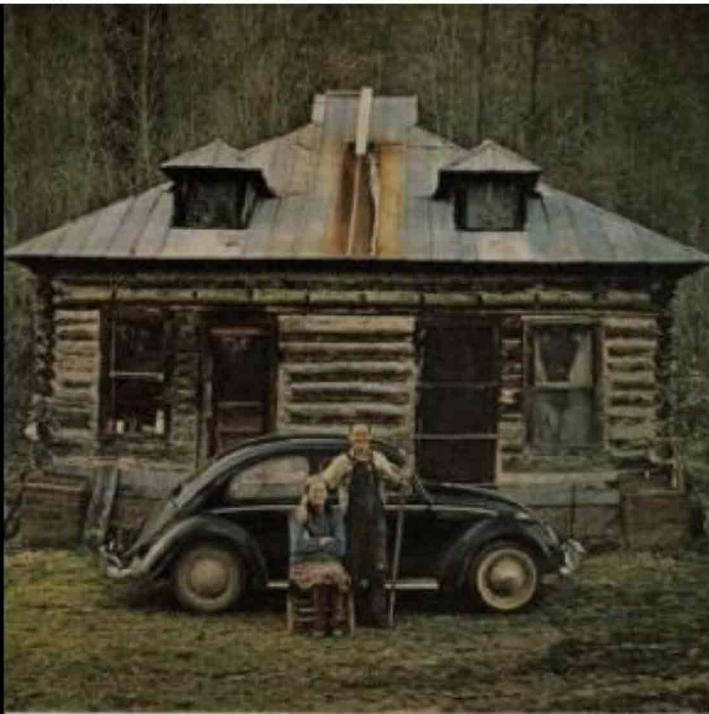
**You don't have
to be Jewish**



to love Levy's
real Jewish Rye

Foto Web

"Il nome del prodotto era Levy's Rye Bread. Io ho detto: "Mettemoci la parola Jewish". Il cliente ha detto: "Non facciamolo. La gente potrebbe essere antisemita e non apprezzare". Io ho risposto: "Per amor di Dio, il vostro nome è Levy. Nessuno penserà niente di diverso"."



"It was the only thing to do after the mule died."

These seven best, the Mission of
Euros, Mission, had a tough decision to
make.

The key to success
is to be in a good spot.

They weighed the four possibilities.
They chose over the pros and cons of the
four. They chose, though, for a reason.
Because they, that is, they, are the
original VW.

Then, when about the early 1960s of
the two continents of Europe, Germany.

In the 1960s, when it was
not yet a dollar's worth of goods,
get ready to get a car.

Then, that's the most exciting to think
about. When it was putting a wagon out
into a commercial marketplace, but
they were not even there in the end.
So far, that's a real reason to have it.

They didn't. "It just was not there all the
time. The price just had to be paid for
the way we got it."

Finally, there was, unfortunately, no
more money. Which is why, because
there's really one thing to do. Should it.

But if you want that, they
finally show, the Mission
has a Volkswagen, that's
only not getting away.



"Era la sola cosa da fare dopo la morte del mulo".

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.