

REMEMBER THOSE GREAT VOLKSWAGEN ADS? BY ALFREDO MARCANTONIO, JOHN O'DRISCOLL, DAVID ABBOTT PDF

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Review

'Something rare- a truly inspiring book about advertising.' -- Tim Delaney

'This impeccably art-directed book should grace the shelves of every library in the ad world.' -- Barbara Nokes, Campaign Magazine

From the Author

My love of the Volkswagen campaign is easily explained but why is it so popular with everyone else? David, John O'Driscoll and I, first produced "Remember those great Volkswagen ads?" almost twenty years ago. Hardly a week has gone by without one of us receiving a request for a copy of it.

The creative revolution of the late fifties and early sixties produced many outstanding individual ads, even sets of ads, but this really was its first campaign, pre-dating Avis by three years or more.

The Art direction was unlike anything that had come before. It had a Bauhaus cleanliness about it. The square sharp Futura typeface was a perfect choice, it had the no-nonsense air of precision engineering. The simple, almost stark page layout visually undermined the pretentiousness of rival car ads. In Detroit size did matter, their car's already lengthy bodies were further elongated in fanciful air brushed illustrations that had a ritzy residence or besotted blonde thrown in for good measure.

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campaigns that actually becomes part of the appeal of the product itself. The Economist posters are another, more recent example. Ironically, Mr Abbott had a hand in that one too. --Alfredo Marcantonio

About the Author

Remember Those Great Volkswagen Ads? has been written and compiled by;

Alfredo Marcantonio, Copywriter and one-time Advertising Manager of VWGB Ltd.

John O'Driscoll, Art Director of many British Volkswagen ads.

David Abbott, and ex-Creative and Managing Director of DDB's London office.

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In 1959, Doyle Dane Bernbach, the New York advertising agency, was appointed to handle the Volkswagen account in the USA. The advertisements they produced throughout the sixties and early seventies changed the face of advertising, not just in America, but across the world.

This book was written by Alfredo Marcantonio, copywriter and one-time Advertising Manager of VWGB Ltd, John O'Driscoll, Art Director of many British Volkswagen ads, and David Abott, an ex-Creative and Managing Director of DDB's London office.

Mandatory reading for Beetle lovers and those in advertising alike, this fully illustrated book charts the history of the VW Beetle campaign and brings you the most memorable ads that trace the history of the car.

This book is a story of the car and its advertising. In a unique way the two were indistinguishable – the charming, honest advertising became part of the charm and honesty of the car. If you ever owned a Beetle, if you've ever chuckled at a Volkswagen advertisement, or if you simply appreciate wit and style, you will enjoy this book. It's the tale of an ugly duckling that became an office pin-up.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

This Book is a LEMON

By Malcolm Lambe

This has to be one of the best books on Advertising I've ever bought. It's right up there with "Hey Whipple, Squeeze This!". I just about wet my pants reading this - well more like "looking" at the pictures. I've always know about these ads - they're from my era - The Sixties and Seventies. They were stand-out then and they're still stand-out. I was reminded of them, of course, by the mention in MAD MEN - when Don Draper talks about the famous "Lemon" ad. What also resonates for me is that I've owned dozens of Beetles (some rare "oval rear window" models) and several Kombis - including a twin-cab pick-up (or "Ute" as we call them Downunder).

So for lovers of GREAT press ads AND Volkswagens - this book is a "must have".

0 of 0 people found the following review helpful.

an excellent book that brought back memories

By hq4ever

This book contains several of the iconic ads for the VW beetle and wagon. It includes the script for some of the great tv commercials as well. This brought back a lot of memories when I first noticed these great advertising campaigns back in the sixties. The only problem I had was some of the print is very small, but overall, this is a great book.

2 of 3 people found the following review helpful.

VW nostalgia

By Yours truly

This book is perfect for anyone who has ever owned a VW. Very entertaining photographs. A terrific gift.

See all 4 customer reviews...

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It will have no uncertainty when you are going to choose this publication. This impressive **Remember Those Great Volkswagen Ads? By Alfredo Marcantonio, John O'Driscoll, David Abbott** book can be reviewed entirely in particular time relying on exactly how frequently you open and also review them. One to keep in mind is that every publication has their own production to obtain by each viewers. So, be the good viewers and be a much better person after reading this publication Remember Those Great Volkswagen Ads? By Alfredo Marcantonio, John O'Driscoll, David Abbott

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