

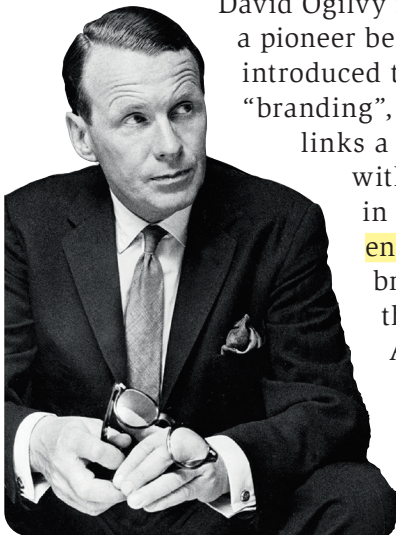
Great marketers

■ Disney

A pioneer of the American animation industry, Walt Disney expanded his media enterprise to a production studio and multiple theme parks, helped by his brother Roy. According to an article in *American Express Open*, “to create a truly remarkable Disney World that could literally market itself, Walt Disney had employees ride the **rides** before they opened to the public”. His achievement as a creator of entertainment for an almost unlimited public and as a highly ingenious merchandiser can rightly be compared to the most successful industrialists in history. He used to say that customers are just grown-up kids, which can sum up what marketing is.



■ Ogilvy



David Ogilvy is considered a pioneer because he introduced the concept of “branding”, a strategy that links a product name with a product in the hope of **engendering** brand loyalty in the consumer. Among his famous ads is the following one: “At sixty miles an hour, the loudest


noise in this new Rolls-Royce comes from the electric clock”. In 1963 he published *Confessions of an Advertising Man*, and its 7 Commandments still represent a must for marketers, especially the seventh: “Highlight the product by making it the hero”.


groundbreaking: pionieristico, innovativo
to engender: far nascere
paraphernalia: oggetti collegati al merchandising come le spille, gli adesivi
ride: giro sulle giostre

■ The slogan “I like Ike”

Dwight Eisenhower, whose nickname was Ike, led U.S. troops in Europe during WW2. In 1952, Republicans decided to candidate him for the White House. The “I Like Ike” slogan was created when Peter G. Peterson of Market Facts, who did research for the campaign, found out that more people wanted to talk about how they trusted and felt comfortable with Ike, but didn’t like to describe their views on all the issues. Thus, ‘I Like Ike’ was created and went on with all the Ike **paraphernalia**, such as stickers and pins. Being the first political campaign to be aired on TV, it was **groundbreaking**. Indeed, it was created by two giants: Irving Berlin wrote the song, and the Walt Disney Studios was in charge throughout it. Disney used animation to make it humorous, combining “I”, “like”, and “Ike”, an alliteration playing on the sound /ay/. The success of the TV ad has to be found in these linguistic features combined with the cartoon.



- 1**  These sentences are wrong. Correct them.
1. Walt Disney wasn't a pioneer.
 2. Walt Disney wanted to deal with drawing cartoons only.
 3. Ogilvy's ideas on marketing aren't considered timeless.
 4. Ogilvy's ad for an expensive car was a failure.
 5. Dwight Eisenhower belonged to the Democratic party.
 6. The campaign *I like Ike* advertised a product.
 7. Ike was Roosevelt's nickname.
 8. The slogan *I like Ike* doesn't contain an alliteration.

- 2**  Complete the conversation with the phrases below.

see • corporate brand identity • mode of operation • the DNA • decision-making • jingle • consumer • philosophy

A: What is a brand?

B: A brand is not a logo. It is not a
1., it's not advertising and it's not marketing.



A: What is a brand then?

B: A brand is a promise, carefully created from your 2. and brand strategy. It's reflected in the contact your employees have with your customers and the experience your customers have with your products and services. It's a 3. that represents 4. of your organisation. It's the basis of all company 5. and it's the main reason your company exists and succeeds.

A: So, it's a sort of 6.

B: It means establishing a significant and differentiated presence in the 7. that attracts and retains loyal customers.

A: I 8.

- 3**  Surf the net and find the first Dove campaign by Ogilvy with a woman bathing in a tub. Write down its slogan and translate it into Italian. What do you notice?
- 4**  Look for the *I like Ike* campaign video and answer the questions.
1. What kind of people are represented in the cartoon?
 2. What is the role of the animals?
 3. Is the jingle catchy?
 4. How many times is the word *Ike* repeated?
 5. Are there any hints at the Second World War? Why?



MARKETING POLITICS

Slogans have been used throughout history. From the ancient Roman motto "Senatus Populusque Romanus", to the American rebels "No taxation without representation", up to Napoleon Bonaparte's war cry "Vive L'Empereur". Back then, the merchandising was made up of coins and brass buttons. Dwight Eisenhower's campaign also marked the beginning of another long-lasting trend in political slogans: bumper stickers. Coinciding with the divisive Vietnam war of the late 50s, 60s, and 70s, bumper stickers covered the entire political spectrum, from pacifist sentiments like "Make Love Not War" to the patriotic "America: Love it or Leave It".

