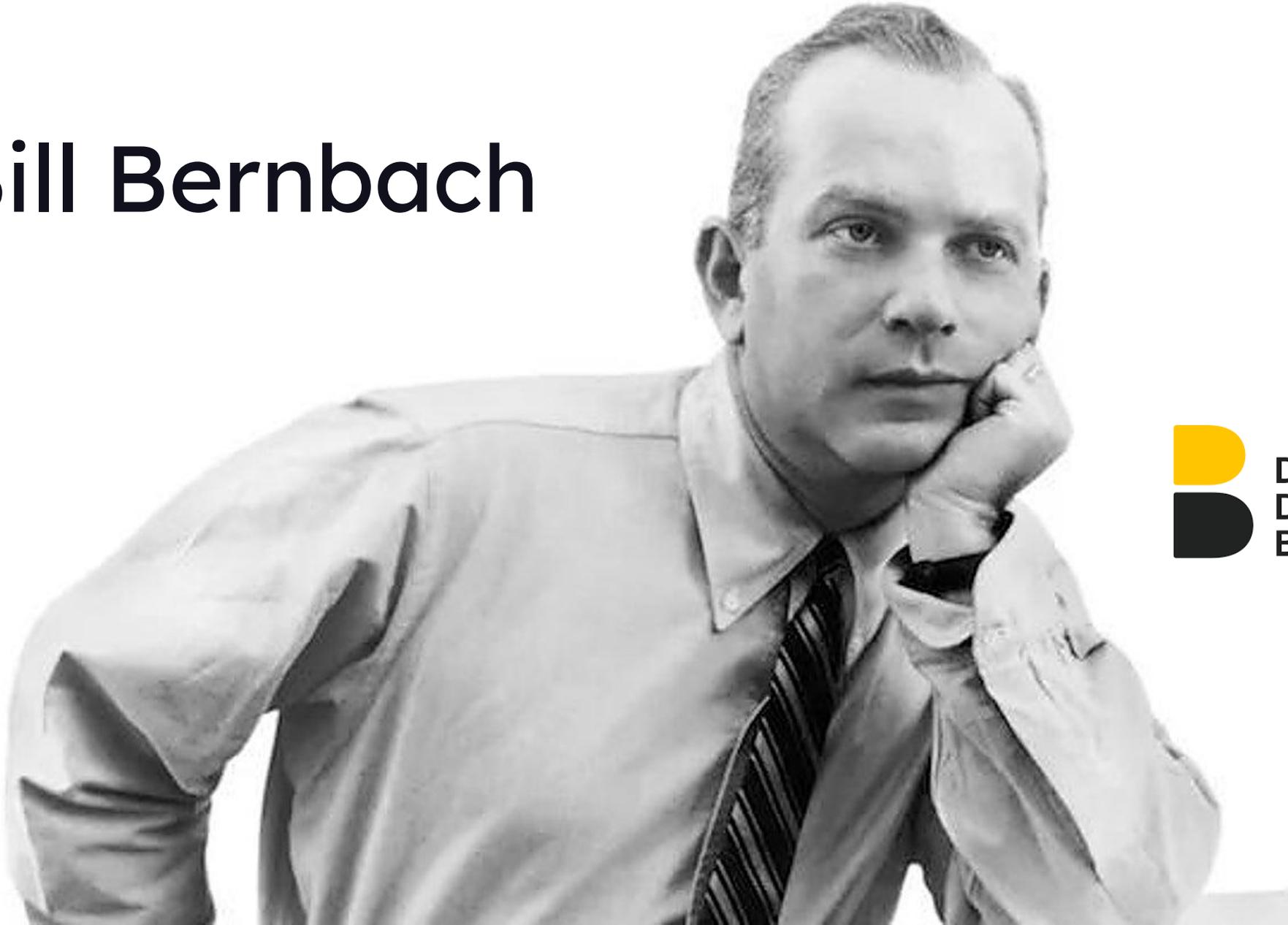




Bill Bernbach





Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or rocking up 40,000 miles on a set of tires.

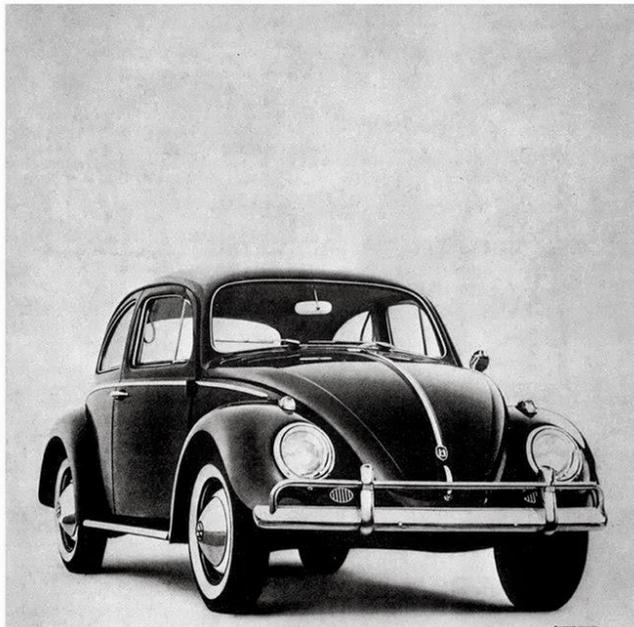
That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kronek did.

There are 3,289 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 10,000 Volkswagens are produced daily; there are more inspectors

than cars!

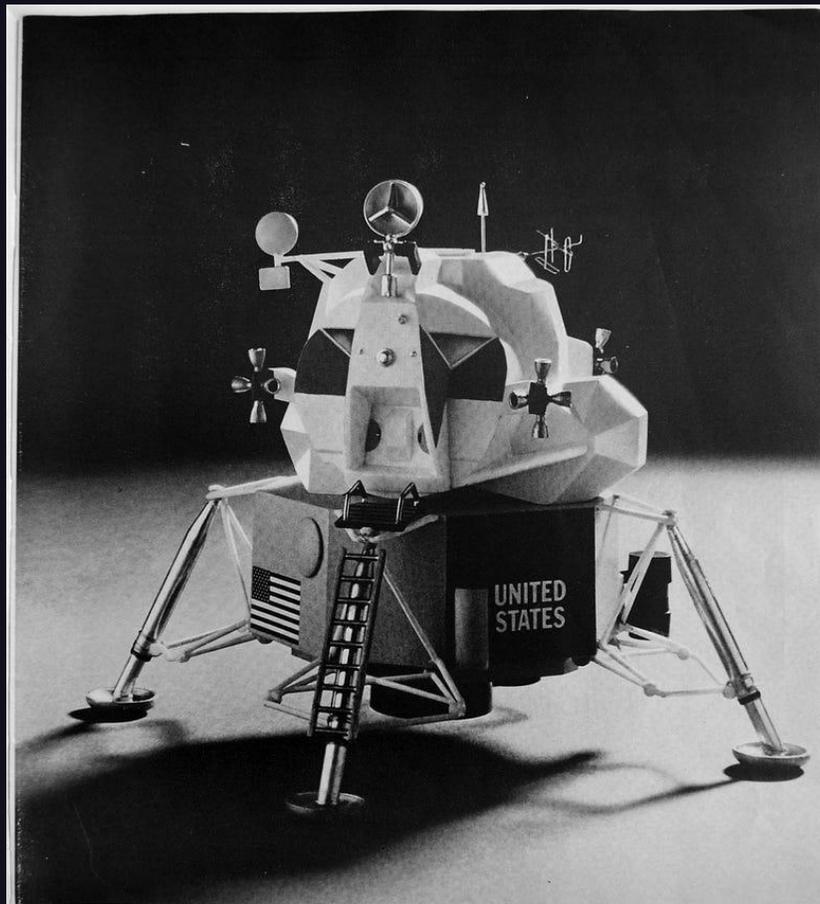
Every shock absorber is tested; light checking won't do it, every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

We pluck the lemons; you get the plums.



It's ugly, but it gets you there.



Avis can't afford dirty ashtrays.

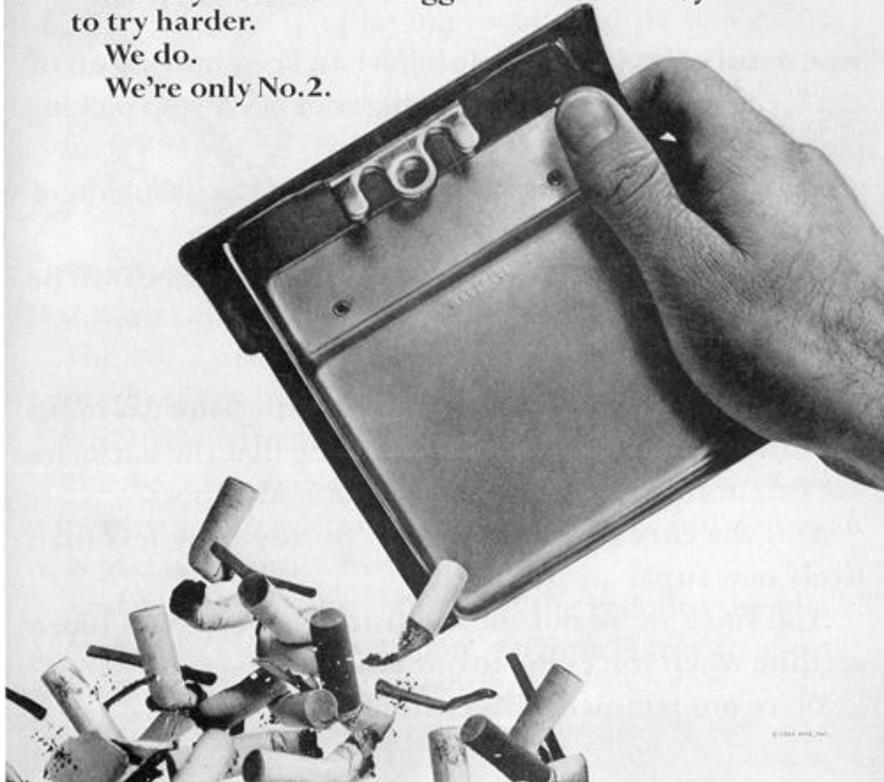
Or to start you out without a full gas tank, a new car like a lively, super-torque Ford, a smile.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.



Avis can't afford to make you wait.

Or to tangle you up in forms, or not to have a new car like a lively, super-torque Ford, clean and ready.

Why?

When you're not the biggest in rent a cars, you have to try harder.

We do.

We're only No.2.

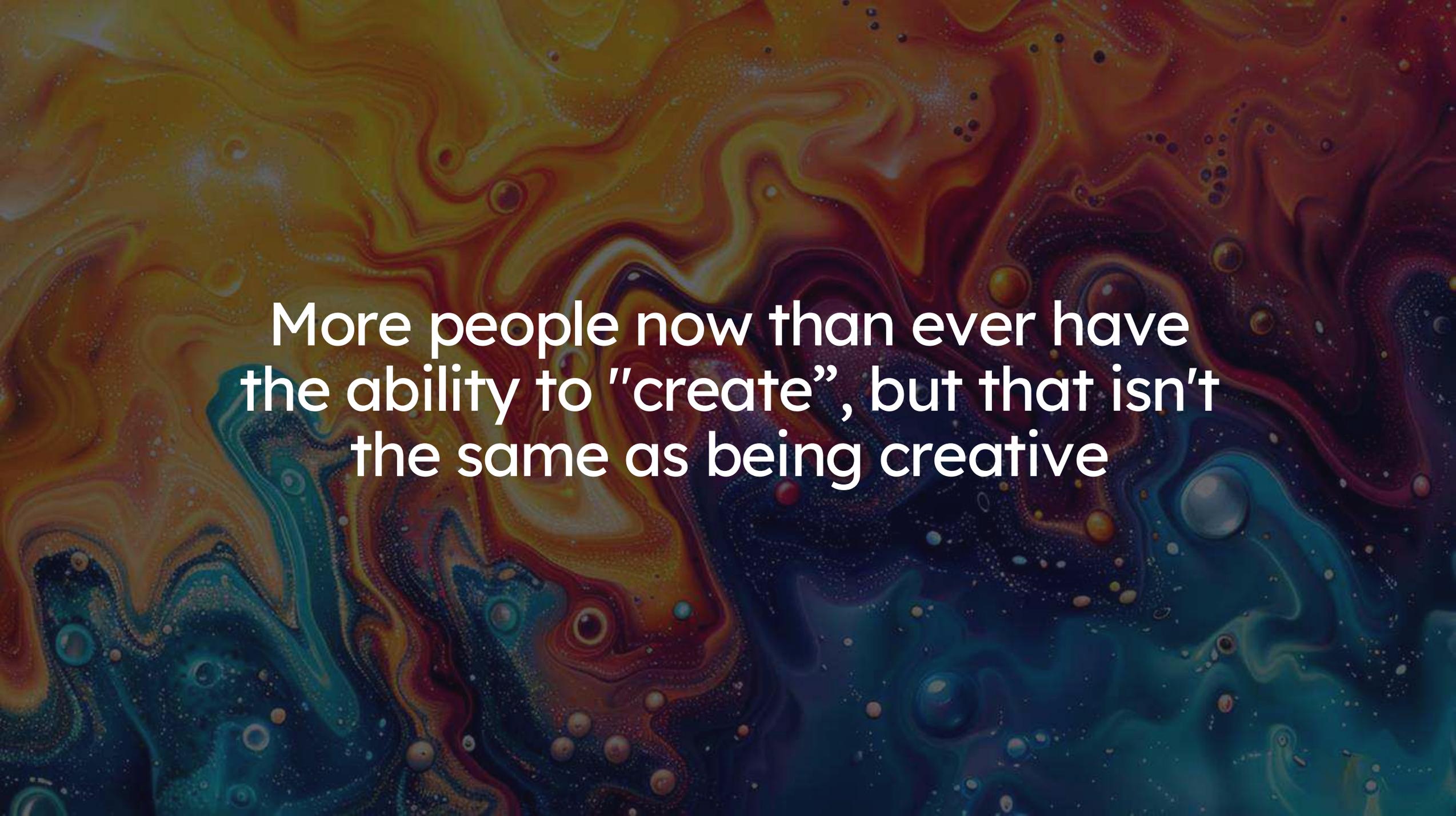


“It may well be that creativity is the last unfair advantage we’re legally allowed to take over our competitors.”

Bill Bernbach

An aerial photograph of a soccer field, showing the green grass, white boundary lines, and two goalposts. A large white circle is drawn around the center of the field, and a white vertical line runs through the center. The text is centered within the circle.

It's a level playing field
when it comes to data and
creative content production



More people now than ever have
the ability to "create", but that isn't
the same as being creative

C3

Conviction.
Judgement.
Time.
Coherence.
Risk.
Ownership.
Taste.
Responsibility.

CREATIVITY NEEDS

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One final thought from Bill..



“100 years from now the idea is still going to be more important than all the technology in the world.”

Bill Bernbach