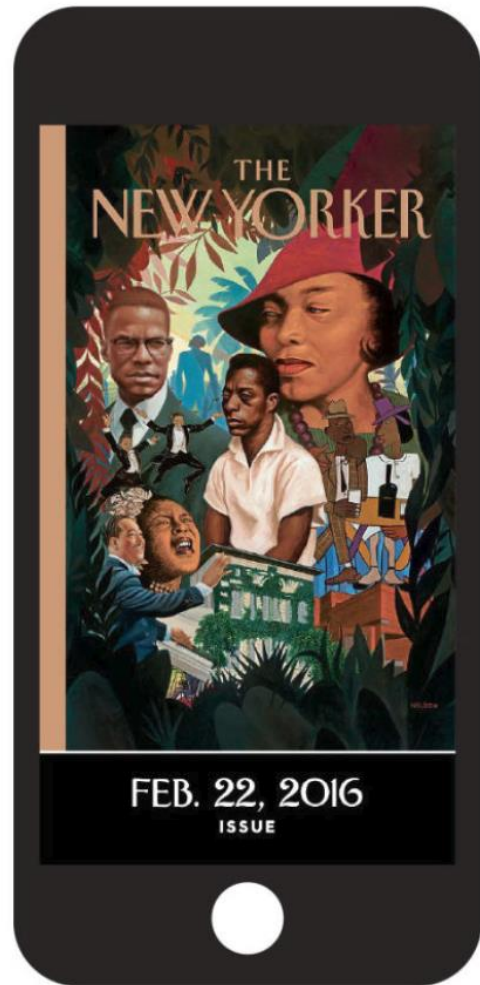


Ogilvy

On Alchemy







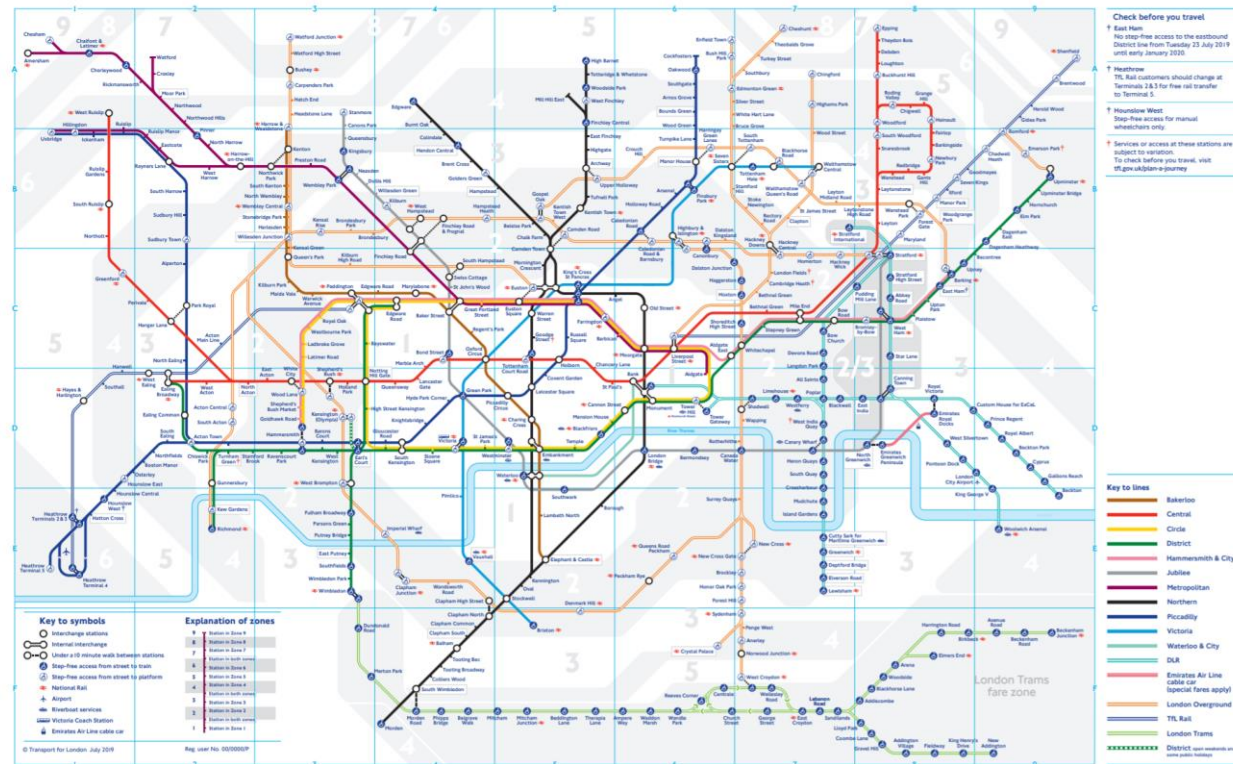
The doorman illusion

An automatic door does not replace a doorman





Tube map



Maps & models

Over time, and with overuse, the failings of models may become more important than their strengths.

MAYOR OF LONDON

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UNDERGROUND
TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

AS a general rule, the United States government is run by lawyers who occasionally take advice from economists. Others interested in helping the lawyers out need not apply.

Watching Behavior Before Writing the Rules

Economic View

By RICHARD H. THALER JULY 7, 2012



Paul Hoppe

AS a general rule, the United States government is run by lawyers who occasionally take advice from economists. Others interested in helping the lawyers out need not apply.

Of course, there are some exceptions. The government employs scientists of many varieties in technical capacities, from estimating the environmental toxicity of a chemical to the structural soundness of a bridge. But when it comes to forming policies, these scientists and, especially, behavioral scientists are rarely at the table with the lawyers and the economists.

The **McNamara fallacy** (also known as **quantitative fallacy**^[1]), named for [Robert McNamara](#), the [United States Secretary of Defense](#) from 1961 to 1968, involves making a decision based solely on quantitative observations (or [metrics](#)) and ignoring all others. The reason given is often that these other observations cannot be proven.

The first step is to measure whatever can be easily measured. This is OK as far as it goes. The second step is to disregard that which can't be easily measured or to give it an arbitrary quantitative value. This is artificial and misleading. The third step is to presume that what can't be measured easily really isn't important. This is blindness. The fourth step is to say that what can't be easily measured really doesn't exist. This is suicide.

— [Daniel Yankelovich](#) "Corporate Priorities: A continuing study of the new demands on business." (1972)

The science of
knowing what
economists are
wrong about.

TWO MODELS OF ADVERTISING.



WHERE TO?
Destination or Hotel

STAY DATES
Arriving → Leaving

ADULTS 1 CHILDREN 0 ROOMS 1

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SAMPLE TAXI TARIFF RATES

1. By Distance:

Drop Rate (first 100m)

For each additional 166.75m or part thereof

\$3.25

\$0.25

2. Waiting Time:

For every 38 (thirty-eight) seconds of waiting time while engaged

\$0.25

3. Baggage:

Trunk - .85 cu.m - 81cm x 46cm x 23cm (If loaded/unloaded by the Driver)

Hand baggage or groceries (If loaded/unloaded by the Driver)

Wheelchairs, walkers, etc. accompanying passengers

\$0.50 each

\$0.10 each

No Charge

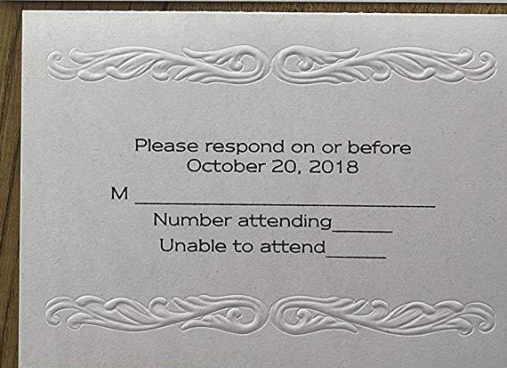
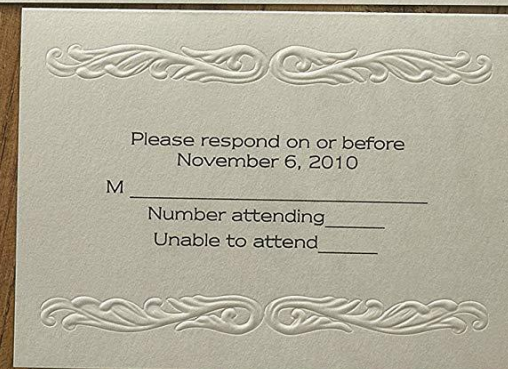
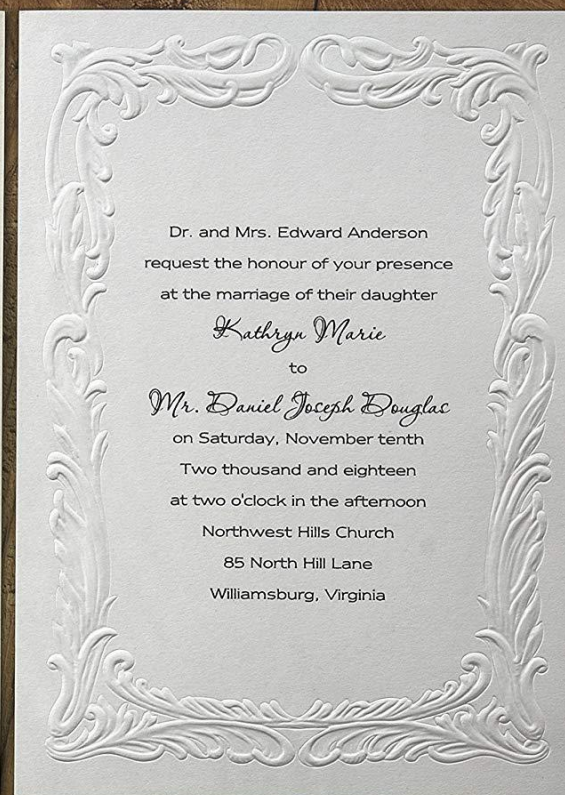
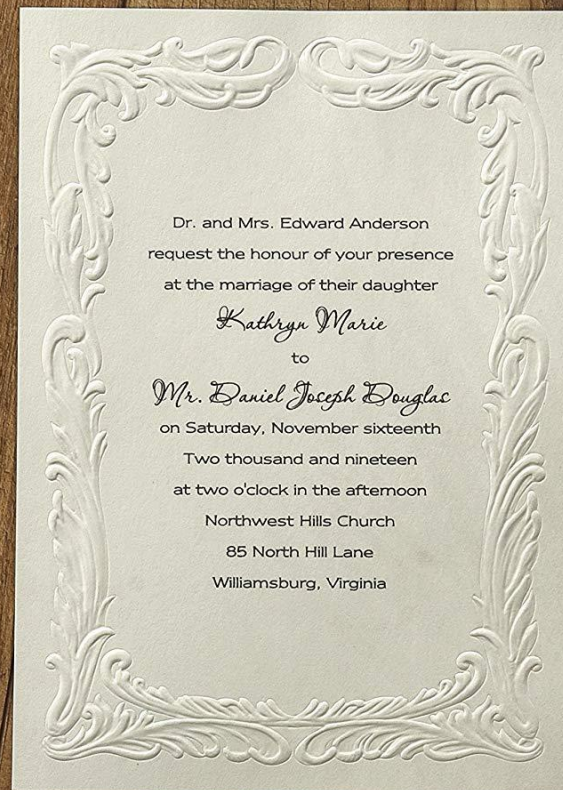
4. Reduction on Meter Rate: seniors-upon proof of age (60 years of age or older)

10%
on fares over \$5.00

5. Minimum Flat Rate to International Airport

\$45.00

FLAT RATES IN TOWN PERMITTED ONLY FOR PERSONS WITH DISABILITIES





The value of the Marketing Mindset

lies in taking the human
perspective, not the
spreadsheet perspective.

START

AT

How to Build
Products that
Create Change

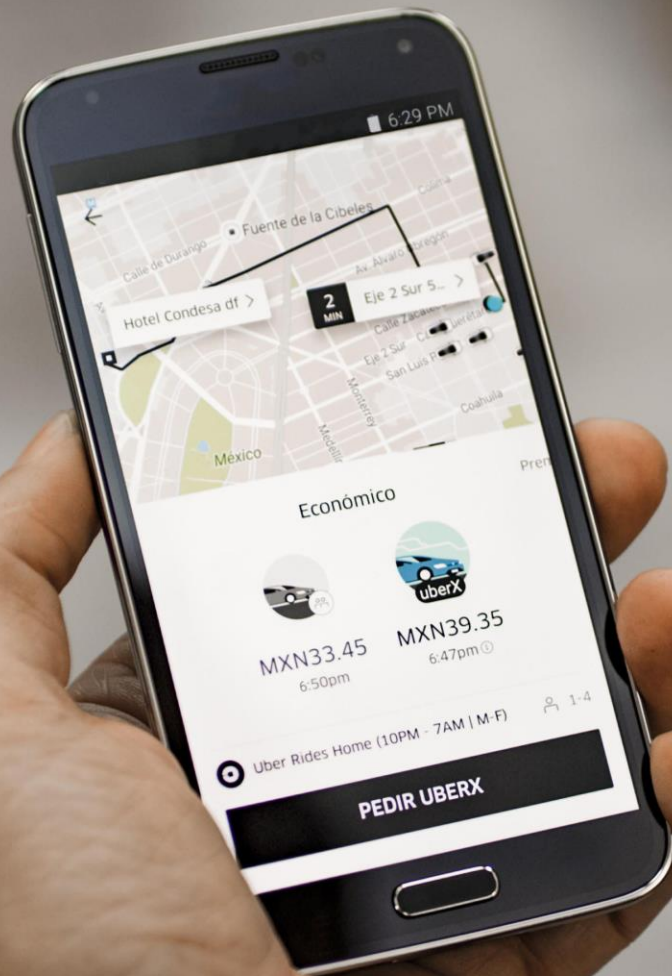
THE

END

MATT WALLAERT









£60 billion, 10 years

Or £2,500,000 and six months.

$$1 \times 7 \neq 7 \times 1$$

$$2 \times 2 \times 2 \times 2 \times 2 \times 2 > 3 \times 1 \times 3 \times 1 \times 1 \times 3$$



Ogilvy



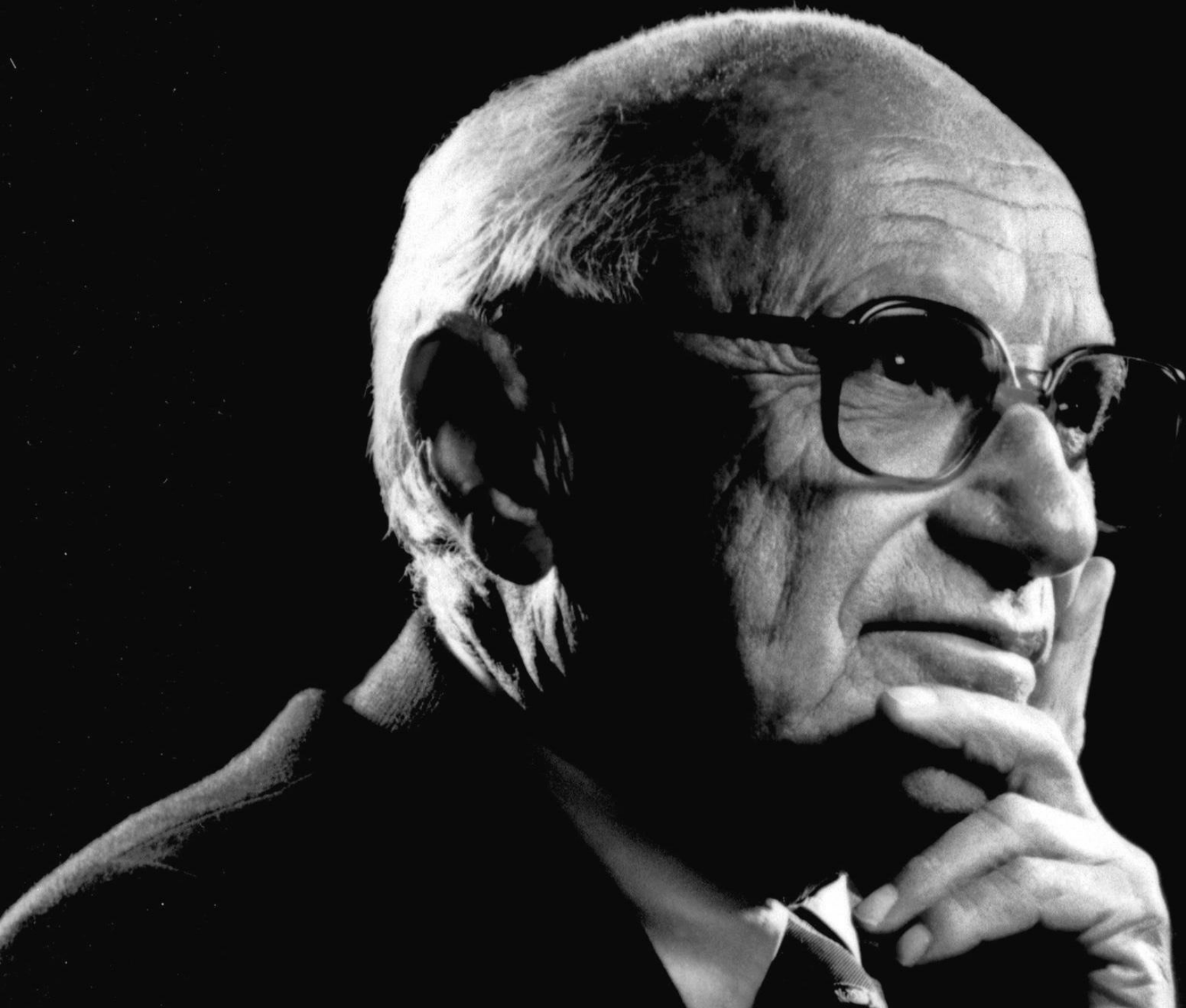
A photograph of a metal signpost against a clear blue sky. The signpost has two white rectangular signs with black borders. The top sign points right and says 'SAME OLD WAY'. The bottom sign points left and says 'A NEW WAY'.

SAME OLD WAY

A NEW WAY



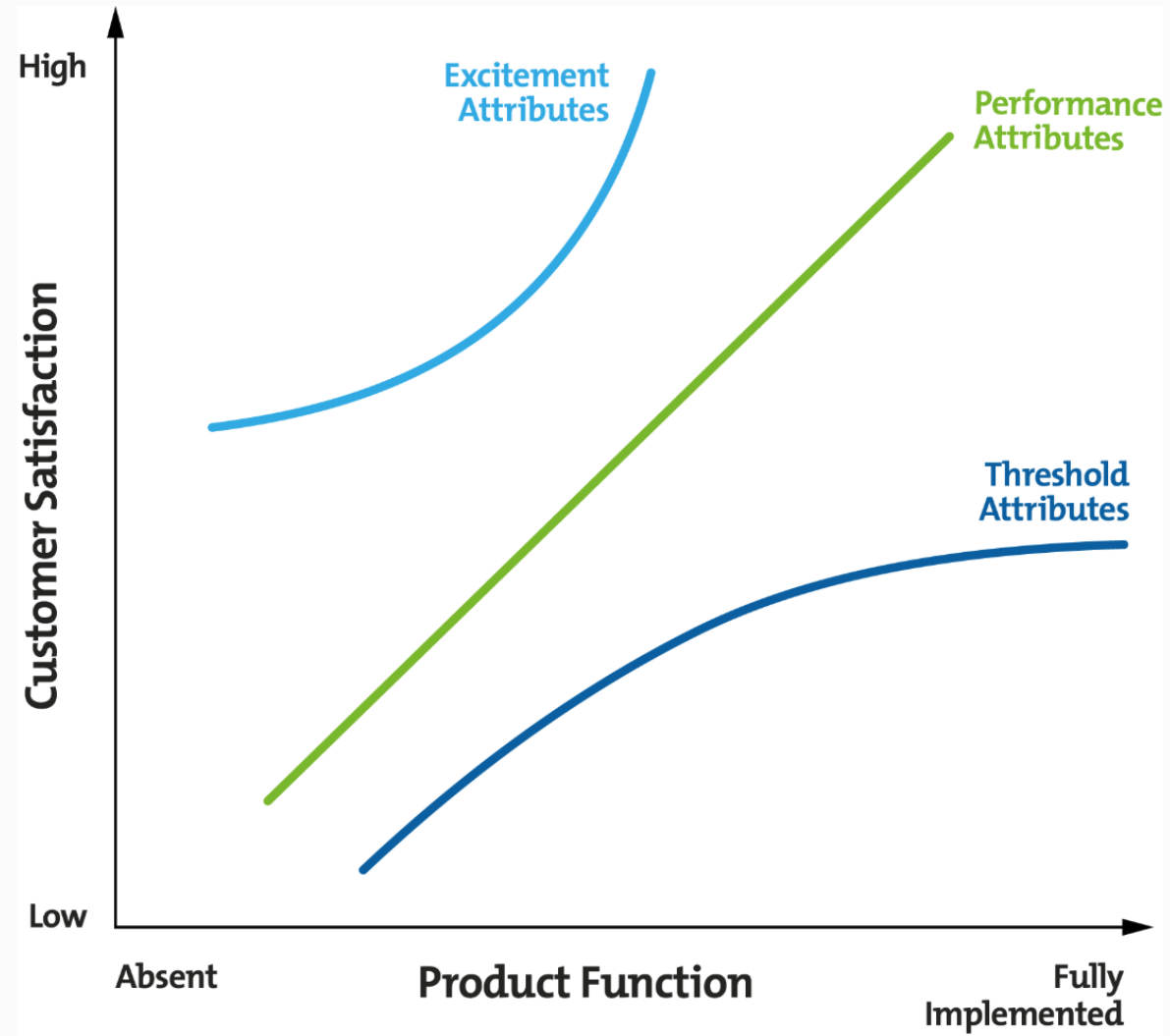






NO MAGIC

Figure 1 – The Kano Model





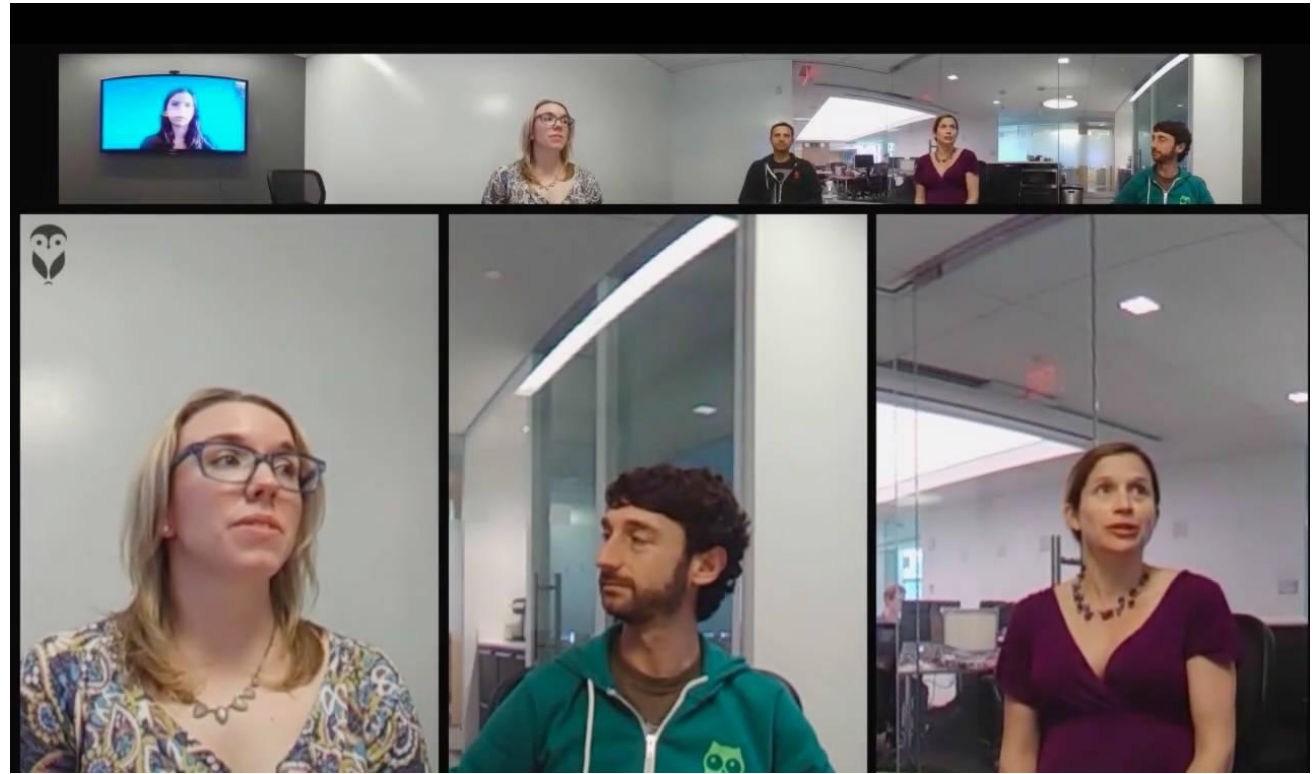
SEARCYS
CHAMPAGNE BAR

SEARCYS
CHAMPAGNE BAR





6 months
and
counting.





ABOUT NEW YORK

If a Standing Desk Is Good, What About a Standing Commute?

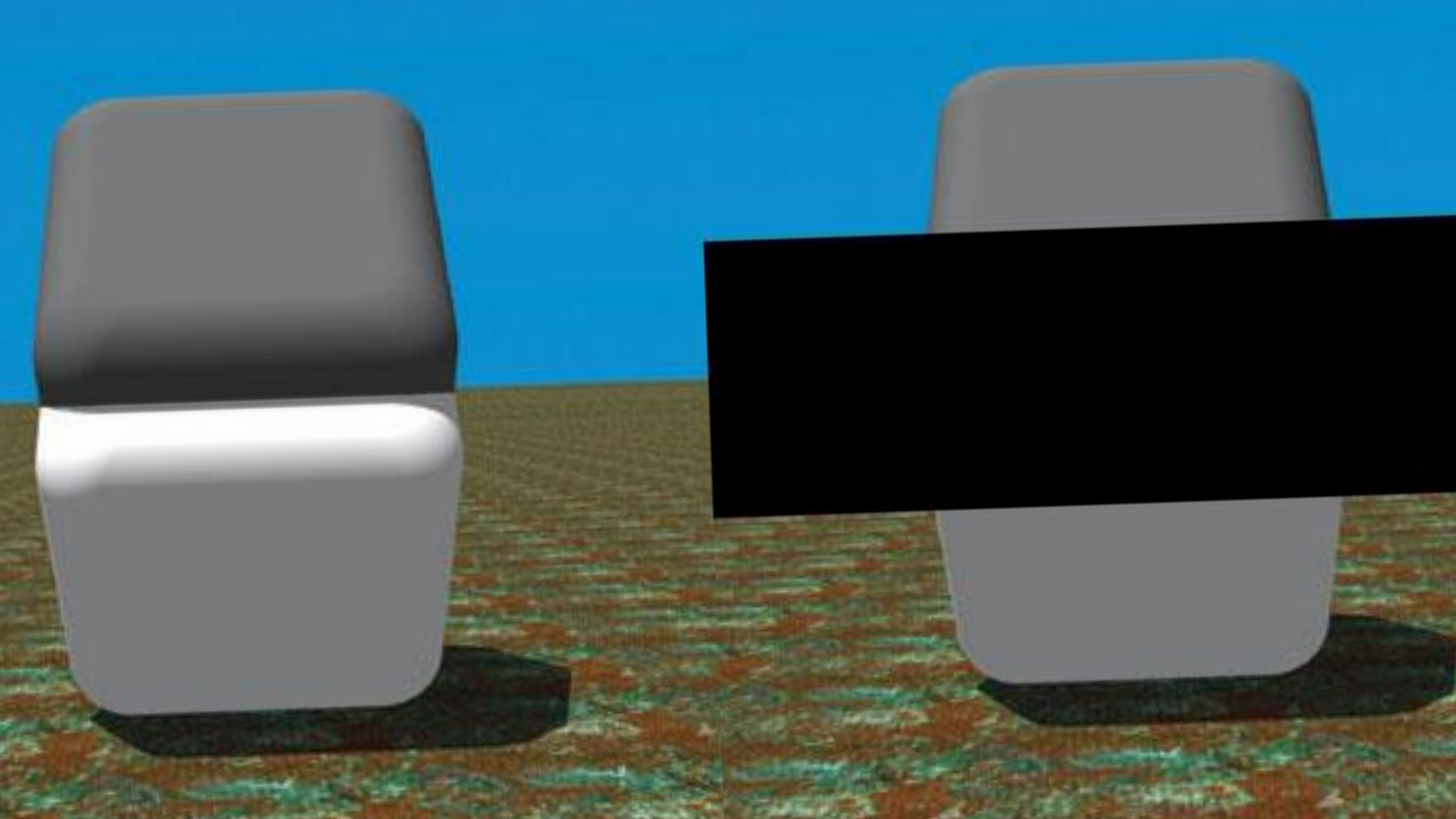




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GUIDE

ESPRESSO



Livanto

Capriccio

Volluto

Così

INTENSO



Kazaar

Dharkan

Ristretto

Arpeggio

Roma

DECAFFEINATO



Arpeggio
Decaffeinato

Volluto
Decaffeinato

Vivalto Lungo
Decaffeinato

Decaffeinato
Intenso

LUNGO



Envivo Lungo

Fortissio Lungo

Vivalto Lungo

Linizio Lungo

PURE ORIGIN



Indriya from
India

Rosabaya de
Colombia

Dulsão do Brasil

Bukeela ka
Ethiopia

VARIATIONS



Caramelito

Ciocattino

Vanilio

VARIATIONS LIMITED EDITION



Variations
Apfelstrudel

LIMITED EDITION



SELECTION
VINTAGE 2014



“There is no sensible distinction
to be made in a restaurant
between the value created by the
man who cooks the food and the
value created by the man who
sweeps the floor.”

Nationalökonomie: Theorie des Handelns und Wirtschaftens – Ludwig von Mises

If you have a creative suggestion, you
have to present it to rational
people for approval.

Note, this rule never applies
the other way round.