

On Advertising.

Life is fast and full of distractions. It's messy.

Advertising has to cut through the clutter, with great ideas.

Amazing ideas.

Astounding ideas.

Memorable ideas.

Such ideas come from seeing and thinking about the world as it is, as if for the very first time, like a newborn, every day. Don't self-censor. Don't pull back.

Support your ideas with a deep understanding of human emotion, especially love, desire, joy, hope and loss. Create ads that tap into these emotions, that do more than merely recite the facts. Remember pleasure, and fun, and laughing.

People's time and attention is precious. Show them the utmost respect. Enter into a virtual dialog. Don't preach, or underestimate their intelligence. Assume ideas are as important to them as to you.

Combine iconic images with powerful words. Refine, refine, refine, until you have it distilled to the essence.

Find the best people to work with – directors, photographers, producers, illustrators, typographers, finished artists. Regard them as your collaborators, not merely your suppliers.

Hear their input, heed their advice, then make your decisions based on what will communicate your ideas to the utmost effect.

What more needs to be said?