

A Book About the Classic Avis Advertising Campaign of the 60s

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campaign of the 60s.**

**We try
harder.**
Still in use.

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When Doyle Dane Bernbach (the advertising agency) tested the campaign, the results were so poor that no one today would let it run. But Bob Townsend of Avis did. Together with the people at DDB he created a milestone in the history of advertising. "We try harder" became a success. In this book you'll find the whole history of the campaign that ran from 1963 to 1967. Plus interviews with the people involved. And all the 51 ads that made it so famous.

Avis is only No. 2. We Try Harder. With that phrase, Aviss breakthrough campaign in the early 1960s established one of the best-known and successful advertising programs ever launched, recognizable to millions of people around the world. The Avis campaign broke every rule in the book. It openly admitted that Avis was losing money, that they company was short of customers and that they were only No. 2 in rent a cars. When Doyle Dane Bernbach (the advertising agency) tested the campaign, the results were so poor that no one today would let it run. But Bob Townsend of Avis did. Together with the people at DDB he created a milestone in the history of advertising. In this book youll find the whole history of the campaign that ran from 1963 to 1967. Plus interviews with the people involved, and all the 51 ads that made them so famous.

The ads were acknowledged as a smart, savvy, and sharp way to differentiate their rent-a-car company from others. The creativity of clever advertising executives complemented the desires of forward-thinking Avis management to be different, to be effective, to be outstanding.

The advertisements highlighted in this book surpassed everyones expectations at the time. They literally changed the way a companys image was presented to the public. They illustrate a basic underlying sense of honesty that was simplistic in its presentation, yet complex in its understatement. More than thirty years later, the campaign remains an integral and important element of Avis global culture. The familiar logo is worn every day by their corporate and licensee employees around the world, including the US-based employee-owners, as a symbol of their commitment to quality. The Avis advertising campaign continues to communicate a sense of purpose and who they are and what they do: they strive to provide the highest level of quality service

and satisfaction to their worldwide customer base. For Avis then, and for Avis now, We try harder. is more than a catchy advertising phrase; it is Avis.

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