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## Feijoa.

Tomorrow marks the 100th anniversary of the birth of a remarkable man.

An individual who, despite the fact that he died nearly 30 years ago, is still the most quoted man in advertising.

Bill Bernbach was the 'B' in DDB.

He was, quite simply, the father of modern advertising.

He elevated advertising to high art. He put copywriters and art directors together. He also created a certain print campaign for a German car that,

like the vehicle itself, broke every rule in the book.

Volkswagen advertising is unique in the history of all advertising.

Its irreverence, style and wit has been imitated over the years, but never surpassed. Who can forget headlines like 'Think small' and 'It's ugly, but it gets you there'.

VW was the client that made DDB famous, but ultimately because Bill made the client famous.

Bill's advice to VW was always "The

magic is in the product." Advice that DDB New Zealand pays heed to every day with our own clients.

Just as Bill has influenced us, we like to think we are influencing New Zealand too.

Granted, we will never be Bill Bernbach.

We will always do things with a certain kiwi flavour.

But underneath that feijoa lies a lemon.

So to speak.

