

TOP TEN SIMPLE AD IDEAS THAT CHANGED THE WORLD.



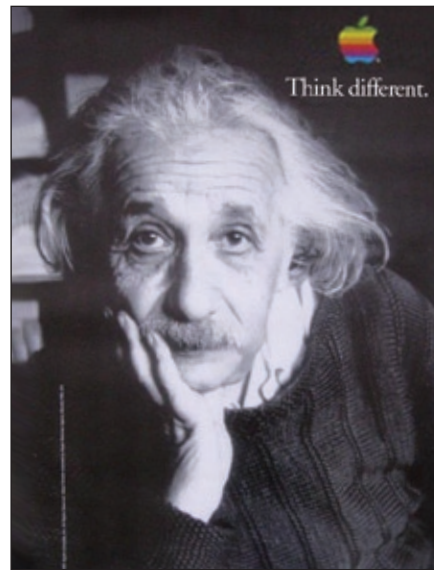
VOLKSWAGEN:
"THINK SMALL"

Self-deprecating and cheekily humorous, the VW campaign changed advertising forever and launched an international creative revolution.



CLAIROL:
"DOES SHE...OR DOESN'T SHE?"

1957, it did more than build a huge brand, it made it acceptable for women to colour their hair.



APPLE:
"THINK DIFFERENT"

Simple and powerful, "Think Different" grew the Apple persona and helped capture legions of dedicated Apple followers around the world.



ABSOLUT VODKA:
THE ABSOLUT BOTTLE

The longest-running advertising campaign of all time, and maybe the simplest, it created a global brand based only on the distinctive shape of the bottle.



MCDONALD'S:
"YOU DESERVE A BREAK TODAY"

With its catchy jingle, which people still hum today, this simple, human, 1971 slogan helped set McDonald's on the road to worldwide success.



AVIS:
"WE TRY HARDER"

Admitting to being in second place was a simple and daring idea that separated Avis from other rentacar companies and launched it into the big time.



MAXWELL HOUSE:
"GOOD TO THE LAST DROP"

Still in use today, a simple comment by President Theodore Roosevelt became a slogan recognized worldwide.



IVORY SOAP:
"99 44/100% PURE"

The simple power of the intriguing accuracy of "99 44/100% pure" created enormous success and started Ivory Soap on its way to global megabrand status.



COCA-COLA:
"THE PAUSE THAT REFRESHES"

The campaign that helped popularize the image of Santa Claus and, in 1929, launched one of the most famous slogans in the history of Coca-Cola.



NIKE:
"JUST DO IT"

One of the best-known slogans in advertising history was coined in 1988. Nike's ads continue to use the line, nowadays recognized everywhere.

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