

"Once every few years a great new agency is born. It is ambitious, hard-working, full of dynamite. It gets accounts from soft old agencies. It does great work.

The years pass. The founders get rich, and tired. Their creative fires go out. They become extinct volcanoes.

The agency may continue to prosper. Its original momentum is not yet spent. It has powerful contacts. But it has grown too big. It produces dull, routine campaigns, based on the echo of old victories. Dry rot sets in. At this stage, it begins losing accounts to vital new agencies, ruthless upstarts who work hard and put all their dynamite into their advertisements.

We can all name famous agencies which are moribund. You hear demoralizing whispers in their corridors, long before the truth dawns on their clients." *

*David Ogilvy, Confessions of an Advertising Man, Atheneum, 1963

We are ruthless upstarts

Should you consider your company's advertising as complacent, we would be pleased to meet with you and describe fully our complete integrated program for communication through advertising. For information please contact:

BRUCE UNWIN & ASSOCIATES INC. ONE TWO THREE BROWN STREET BIRMINGHAM, MICHIGAN PHONE: BIRMINGHAM 646-7323 DETROIT 566-1427 AREA CODE 313