



Jay Chiat

NOTED ADMAN BARES ALL ABOUT HIS ASSOCIATION WITH PAT SCULLIN:

I first met Pat in '69 at a little cocktail party Bill Bernbach was throwing. In those days, the legends of the industry would gather and slurp their little cocktails and talk about advertising theory. It was an exciting time.

At this particular bash, every big wig had come. Dave Ogilvy, Mary Wells, Rosser Reeves, Leo Burnett, Soupy Sales, George Lois, Picasso-- you name 'em, they were there.

Well, off in a corner there was quite a hub-bub stirring. A crowd of people had gathered around a young kid who was talking a tornado and wagging his finger to beat the band. I decided to waltz on over and get the bird's eye lowdown on this.

You guessed it. That kid was Pat. And he had an audience of the greatest advertising minds in the world. Each of them, captivated. Each of them, waiting with baited breath for his next utterance. Each of them, mesmerized.

Listen, I am talking about a moment that changed advertising history. And I was fortunate enough to be there.

Pat was saying the most remarkable and radical things. Understand, by today's standards, these may seem like nothing. But back then, it was almost heresy!

Scullin spoke in earnest: "A print ad should have a 'headline'-- and this headline should be of potential interest to the reader. A headline should be a summation of the entire advertising message, or, a captivating statement to entice the reader to read the ad. The headline must grab the reader. And the copy must lead the reader through a logical progression of the product's benefits. In essence, the advertisement should persuade, and sell!"

As he spoke, the entire room lit up. I'm telling you there was electricity. People were abuzz with this new revelation. But he didn't stop there. He spoke of the logo, and how it looks pretty spiffy anchoring an ad. He told of the improved communication achieved by writing in English (here we had been dashing cryptic messages in pig-Latin and other gibberish). He told us a good print ad should be printed on paper! So much for our habit of printing on thin sheets of copper! And so on.

The rest, as they say, is history. The kid paved the way for others to make their names.

Needless to say, I think plenty of Scullin. You will also.