

# 创意奇才

萨奇兄弟和广告公司



[英]艾丽森·芬德利著

赖月珍译

海外企业家丛书

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上海译文出版社

Alison Fendley  
**SAATCHI & SAATCHI**  
**THE INSIDE STORY**

Arcade Publishing, Inc., New York 1996  
根据纽约阿尔卡德出版公司 1996 年版译出

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# campaign

The magazine of the communications business

September 11 1970

34

Why Campaign  
is first  
Campaign's editor says at  
least one reason that work  
with the media has been  
the setting up of an  
independent advertising agency  
in the last 12 months, in  
that all the major clients  
for the new service have  
recruited first and best  
qualified men and women.

At the same time Campaign  
is reporting that some  
of its leading advertising  
clients are carrying  
more and more of their  
own advertising in similar papers. The  
same was also reported  
recently by the Sunday Times.

More and more companies  
are realising that advertising  
is the best medium in which  
to advertise in Campaign.  
Because the magazine is  
published weekly, it can  
at once appeal to most  
advertisers and most  
readers.

**Rating**

Reader rating: 2.5% (Independent  
Press), 1.5% (Daily Mirror),  
1.5% (Sunday Times), 1.5%  
(Sunday Express), 1.5%  
(Sunday Telegraph), 1.5%  
(Sunday Times Magazine),  
1.5% (Sunday Times Sport),  
1.5% (Sunday Times Travel),  
1.5% (Sunday Times Home),  
1.5% (Sunday Times Leisure),  
1.5% (Sunday Times Business),  
1.5% (Sunday Times Books).

**Ex-Prithouse Wood  
director goes  
to Eden Vale**

MARK HOPKINS, former  
head of Prithouse Wood, has  
been appointed managing director  
of a London-based advertising  
agency, Eden Vale, founded in 1961.  
Hopkins, who joined Prithouse  
Wood through the agency's acquisition  
of the London office of the New York  
advertising firm of Ogilvy, Mather &  
Morrison, has been with the company  
since 1966. He succeeds John  
Prithouse, who left the agency  
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of Prithouse Wood with Ogilvy,  
Mather & Morris.

Eden Vale, which has offices in

## Saatchi starts agency with £1m

Editorial

By MICHAEL LEWIS

London's leading advertising  
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been reporting that the  
advertising market is changing.

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Let the radio  
sponsors in,  
says Bow  
Group report

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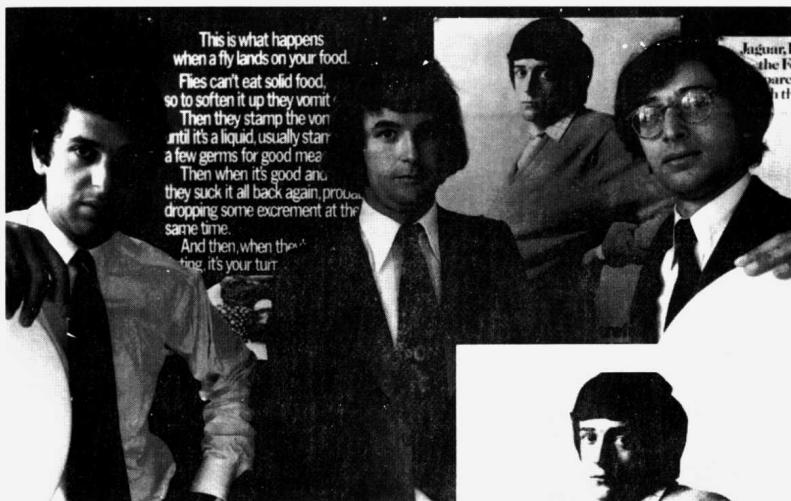
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萨奇-萨奇公司成立之初，伦敦广告界的专业报——《广告宣传》即在头版位置对这家公司作了报道（左上图）。“事情干得漂亮”一向为莫里斯·萨奇（坐者）和他的哥哥查尔斯·萨奇所看重（右上图）。杰里米·辛克莱（上图）是在1968年受聘于两兄弟的。制片人大卫·普特纳姆和导演阿兰·帕克（左图）曾于六十年代与查尔斯共事，他们当时曾几乎说服查尔斯成为一名电影编剧。

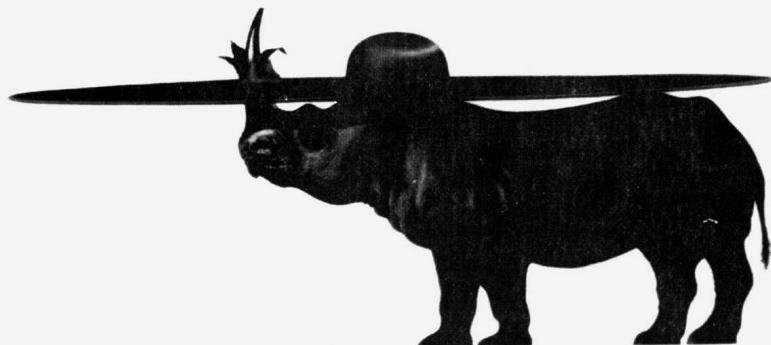


1970 年摄下的站立于查尔斯和莫里斯中间的蒂姆·贝尔（上图），他戏谑地将自己称作萨奇-萨奇公司名称中的连字符。查尔斯·萨奇本人喜爱的“犀牛牌卷烟”广告（下图）以及具有传奇色彩的“怀孕的男人”宣传画（右图）。



**Would you be more careful if  
it was you that got pregnant?**

Anyone married or single can get advice on contraception from the Family Planning Association  
Margaret Pyke House, 27-35 Margaret Street, London W1N 8BG Tel 01-636 9325.



**Ting FAR DING NICOTINE**  
**SMOKING CAUSES LETHAL DISEASES**  
Health Departments' Chief Medical Officers

# LABOUR ISN'T WORKING.

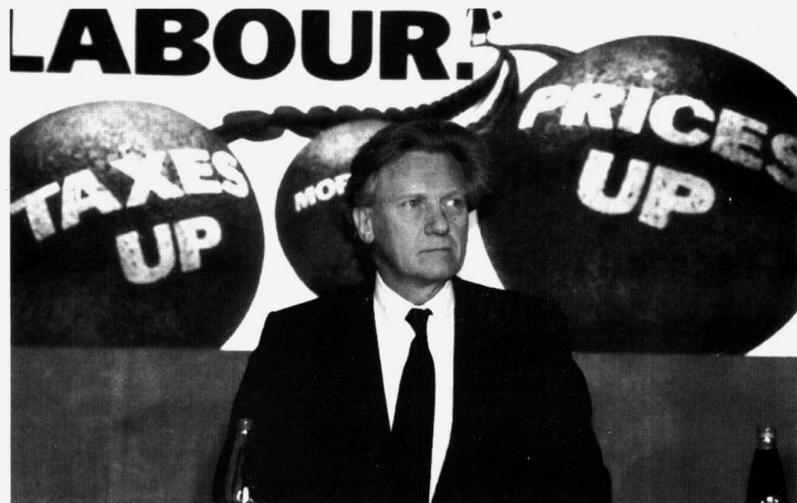
UNEMPLOYMENT  
OFFICE



BRITAIN'S BETTER OFF WITH THE CONSERVATIVES.



萨奇兄弟在1979年为保守党竞选而故意对工党进行了反宣传，使自己拥有了“撒切尔的广告师”的名声。“工党无所作为”（上图）历来是最具攻击力的宣传画之一。蒂姆·贝尔与玛格丽特·撒切尔在萨奇—萨奇广告公司总部的顶层（左图）。撒切尔夫人与贝尔之间的亲密关系超过了她与广告公司（包括萨奇兄弟在内）的其他人的关系。在1987年保守党与工党势均力敌的竞选中，当时由萨奇—萨奇公司为保守党竞选进行宣传，而此时贝尔已离开了公司，为此撒切尔夫人曾将贝尔请入首相官邸共商对策。

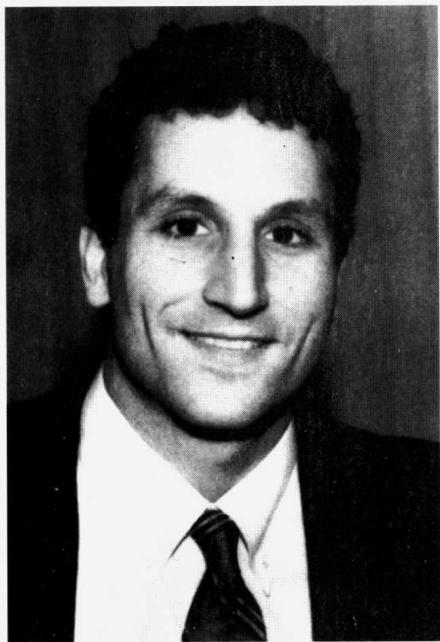


曾给予莫里斯第一份工作的麦可尔·黑塞尔梯尼在1992年萨奇公司的一次广告发布会上(上图)。金爵士(下图)是“全球珍爱的航空公司”——英国航空公司的前任总裁,这家公司的形象在八十年代由于萨奇—萨奇公司为其制作的广告而改善。英国航空公司在1995年将广告制作项目转手于新萨奇公司,即便当时公司尚未被命名为莫里斯—查尔斯·萨奇公司,人们普遍将此认为是对旧萨奇公司撤除莫里斯职务的一种惩处。作为1987年大选中保守党主席的诺尔曼·泰比特(左图)在舆论广为谴责萨奇兄弟的宣传不具效果时支持了他们。





莫里斯与他第二任妻子，约瑟芬尼·哈特（最上图），哈特的小说《毁》、《罪恶》和《湮灭》已使她成为一个著名作家。很久以来，查尔斯在其他爱好方面——艺术品收藏和赛车方面所下的功夫超过了他在广告制作上所花的精力（左图及上图）。



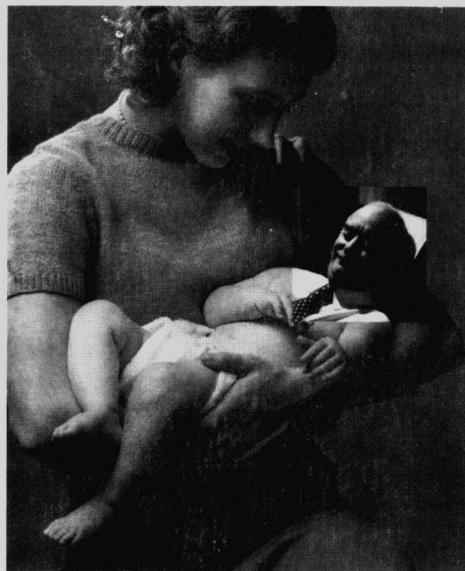
莫里斯坐在后来促使他倒台的两个人中间(下图):他的右侧是前任总经理罗伯特·路易斯·德雷弗斯;他的左侧是查尔斯·司各特,亦即“数芝麻的人”。发起股东抗议活动的芝加哥基金会经理戴维·赫罗(左图)。



# IT COULD BE YOU.

萨奇广告公司为国家彩票局制作的广告（上图）。莫里斯·查尔斯·萨奇广告公司为英国航空公司制作的一幅引起争议的广告（下图）。这幅制作于纽约分公司的广告引发了美国女权主义者的抗议，而新萨奇广告公司和它的客户宣称对这幅广告和由此而引起的争论均感满意。

*The new Club World cradle seat. Lullaby not included.*



BRITISH AIRWAYS

British Airways



THE FIRST ADVERTISEMENT  
CREATED BY THE PEOPLE WHO'VE  
JUST LEFT SAATCHI & SAATCHI.

"...it means leaving the most outstandingly talented, committed  
and successful people ever assembled in advertising"

"The work that you have done this year in particular,  
has demonstrated that you are simply the best writers, art  
directors, typographers and producers in town.  
That has not changed and will not change"

"...this is an amazing company, with a deeply ingrained culture,  
made possible by all of us here in Charlotte Street"

“三个一起离去的好伙伴”(上图),从左至右依次为大卫·克肖、杰里米·辛克莱和比尔·米尔海德。他们从萨奇-萨奇公司辞职,以帮助莫里斯和查尔斯创建新公司。在经过了一周的高层领导者的相继辞职以后,1995年1月15日由旧萨奇-萨奇公司制作的刊登于伦敦《星期日时报》上的广告,以鼓舞公司员工的士气(左图)。

## 出版说明

本书是我社出版的“海外企业家丛书”的一种。“海外企业家丛书”通过译介外国著名企业家的自传或传记，有关海外著名大公司的创业历程和经营经验的著作，向国人介绍外国企业家的创业精神、经营之道和管理方法，以供学习借鉴。

企业家在许多国家被奉为当代的新英雄。当今的世界确实是企业家称雄的时代。如果说 20 世纪上半叶是血与火的时代，是政治家、军事家主宰世界，那末 20 世纪下半叶则是经济和贸易的时代，是企业家、科学家称雄世界。企业家们驰骋于世界经济的大舞台，在激烈的竞争中生存发展，创造出种种惊人的奇迹。他们勤奋工作，白手起家，善于经营，抓住良机，创造了世界一流的大企业；他们敢冒风险，勇于创新，利用最新科技成果，推出了誉满全球的新产品；他们审时度势，锐意改革，使老企业绝处逢生，使小公司蒸蒸日上。企业家创造财富，造福人类，是社会的精英。

中国正处在改革开放，经济起飞的伟大时期，我们当前的一个迫切任务是要建立现代企业制度。现代企业家则是管理现代化大企业的灵魂。建立现代企业制度就需要造就一大批优秀的企业家，来管理和经营现代化大企业。我们希望中国的企业家们能从这套“海外企业家丛书”中得到启发，受到鼓励。

“萨奇”(Saatchi)一词代表着一种意义上的缩略形式———  
上帝以我们的名字按字母逐个拼就的无价智慧,因此  
我们将永志不忘。“萨奇”一词的含义是:言简意赅而令人折服  
的真理能产生巨大的影响。这就是我们的名字,这就是我们的  
本质。正如马丁·路德所言,“我伫立于斯:我之所长,仅此而  
已。”

莫里斯·萨奇

1995年7月10日

## 创意奇才

——萨奇兄弟和广告公司

本世纪中后期西方世界出现了一家著名的广告公司——英国的萨奇—萨奇公司。它在商品经济的大潮中几起几落，历经盛衰沧桑之巨变，成为广告史上引人瞩目的篇章。本书详述了萨奇两兄弟在创建、发展该公司中所遇到的种种磨难与奋斗历程。他们曾与英国撒切尔夫人合作，为她在竞选中两度取胜而作出贡献。在国际竞争中，他们远涉重洋，把触角伸向美国，兼并、收购了美国许多著名广告公司。书中对欧美广告界中各公司间的生存竞争、倾轧、收买，对公司内部董事会的明争暗斗均有详尽的描述。可以说，本书不失为一本了解西方广告业的入门之作。

## 作者简介

艾丽森·芬德利 (Alison Fendley)，现为伦敦《旗帜晚报》通讯记者，她曾在《旗帜晚报》上率先披露了萨奇-萨奇公司的内幕消息。她曾任《通讯周刊》的副主编。

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# 1

## 戴眼镜的兄弟离职而去

19<sup>94</sup>年12月16日,在位于伦敦并不显眼的费茨罗维亚地区的萨奇—萨奇PLC集团公司总部的六楼董事会议室里,正在举行董事会议。会议持续了8小时,尽管会议内容属于机密,可是由于这家公司早已名声在外,因而好多日子以来,各家报纸已对会议结果进行了种种猜测。事实上,会议的议题只有一个:要求撤去莫里斯·萨奇担任的国际性广告网络的总裁和常务董事的职务(而他是从1985年起担任此职的)。这一巨大的广告网络是由他和他的哥哥在25年前建立起来的。提出这一要求的是一些颇具影响力的股东们,为首的是芝加哥一个33岁的名叫戴维·赫罗的公债组织的负责人。

在将近25年的岁月中,莫里斯·萨奇由于办事机敏干练,由于自己对声望卓著的客户和保守党显要人物所具有的令人折服的魅力而得以在广告界树立起了传奇性的声誉。在这段时间里,公司由于连连得手的成功和令人稍感困惑的背景而成为一个妇孺皆知的名字,这又多少加强了其创业者的自信性,而这种自信性又极具感染力,以致公司内部的人士将它称作为“病毒性感冒”。对许多人来说,莫里斯有句他常爱说的名言:“世上无事不能”,此话一语道破了萨奇—萨奇公司的底蕴。然而这个为人们所熟知的在与许许多多其名不详的富豪、伦敦金融中心的银行家、养老基金持有者会晤期间戴着稀奇古怪的围巾,穿着酷似