

The enduring power of brand building

Commercial creativity is still at the heart of advertising. It is the soul of the industry and at the core of building brands.

From Jeremy Bullmore's story about Aston Martin and his friend Len Heath:

Many years ago, the late Len Heath, sold his interest in an advertising agency and took me out to lunch. Afterwards, he offered to drive me back to my office. I protested – my office was no more than 10 minutes' walk away – but Len insisted. And when we got to his car, I understood why. It was a shining, stunning, elegant, arrogant, latest-model Aston Martin.

It was the first time I'd been inside an Aston Martin and it didn't disappoint.

"You may be interested to know why I bought this car," said Len. "I bought it because I saw an advertisement for it."

"Well, fancy that," I said.

"But that's not the interesting bit," said Len. "What's interesting is that I saw that advertisement when I was 14."

I believe it will occur again with a new breed of Len Heath's in the future.



INTENSITY. DRIVEN. | Aston Martin



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