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Drayton Charles Colston Bird FIDM FRSA (born August 1936) is a British marketing expert and public speaker. David Ogilvy said of him "Drayton Bird knows more about direct marketing than anyone in the world." Bird has worked with advertising agencies including Y & R, JWT, FCB and Leo Burnett, and was a founding member of the Superbrands Council.

"Drayton Bird knows more about direct marketing than anyone in the world." – David Ogilvy, founder of Ogilvy & Mather "Drayton Bird is a wise and wily direct marketer. People all over the world have been lucky enough to learn from him."

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[Ask Drayton — Your marketing questions answered](#)

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But if you're still not sure, I'll trot out my favourite testimonial, from marketing legend, David Ogilvy: "Drayton Bird knows more about direct marketing than anyone else in the world". Please don't miss this offer because it may not be around for ever. You really have nothing to lose - the risk is all mine.

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It's been said Drayton Bird knows more about direct marketing than anyone in the world. His book on the subject has been a bestseller for decades. And he was my guest for a radio interview this morning. If you want to sell anything to anyone or persuade folk to support your cause listen to the podcast.

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A former member of the worldwide board of Ogilvy & Mather, he was a close associate of the late David Ogilvy—perhaps the most influential advertising man of the 20th century.

[Drayton Bird - amazon.com](#)

If you're not familiar with Drayton Bird, it's time to catch up. According to advertising legend David Ogilvy, "Drayton Bird knows more about direct marketing than anyone in the world." That's a heck of a testimonial. I've been a huge fan of Drayton and his work for decades now.

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The Roc is an enormous legendary bird of prey in the popular mythology of the Middle East.. The Roc appears in Arabic geographies and natural history, popularized in Arabian fairy tales and sailors' folklore. Ibn Battuta tells of a mountain hovering in the air over the China Seas, which was the Roc. The story collection One Thousand and One Nights includes tales of Abd al-Rahman and Sinbad the ...

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It's John McIntyre, the Autoresponder guy and I'm here with Drayton Bird, now Drayton is a long time copywriter, a direct response marketing consultant and he actually worked with David Ogilvy and I want him direct so that's Ogilvy and Mather and Ogilvy said that Drayton Bird knows more about direct marketing than anyone else in the world.

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