

現代中國廣告概論

沈雁冰



顧問：劉維明

名譽主任：黃緒榮

主任：李藍田

總策劃：張雲峰

主編：張雲峰 劉靜宇

編委委員：（以姓氏筆劃為序）

王德強 王曉暉 劉坤明 劉曉燕 江茹

華漢南 成平 龍松 沈強 呂唯唯

張煒 張欣 張曼麗 余鵬 聶帥

吳小衛 楊斌 羅美荷 陳偉賢（香港）

陳萍萍 姚琳 鄧武東 梁東 黃波

曹劍宇 謝詩景 謝軍 魯冰 廖崑

責任編輯：呂唯唯

封面設計：王德強

版式設計：楊泓

藝術總監：王德強

翻譯：劉文雨 王秋華

出版發行：珠海出版社

（珠海市吉大景樂路圖書大廈4層）

郵編：519015 電話：3331403

經銷：珠海市廣大廣告公司

珠海市拱北美景花園14棟1層

郵編：519020 電話：8888852

制版：深圳彩藝電分制版有限公司

印刷：珠海廣大·白斯特彩印公司

版次：1995年10月第1版第1次印刷

開本：850×1168mm 1/16

印張：28

印數：1—3000冊

ISBN7-80607-046-X/J·19

定價：¥650元

版權所有，翻印必究

發展廣告產業  
促進市場繁榮

劉維明

九四年首

發展廣告產業，  
促進市場繁榮。

劉保孚

九〇一

弘揚民族文化  
傳播企業精神

賀《當代中國廣告縱橫》出版

劉斯奮



中共廣東省委宣傳部副部長劉斯奮題詞

## 鳴謝

一部反映當代中國廣告市場發育狀況，體現中國經濟改革十五年國泰民安，物阜民豐的大型廣告畫冊歷時六年編輯，今天終於面世了。在我們編輯這本畫冊的六年中，慶幸得到了全國衆多廣告同仁的鼎力協助與支持，並為我們提供了寶貴的，不可多得的資訊與材料，才得以使今天展現在讀者面前的這本畫冊具有充實的內容和可讀性。

我們認為，這本畫冊從廣義上講，它應屬於中國兩萬余家廣告企業及近三十萬廣告從業人員集體智慧與創意的高度結晶。畫冊中每幅作品都溶入了原創意者、制作者及發布者的血與汗，溶入了他們對振興中國廣告文化的一片赤誠之心，意濃之情。

在畫冊編纂過程中，采編組冒七月酷暑，頂三九嚴寒，每到一處都得到了手足般的熱情接待，這使我們感到有一種使命感與強烈的責任感。歷史呼喚一部當代中國廣告史的出台，時代造就新中國廣告文化的誕生。正是在這樣一種巨大的壓力所產生的動力下，使這本書在六年的編輯過程中留下了不少可歌可泣的動人軼事。使我們倍感難過和遺憾的是我們的攝影顧問，廣州華視總裁、我國年輕的廣告攝影家華漢南先生曾於九〇年、九三年在廣州及順德對畫冊的攝影及編輯給予了多方的指導，可在去年春天畫冊即將問世之際，華先生却因病過逝離開了我們，……所幸，我們沒有辜負各界的期望，終於在中央、省、市各級政府的關心與支持下與珠海出版社携手推出了這本沉重但又年輕的史冊，致此，請允許我們向六年來曾支持、關心、協助我們編輯工作的全國各有關廣告公司致以崇高的敬意，並深深的感謝！

向本書所收錄的作品原創意制作者致以深深的謝意！

向全國三十萬廣告同仁致以誠摯的問候並深深的謝意！

編者

一九九五年六月十八日

## Gratitude

A copy of large album which displays the growth of China's advertising market and depicts that the state has been prosperous and the people at peace and that goods plentiful and people happy since China has adopted the policy of reforming and opening for 15 years, is at last brought out today with our 6-year efforts. During six years of compilation of this album we are so fortunate that we have been given kind assistance and supports by numerous colleagues from advertising circles of the whole country, and they provide us with valuable and rare information and materials to allow this album to be substantial in content and full of readabilities.

We consider that the compilation of this album has not been accomplished independently by our company and in a broad sense, it should be a crystallization of collective wisdoms and creations of 20,000 advertising agencies and 30,000 advertising workers in China. Every piece of the works in the album is filled with the blood and sweat of the original designer, the fabricator and publisher and full of their utter devotions and profound sentiments to promotions of China's advertising culture.

During the compilation of the album, despite of the intense heat of summer and bitter cold of winter, the members of complimentary group went anywhere to gather materials and were warmly received wherever they went. All that makes us feel a sense of our mission as well as a strong sense of responsibility. The history calls for coming out of and annals of contemporary China's ad.; and the era brings up an advertising culture. It is just due to a motive force resulted from such a pressure that quite a few stories which moved us to songs and tears, have been recorded in the six-year history of compilation. To our great sorrow and regret, Mr. Hua Hannan, our photography consultant, the former president of GuangZhou China Television Station and a young advertising photographic expert, who gave us a lot of guidances and instructions in GuangZhou and Shunde in 1992 and 1993, in respect of the photography and compilation of our album, died of illness in the last spring when our album was going to be brought out. Fortunately we have lived up the expectations of all circles, and this heavy but young annals has been brought out with the concerns and supports given by the governments at all levels from Central government to the provincial and municipal governments and in cooperation with ZhuHai Publishing House. Now we would like to extend hereby our sincere respect and express our wholehearted gratitude to all the related advertising agencies who have given support, concern and assistances in our compilation in recent six years.

Gratitude to the original designers and fabricators for the works included in this album.

Regards and gratitude to 30,000 colleagues of advertising circles all over China.

Compilers

June. 18, 1995

## 目錄 CONTENTS

序 PREFACE .....	3
戶外廣告篇 CONTENTS OF OUTDOOR ADV .....	8
招貼、海報、印刷廣告篇 CONTENTS OF PLACARD POSTER AND PRINTING ADV .....	198
報紙廣告篇 CONTENTS OF NEWS PAPER ADV .....	278
電視廣告篇 CONTENTS OF TELEVISION ADV .....	358
電台廣播廣告篇 CONTENTS OF BROAD CAST ADV .....	370
回顧與展望 RETROSPECT AND PROSPECT .....	375



顧問：劉維明

名譽主任：黃緒榮

主任：李藍田

總策劃：張雲峰

主編：張雲峰 劉靜宇

編委委員：（以姓氏筆劃為序）

王德強 王曉暉 劉坤明 劉曉燕 江茹

華漢南 成平 龍松 沈強 呂唯唯

張煒 張欣 張曼麗 余鵬 聶帥

吳小衛 楊斌 羅美荷 陳偉賢（香港）

陳萍萍 姚琳 鄭武東 梁東 黃波

曹劍宇 謝詩景 謝軍 魯冰 廖崑

責任編輯：呂唯唯

封面設計：王德強

版式設計：楊泓

藝術總監：王德強

翻譯：劉文雨 王秋華

出版發行：珠海出版社

（珠海市吉大景樂路圖書大廈4層）

郵編：519015 電話：3331403

經銷：珠海市廣大廣告公司

珠海市拱北美景花園14棟1層

郵編：519020 電話：8888852

制版：深圳彩藝電分制版有限公司

印刷：珠海廣大·白斯特彩印公司

版次：1995年10月第1版第1次印刷

開本：850×1168mm 1/16

印張：28

印數：1—3000冊

ISBN7-80607-046-X/J·19

定價：¥650元

版權所有，翻印必究

## 目錄 CONTENTS

序 PREFACE .....	3
戶外廣告篇 CONTENTS OF OUTDOOR ADV .....	8
招貼、海報、印刷廣告篇 CONTENTS OF PLACARD POSTER AND PRINTING ADV .....	198
報紙廣告篇 CONTENTS OF NEWS PAPER ADV .....	278
電視廣告篇 CONTENTS OF TELEVISION ADV .....	358
電台廣播廣告篇 CONTENTS OF BROAD CAST ADV .....	370
回顧與展望 RETROSPECT AND PROSPECT .....	375

美的制作展示廣告的風貌和魅力。以  
其豐富的內容、翔實的材料顯示這  
本省冊的特點。

據悉，此冊的編者用上達六  
年的時間，走遍大江南北廿個省八十  
多個城市，搜集整理了圖文資料  
三千五百八十餘幅，耗資百餘萬元  
之巨，工程之大，可謂空前。

省冊中的廣告融多種形式于一  
體，集多種媒體于一身，既牌、電、

《序》作者

廣東省工商行政管理局副局長  
廣東省廣告協會會長

李藍田

序

一部反映改革开放以来中国广告  
制作水平的大百科全书——《当代中  
国广告概论》即将问世。这不仅是中国  
广告界的大事，也是世界广告界的一件好事。  
近年来，广告业为促进商品营  
销的有鼓手及，已在人们心目中形  
成了一种新鲜的视觉。它伴随着  
社会的进步而发展，伴随着经

济的发展而前进。可以说，广告是商  
品经济的产物，是市场经济的宠儿。  
现代社会尤其一个广告的世界，广告  
无处不在，其要没有广告，广告  
已成为人们生活中不可缺少的  
组成部分。珠海文化传播有限公司  
正是基于这一认识，把人们喜闻乐  
见的、普遍接受的全中国优秀广告  
作品收录《当代中国广告概论》，  
以及独特的创意、新颖的设计、精

彩、电视、广播、招贴、报刊广告应  
有尽有，全面翔实。

选入本书的广告，多为精品，一则  
《太阳神》的报纸广告，採用通版展  
示的手法，气势恢弘，主题突出，许  
多广告设计精巧，制作细腻，实属  
经典之作。

编辑出版《当代中国广告概论》，  
不仅是为了总结中国广告制作的  
成功经验，更重要的是为示中国广告

事业的发展提供有益的借鉴。衷心希  
望广东的广告有识之士积极探索，不  
断创新，创作出更多、更好、更精的广  
告作品，为广东乃至全国的广告事  
业的發展做出更大的贡献。

李海田



一九九〇年十一月

广州

## Preface

A copy of the large album—"Modern China Advertising Comprehensive View" is brought out, which reflects the level of design and fabrication of advertisements since reforming and opening policy adopted in China. It is not only a happy event for Chinese advertising circles but also a good thing to the circles of entrepreneurs and artists.

In recent years, as effective means of promotion of marketing commodities, the advertisements have brought about a fresh visibility to the people. The development of advertising has kept pace with the progresses in society and has been advancing with the development in economy. It can be said that advertisement is the outcome of the commodity economy as well as the favourite of the market economy. The contemporary society is just like a world of advertisements, nowhere can not the ads be found, and everywhere exist the ads. Ad becomes an integral part of the daily life of people. Just based on this understanding, RuiHu Cultural Communication Co., Ltd, ZhuHai has presented the "Modern China Advertising Comprehensive View" which compiled and collected the well-received and favourable advertising works in China, with graceful styles and artistic charm depicted by the unique creations, novel designs and exquisite fabrications. The album features in rich contents and full and accurate materials.

To my knowledge, the compilers of the album have spent time as long as six years to travel over more than 80 cities in 20 provinces from the north bank to the south bank of rivers, and collected and selected about 3580 pictures and information at a cost of a million and more Yuan, and with a unprecedented amount of works done for the project.

The ads included in the album show that each ad is worked out with multiple forms integrated and by using various kinds of media. With a great variety of ads, the album displays fully the applications of sign boards, neon lights, televisions, broadcasts, posters, presses, etc. in the advertising.

All the ads selected and compiled in the album are fine ones. The ad of "Apollo" series oral liquid on press has adopted as skill of whole-page display, depicting a tremendous momentum and a pronounced theme. A lot of them can be considered as classical works because of their exquisite designs and minute fabrications.

Compilation and publication of "Modern China Advertising Comprehensive View" is not only for summing up the successful experiences in the fabrication of China's ads, but also for, more importantly, providing useful references for the development in the advertising industry of our country.

My heartfelt wish is that the advertising workers with breadth of visions in Guangdong Province will actively explore and consistently blaze new trails to create better and more exquisite advertising works in a larger quantity with a view of making greater contributions to the advertisement cause of Guangdong Province and the cause of whole country as well.

Chairman of Guangdong Provincial  
Advertising Association

Deputy Director of Guangdong Provincial  
Administration for Industry & Commerce

Li Lantian

Nov. 1994, GuangZhou

A red pencil is positioned on the right side of the page, pointing towards the text 'MEAC'. The pencil is oriented vertically, with its tip pointing downwards. The text 'MEAC' is written in a bold, black, cursive font on a grid background. The grid consists of horizontal and vertical lines forming a series of small squares. The text is centered horizontally within the grid. The pencil's body is a vibrant red color, and its tip is a dark grey or black. The background of the page is white, with some faint, light-colored lines and shadows visible, suggesting a slightly textured surface or lighting effects. The overall composition is clean and focused on the text and the pencil.

**MEAC**



戶外廣告篇 CONTENTS OF OUTDOOR ADV.



