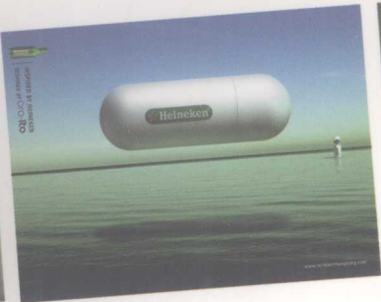


厦门大学广告学丛书 / 总主编 陈培爱

# 图文英语广告文案

张国才 著

中国广告人的黄埔军校  
知名度美誉度位列全国之首  
中国广告教育研究会会长陈培爱担纲主撰



厦门大学出版社  
XIAMEN UNIVERSITY PRESS

厦门大学广告学丛书

ILLUSTRATED  
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IN ENGLISH

图文英语广告文案

张国才 著



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图文英语广告文案 范例1



图文英语广告文案 范例2



# Irresistible

It is easy now to be a glamour girl... to make up your lips in luscious harmony with new fashion colors, for Irresistible has blended a complete lipstick wardrobe for you. Dynamic FLASH RED... delicate BLUE PINK... exotic FUCHSIA PLUM... and fashionable orchid lover than ever. Guarantee your glamour by having all four new Irresistible Lipstick shades.

And for romance supreme, the haunting fragrance of IRRESISTIBLE PERFUME, applied to your hair, your skin, will make you unforgettable. You'll adore Irresistible Perfume. Try all of the Irresistible Preparations today. They're certified pure. Only 10c each at all 5 and 10c stores.

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(systems that will tailor airbag deployment based on individual occupant and collision characteristics)

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(systems that use sensors and electrical impulses instead of conventional mechanical components for functions like steering, braking and more)

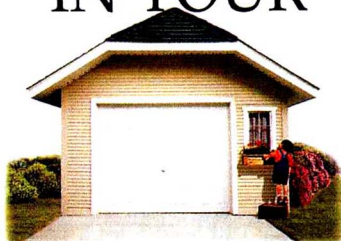
## TRAXXAR™ Vehicle Stability Systems

(systems that will help give you greater control of your vehicle)

## Advanced Thermal Management Systems

(systems that keep you and your engine cool and comfortable).

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Delphi Automotive Systems, now under the stock symbol **DPH** and at [www.delphiauto.com](http://www.delphiauto.com).



***How this farm family  
travels More for Less Money!***



"Oh, how new [it]—a new shape that *has* no hair  
 shing like silk!" It was wonderful to see her hair shining with  
 (the silk blouse . . .) silky soft, silky  
 smooth, silky bright!

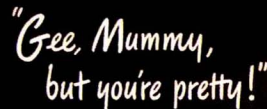
*This following magic is a  
 new LIGHTNING LATHER  
 —MILDER THAN CASTLE!*



*My hair is so thick, yet so  
 quick—even in hardest water!*

*My hair because it flashes up like  
 lightning, because it rines out like lightning, because it's milder  
 than castle! My hair—because this new formula knows your  
 hair thought to sink, smooth as silk, soft as silk. And so elegant.*

*You think you're known in circles—you think you're an  
 alone—? Want you've used new. There—you have a new  
 experiment coming!*



## The Sweetest Story Ever Told...

Thanks to PALMOLIVE  
made with Olive and Palm Oils

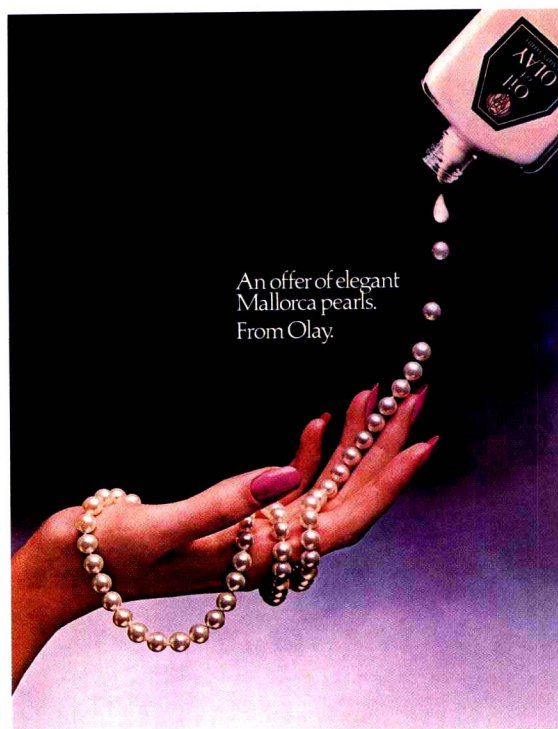
Yes, lovely women try Palmolive because of its cherished blend of olive and palm oils. And as ardent whispers testify to Palmolive's beauty benefits... they determine to *keep* to Palmolive. So it is that Palmolive has won and held its place...the largest selling beauty soap in all the world. Will less than Palmolive's exquisite care do for *your* complexion?

Because Palmolive, they know, is made with olive and palm oils, Nature's finest beauty aids. These



**KEEP THAT SCHOOLGIRL COMPLEXION**

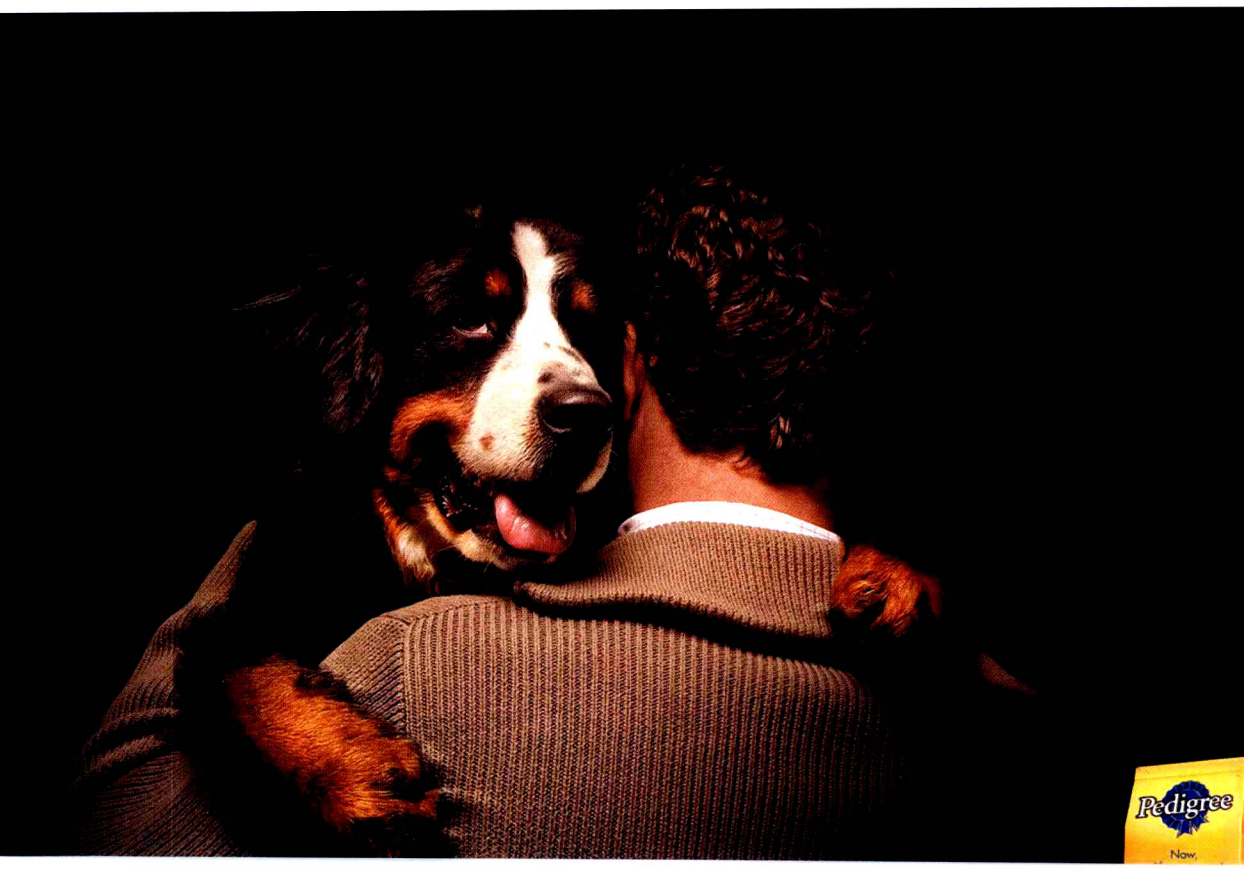
图文英语广告文案 范例9



An offer of elegant  
Mallorca pearls.  
From Olay.



图文英语广告文案 范例10



Pedigree  
Now





## Avis can't afford not to be nice.

Or not give you a new car like a lively, super-torque Ford, or not know a pastrami-on-rye place in Duluth. Why?

When you're not the biggest in rent a cars, you have to try harder.

We do. We're only No.2.

图文英语广告文案 范例11

*Film on teeth costs  
countless women  
one of their chief  
attractions.*



*Make this delightful  
test and see how  
pretty teeth can be.*

## Pearls in the Mouth

Remove the film—see how they glisten then

There is now a new way to beautify the teeth. This offers you a pleasant ten-day test.

It is based on modern research, endorsed by modern authorities. Leading dentists now advise it almost the world over.

Without it, teeth are almost always coated more or less by film, and that coat is dirty. With it, millions of teeth are given beauty which is priceless to a woman.

### Film clouds the teeth

Film when fresh is a vicious coat. You can feel it with your tongue. It clings to teeth, gets between the teeth and stays. Later it becomes dirty, sometimes greatly stained. Film is the basis of tartar.

Film is what discolors, not the teeth. Thin coats of film may cloud the whitest surface. Then that dirt coat seems to be the natural tooth color.

Film is the great tooth enemy. It holds food-solvent which ferments and forms acid. It holds the acid in contact with the teeth, so cause decay. Gums bleed by millions in it. They, with tartar, are the chief cause of periodontitis.

Most tooth troubles are now traced to film. Very few escape them. Despite

the tooth brush, all these troubles have been constantly increasing.

### A difficult problem

Film has been a difficult problem. The tooth brush used in old ways does not get it. No ordinary tooth paste can effectively combat it.

So dental science has for years sought ways to fight that film. Two ways have now been found. Able authorities have subjected them to many careful tests. Now it is evident that these new methods remove a new dental era.

A new-day tooth paste has been created, based on modern research. And these two methods are embodied in it. The name of the tooth paste is Pepsodent. It enables everyone to daily combat film-coats wherever they appear.

### Other new effects

Modern science has also learned how to combat starch deposits. They gum the teeth, get between the teeth, and often ferment and form acids.

It has learned how to fight also mouth acids—the cause of tooth decay.

These new discoveries are embodied in Pepsodent. Thus every use brings these desired effects. It multiplies the

salivary flow. That is Nature's great tooth-protecting agent.

It multiplies the starch digestant in the saliva. That is there to digest starch deposits before they cause attacks.

It multiplies the alkalinity of the saliva. That is there to neutralize mouth acids as they form.

Pepsodent gives these natural agents multiplied effect. It does this twice a day. Starch and acids are thus constantly combated.

### Now in world-wide use

Authorities the world over now advocate these methods. Dentists everywhere advise them. As a result, careful people of some 40 races are now using Pepsodent.

To millions it is bringing whiter, cleaner, safer teeth. You see the results in glistening teeth wherever you look today. To countless children it brings new protection which will have life-long effects.

That is the product we urge you to try. Make this ten-day test. Then decide your future course by what you see and feel.

Cut out the coupon, else you may forget.

**Pepsodent**  
REG. U.S. PAT. OFF.  
The New-Day Dentifrice

A scientific tooth paste, made to comply with modern requirements. Endorsed by authorities and advised by leading dentists the world over. All druggists supply the large tubes.

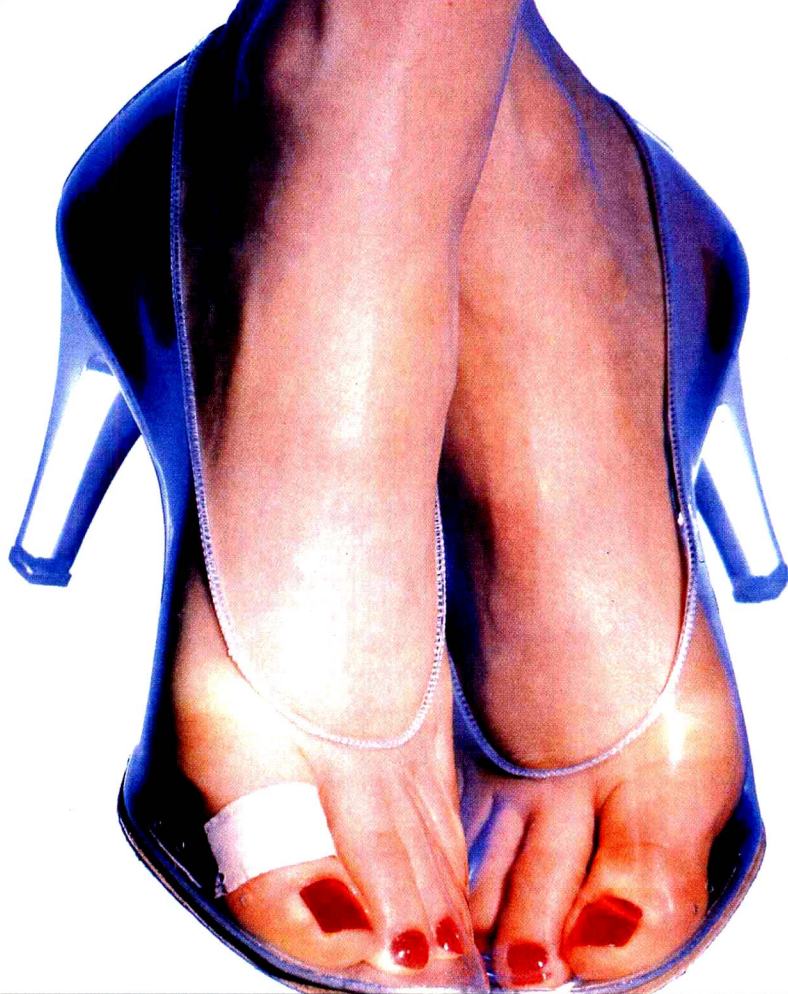
### The quick effects

Send this coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of tartar, decay, bleeding gums, bad breath, mouth acids, tooth whitening. You will quickly realize what this method means to you.

**10-DAY TUBE FREE**  
THE PEPSODENT COMPANY,  
Dept. 30, 1111 S. Wabash Ave., Chicago, Ill.  
Mail 10-Day Tube of Pepsodent to:

图文英语广告文案 范例12

# FIT FEET!



Steve Watzman, Jans

LEFT: FRANK COHEN/FEET 3, RIGHT: JOAN LOWEN/COY

Now that everyone is making a big deal about calcium,



we're making it smaller.



**Introducing Nature Made® Calcium.**  
The up to 30% smaller\* supplement that may help you prevent osteoporosis.

According to a recent Surgeon General's report,\* by 2020, one half of Americans over 50 may be at risk for fractures from osteoporosis and low bone mass. The good news is that you're never too old or too young to start improving your bone health. Especially for teen and young adult women, adequate calcium in a healthful diet may reduce the risk of osteoporosis later in life. So make sure you're getting all the calcium and vitamin D



the report recommends with new easier-to-swallow Nature Made Calcium.

For more information on Nature Made products, and to access The 2004 Surgeon General's Report on Bone Health and Osteoporosis: What It Means to You, visit [www.NatureMade.com](http://www.NatureMade.com). For more information, call 1.800.276.2878.

\* 20% smaller than previous Nature Made Calcium. Bone Health and Osteoporosis: A Surgeon General's Report. Washington, DC: US Dept. of Health and Human Services, 2004.



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NOW, CONDITION YOUR WAY TO HEALTHY, SHINY PANTENE HAIR.



WITH ALL THE GO-TO YOUR HAIR, NOW DO SOMETHING GOOD FOR IT. WITH THE NEW PANTENE PRO-V DAILY TREATMENT CONDITIONER, LINE FOUR, you'll get the formula that PENETRATES TO HELP PREVENT SPLIT ENDS. IN REGULAR REVITALIZING, DEEP AND EXTRA MOIST FOR DAILY USE. FOR THE HAIR YOU WERE HEARTY TO HAVE.



PANTENE PRO-V FOR HAIR SO HEALTHY IT SHINES

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**ANTIBACTERIAL**

**TOUGH on GREASE. TOUGH on GERMS.**

Introducing Joy® Dishwashing Liquid and Antibacterial Hand Soap. It cuts tough grease using 50% less than regular antibacterial liquids. Plus, it kills germs on hands. All at a very intelligent price.

**JOY GIVES YOU MORE FOR LESS**




Soften Up



Huggies® Natural Care baby wipes keep your baby just as soft. Cleansing can be rough. Fortunately, Huggies® Natural Care baby wipes are now softer than ever. When it comes to soft and gentle cleansing, we've got it covered.





# 《厦门大学广告学丛书》序

《厦门大学广告学丛书》是在《21 世纪广告丛书》的基础上进行大幅度修订并增加选题而来的。

自 1993 年出版以来,《21 世纪广告丛书》得到了国内广告教育界和实务界的欢迎与厚爱,众多院校的广告教育以此作为本科、大专及各类培训教材。1999 年以后,在厦门大学出版社的大力支持下,本套教材陆续进行了修订和改版,作为迈向 21 世纪的献礼。

2006 年,中国和世界的广告业都发生了巨大的变化。进入 WTO 加速了中国与世界的接轨,中国的广告业和广告教育在“量”和“质”上也发生了重要的变化。在此情况下,我们认为,经过十多年的使用,《21 世纪广告丛书》已完成了它的使命。在高校广告教材一片荒原的情况下,《21 世纪广告丛书》作为破土的幼苗催生了广告教育的燎原大火,建立了一套较完整的广告人才培养模式,向广告界输送了大批栋梁之才。由其改版而来的《厦门大学广告学丛书》,在保留原有体系与特色的基础上,注意接受新的养分,意图为中国广告培养国际化人才。

1983 年 6 月,厦门大学建立国内第一个广告学专业,至 2005 年 8 月,我国开办广告学专业的院校已发展到 232 所,其发展速度之快是新闻传播类其他专业无法比拟的。广告教育发展的成绩令人振奋,这不仅表现为办学数量的增长和规模的扩展,还表现为办学模式的科学化以及办学质量的显著提高。广告教育发展正从“高速”走向“高质”,这是广告学科发展的内在需要和必然趋势,是广告业界大发展推动的结果,是媒介市场发展的需要,也是高校适应市场化办学的改革要求。

与广告业的发展步伐相比,广告教育还很落后。中国广告协会对北京、上海、广州广告公司的调查表明,在各方面困难中,广告专业人才匮乏居首位,达 77.9%。至 2005 年底,国内有 94 万广告从业人员,但受过正规广告专业教育的

不足 2%。美国广告行业协会对美国广告公司人员的抽样调查显示,美国广告从业人员中,75%以上是本科或硕士毕业。广告人才的培养速度远远滞后于企业对广告人才的需求速度,高校教育问题已成为制约广告业进军国际、与世界接轨的瓶颈。广告人才的培养涉及诸多因素,好的教材和合理的培养模式起着关键作用。《厦门大学广告学丛书》的改版,将在全新的理念指导下,紧跟世界广告业发展的动向,力争体系科学、逻辑严密、特色突出、资料新颖,成为众多高校广告教材中可供选择的一套。

近几年,我国广告行业发展迅速,继 2003 年突破 1 000 亿元大关后,2004 年攀升到 1 238.61 亿元,2005 年达到 1 416.3 亿元。据预测,到 2010 年,中国的广告投资额将达到 2 000 亿。行业的迅猛发展需要大量专业的、高水平的人才来进行决策与运作。2005 年是中国广告教育承上启下的一年,这一年,中国广告界加快与国际广告界接轨,外资广告公司的大举登陆更加剧了广告人才的竞争,广告人才培养迫在眉睫,高校广告教育改革势在必行。除了选择适合的广告教材作为解决之道外,笔者认为广告教育模式中有几个问题需要解决:

### 1. 明确广告教育的战略定位

作为广告信息产业中的先行官,广告教育必须从高起点上培养高素质的广告专业人才,必须紧跟科技发展的步伐。网络广告、投影广告、飞船广告、激光广告、卫星广告等新的广告媒介在生活中发挥越来越大的作用,广告媒介向多元化、国际化方向发展。科技手段不仅扩大了广告信息传播的范围和规模,变更了运作方式,还刺激人们转变思维方式、广告观念。从发展前景来看,广告教育应是“热门”学科,但学科的“热门”与“冷门”是相对的,带有阶段性。国内有 200 余所院校开设广告专业,广告教育的发展要考虑适度及可持续性,把急功近利的发展观转变为可持续发展的发展观。广告院系应在“热门”中“冷思考”,在现有的基础上提高广告教育的水平。应把建设有中国特色的广告教育作为目标,而不是盲目模仿海外广告教育模式,空喊与国际广告接轨。应根据广告人才的需求,开展多种形式的广告教育和培训。

### 2. 加强对广告学理论基础的研究

广告学理论基础研究是提高广告教育水平的重要一环。多年来,广告学的研究对象及其理论基础方面的探讨还相当薄弱,广告学与传播学、市场学、文学、美学、心理学及艺术的关系到底如何,相互关系中的主线是什么,广告专业课程中各学科的比重如何掌握,这些重要的基础问题都还未彻底厘清。市场经济的发展要求广告学理论研究的超前性及预见性,应加强对广告发展环境的研究,探讨广告与经济、科技、政治、舆论、社会、文化、法律法规等的关系,以形成科学的广告理论。对这些问题的考虑,应该体现在教材中。

### 3. 培养具有创新能力的广告人才

广告行业是一项充满竞争的行业,要代表不同角色去竞争。应把培养学生的能力放在主导地位,使学生由知识型变为能力型。广告教育应突出开拓创新精神,教给学生获取知识的能力与方法。近年来不同类型的全国性广告大奖赛,令人强烈地感受到青年学生的广告创新意识。应把学生培养成为具有广博知识的“通才”,使之基础厚实、知识面宽广、智能优异。

### 4. 研究广告教育中的新问题、新特点

广告教育必须紧跟时代前进的步伐,不断发现问题、解决问题,感受经济、科技、传播的飞速发展带来的挑战。网络空前强大的传播能力改变了广告的运作方式,广告教育处于广告事业与教育事业的交叉点,更深刻地感受到网络的冲击,应关注网络向传统大众传播的挑战,研究整合营销传播向传统广告策划的挑战,研究加入 WTO 后全球性广告经营向封闭式经营的挑战。对这些挑战的研究,体现了广告教育的新水平。

### 5. 高校应和广告公司联手打造中国广告教育

广告公司更注重内部人才的培养,它们人才培养的思想库就是自身所积累的经验与模式。广告公司的广告作业视野比较开阔,它们从广告运动的成功与失败中总结出较为有效的广告作业系统与模式,更了解广告作业的细节。广告公司可以成为高校广告本科生的实习基地,广告教育的应用型人才培养可以借助广告公司的实务长才;高等院校可以侧重于培养硕士研究生、博士研究生等理论型人才,专注于广告理论的研究,为广告公司提供在职培训课程。高校与广告公司应该成为广告业发展的双引擎。

### 6. 重视国际化广告人才的培养

广告教育推动了市场经济的发展,应继续推动经济的全球化。改革开放二十多年来,中国的广告教育从无到有,又由“量”的扩大走向“质”的提高,现在面临由质的提高走向国际化发展的关键时候。有人认为,中国广告教育离国际化很遥远,中国广告教育还未具备走向国际化的条件,这两种观点都有害无益。中国广告教育必然要走向国际化,WTO 已迫使广告产业界与国际接轨,广告教育的理念与目标也应该相应转换。必须研究国际经济、国际广告管理法规、国际广告运行机制对中国广告的长远影响及其自身必备的应对措施。

中国的广告教育只能沿着“量的发展—质的提升—国际接轨”的路子发展。我们必须在广告的学科建设与广告行业的“指挥棒”之间找到平衡点,努力保持广告学科的独立性。国际化是社会发展的使然,国际化应有效促进广告学科的提高,培养更多具有创新意识的人才。经过改革开放二十多年的快速发展,我国广告教育已经进入新一轮的整合期。广告教育要立足当前,放眼未来,为促使我国



广告业保持活力与健康做出应有的贡献。

愿《厦门大学广告学丛书》在新的起点上,为中国广告业的繁荣发展做出新的贡献。

中国广告教育研究会会长  
厦门大学教授、博士生导师 陈培爱

2007年9月1日于厦门大学

# 前言

有青年朋友问我：“怎样才能很短时间里掌握英语？”他的意思是，有没有什么诀窍可让人在一两年内就能自如地应用英语。我根据自己 40 多年来学习英语的经验，得到固执的看法：想学好英语，非得长期下工夫不可，起码要准备下十年的工夫。我知道这番话让人失望，但我确实没有独门秘诀可传授，只能照实说去。

我在厦门大学承担广告专业英语课程的教学，对每一批上这门课的新同学，我总是提醒他们：不要期望通过一学期的教学和学习，就能够得心应手地写作英文广告文案。本门课程只是帮助大家尽快熟悉英语广告文案的基本规律和特征，掌握基本的表达方式。想写好英语广告文案，要求英语能力强，深入理解社会文化，还要求具备广告方面的专业素养。但话又说回来，学习者如能掌握广告英语言语方式带有规律性的特点，就能较快提高阅读和写作英语广告文案的能力。帮助读者尽快了解英语广告文案基本的规律和特点是本书的主要目的。本书作者希望帮助读者达到如下目标：

- (1) 系统地了解英语广告文案的创作原则和基本方法；
- (2) 了解英语广告文案创作的规律性特点；
- (3) 了解英语广告文案基本的言语特点和修辞特点。

此外，书中英语广告文案资料对于汉语广告创作具有一定的参考价值。

## 一、全书结构

全书共 10 章，内容包括英语广告创作的原则和基本方法、广告信息分析、广告主题的类型和主题信息组合方式、英语平面广告文案结构、英语广告标题的类别、标题与主题的关系、标题的诉求点、英语广告正文与标题的呼应、广告正文的结构、广告正文的段落、广告正文的版面布局、英语广告口号的主题、公益广告

的口号、20 世纪著名的十个广告口号故事、英语广告言语的特点、英语广告词汇、英语广告的含糊言语现象、英语广告的句子种类、英语广告句子的省略结构和分离结构、英语广告修辞格等。

全书由相互关联的四篇组成：方法篇、信息篇、结构篇和言语篇。

第一章是方法篇，概述广告创作的原则和基本方法。内容涉及广告的 AIDA 模式、广告策略系统、定位策略、创意策略、创意的 ROI 标准、理性诉求和情感诉求、中心路径和边缘路径的说服方式等。对这些广告基本原理和方法的论述，既有理论，又有比较丰富的例证，帮助读者大体了解广告创作的原则和基本方法。

第二篇是信息篇，论述英语广告的信息和主题，由第二章和第三章构成。广告的核心信息是广告主题的基础。因此，第二章先论述广告的信息类别和潜在消费者关注的广告信息，第三章接着论述广告主题。

从广告创作的一般过程来看，广告主题确定后，就进入广告表达阶段。从文案来说，就是进入文字和语言表达阶段。第三篇和第四篇正是对这个阶段的论述。

第三篇是结构篇。由第四、第五、第六和第七章构成，论述英语广告文案的结构和各个主要组成要素。第四章论述英语平面广告文案的内容结构和文字形式结构。第五、第六、第七章分述广告标题、广告正文和广告口号。这种总分结构方便读者先了解英语平面广告文案的概貌，然后细致地了解各个构成部分。

第四篇是言语篇，由第八、第九和第十章构成，分别论述英语广告的词汇、句子和常用修辞格。着重从语言使用的角度归纳和分析英语广告的词汇、句子和修辞方式的运用特点。

## 二、图例丰富

全书共收录了 500 多幅英语广告图例，其中绝大部分是平面广告，少数是电视广告的截图和网络广告。广告图例最多的是第八章，共有广告图例 100 多幅；广告图例最少的第一章也有 21 幅。本书的英语广告图例年代横跨 3 个世纪，最早的是 19 世纪的古典广告，最新的是近几年的广告。这些广告作品是作者从 1 0000 多幅的广告中选出来的，它们不仅能够帮助读者理解广告文案的意义，还具有一定的艺术鉴赏价值和研究价值，同时，对于广告设计和创意人员及广告领域的学者也有参考价值。