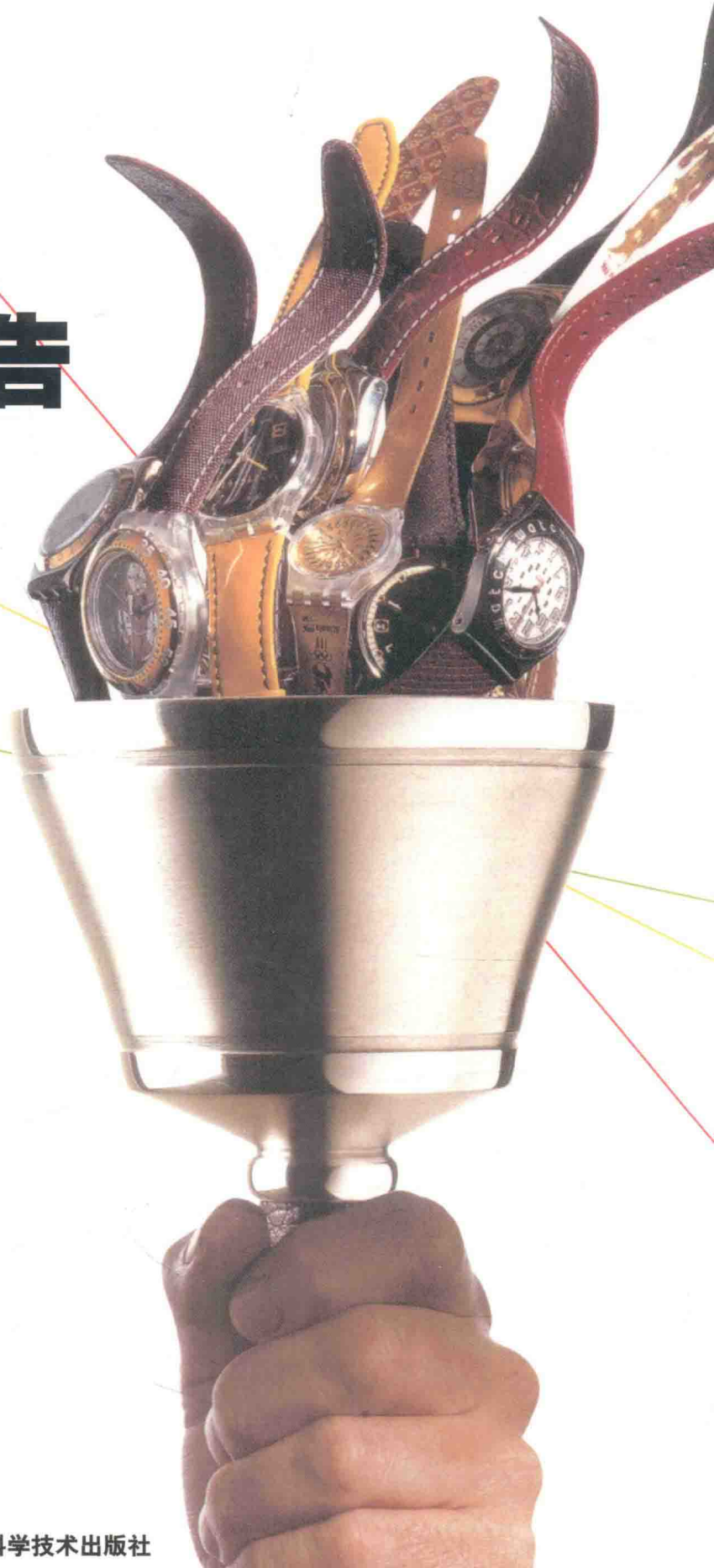


品牌创意广告

PINPAI CHUANGYI GUANGGAO

冯 斌 周建中 汤喜燕 编

WIN



brand the best of creative for advertising

品牌创意广告

冯 斌 周建中 汤喜燕 编

辽宁科学技术出版社

· 沈阳 ·

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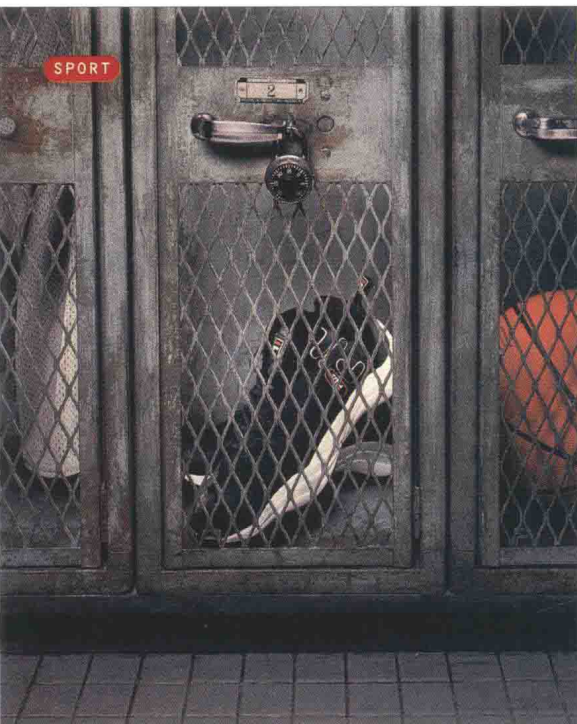
FILA

CHAMPS

体育与生活。

棒球鞋——千钧一棒，犹如巨鲨出击。

SPORT



LIFE





The Snake Dancer. Known to strike when challenged. www.fila.com



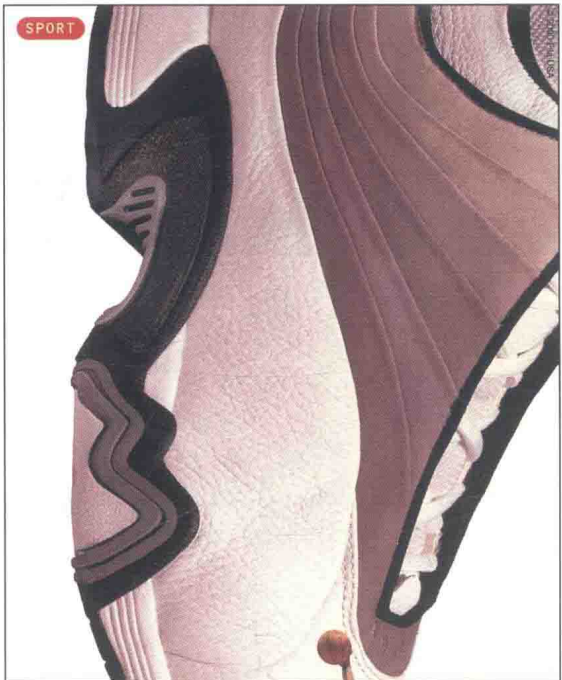
体育与生活。

篮球鞋——灵活自如，恰似金蛇狂舞。

LIFE



SPORT





The GH Runball. Elevate gracefully. Land where you please.



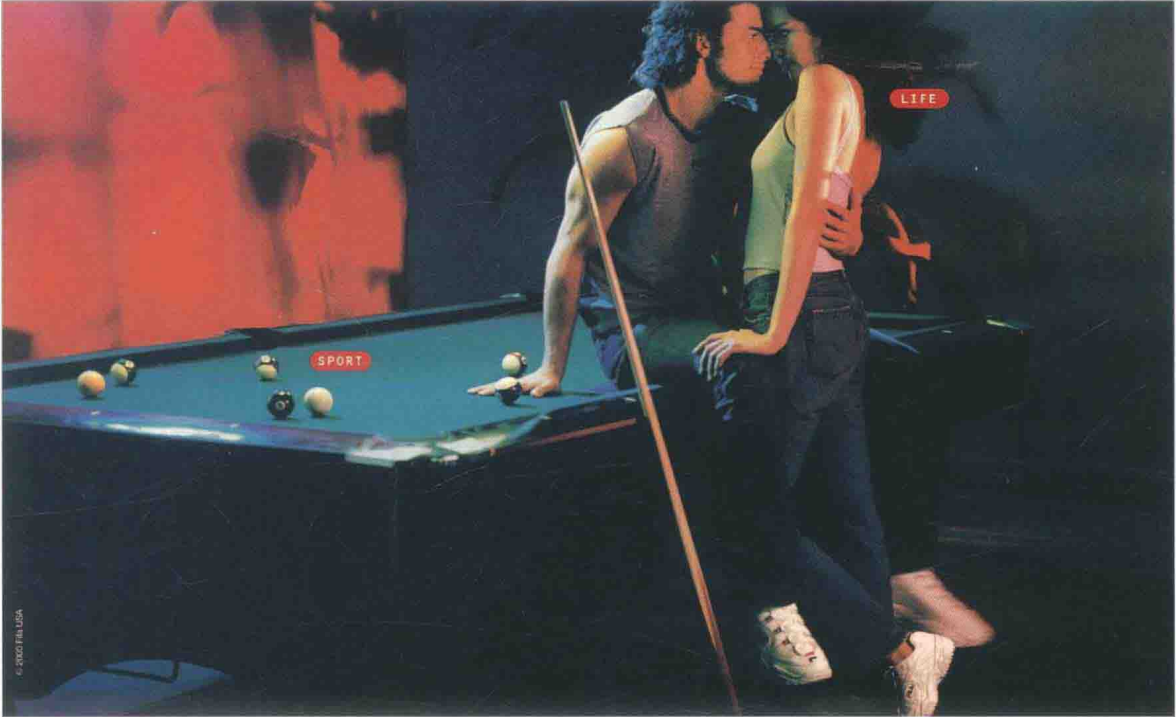


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体育与生活。

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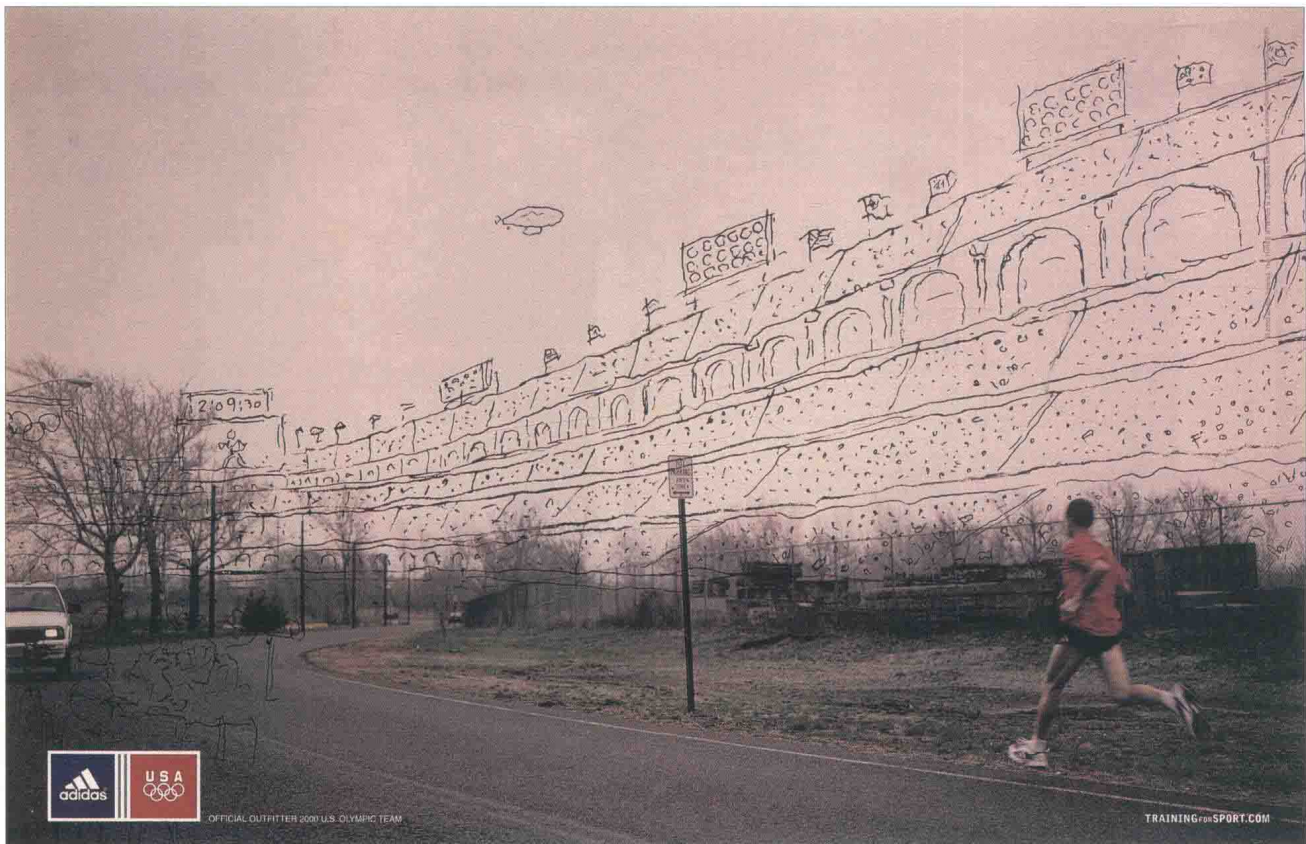
FILA

THE SPORTS AUTHORITY
Always proud right.

US OPEN 2006
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体育与生活。

运动服——作为2000年美国网球赛的赞助商，FILA 运动服连起整个纽约。



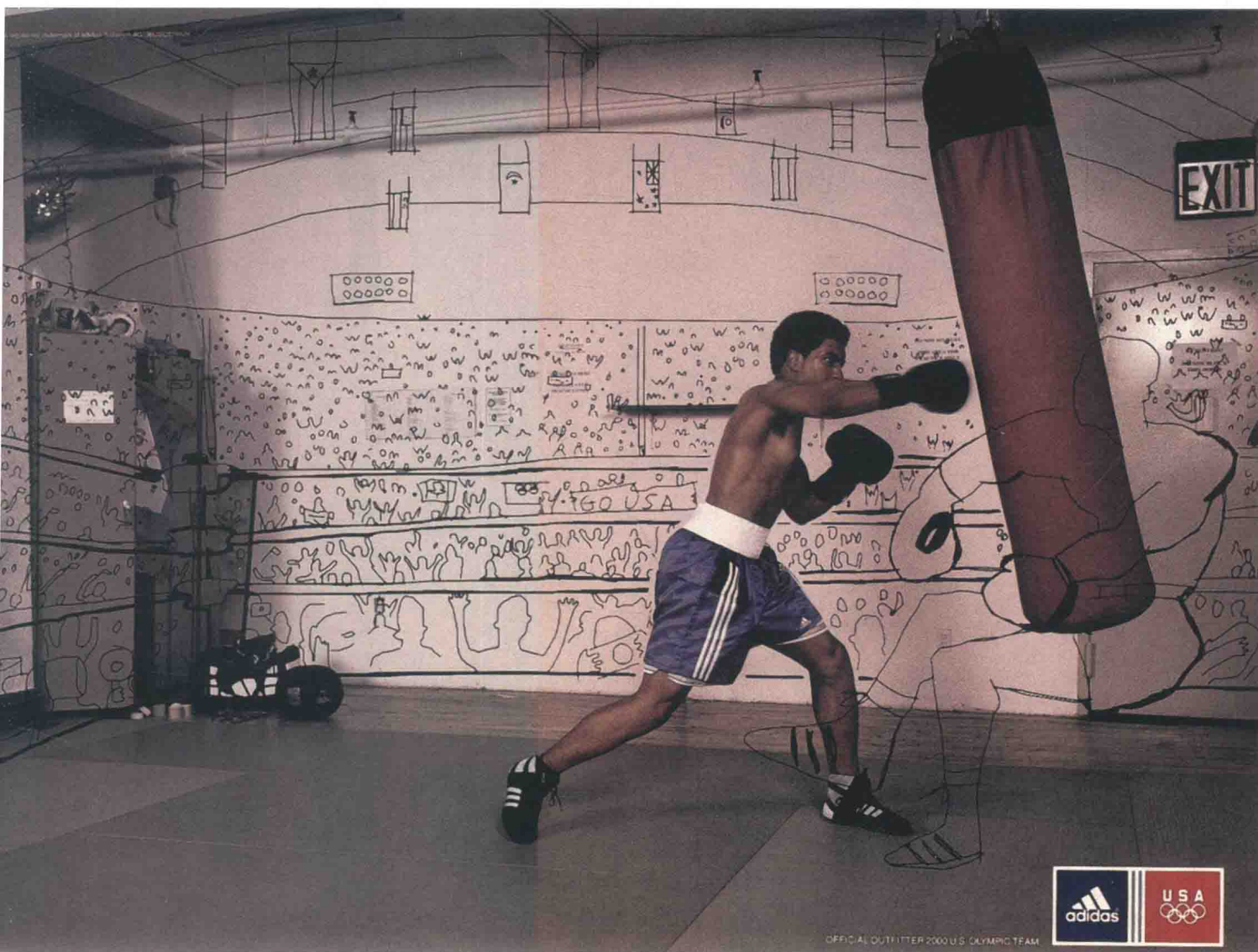
心怀梦想。

掌声中我起飞。



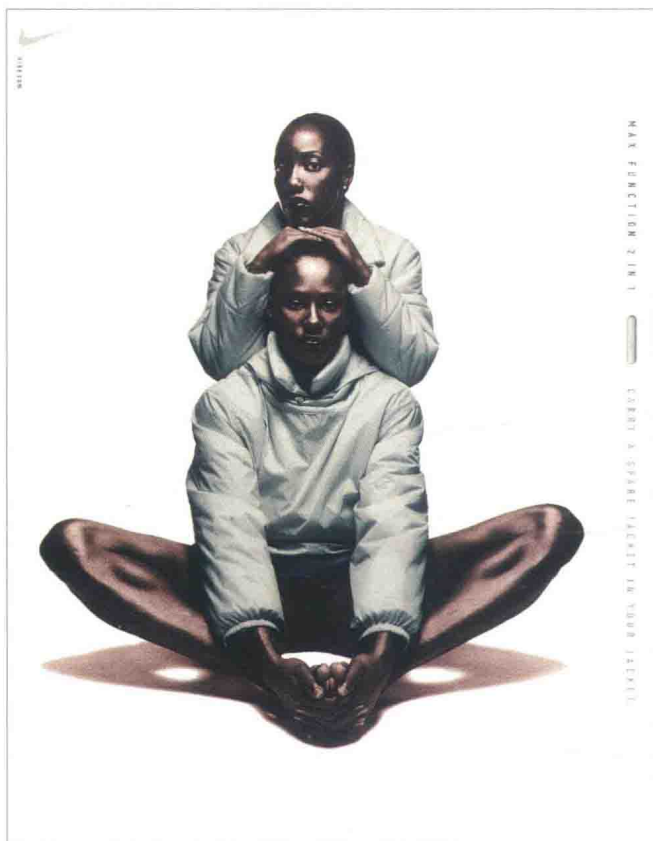
心怀梦想。

我穿阿迪达斯我做孤独的英雄。



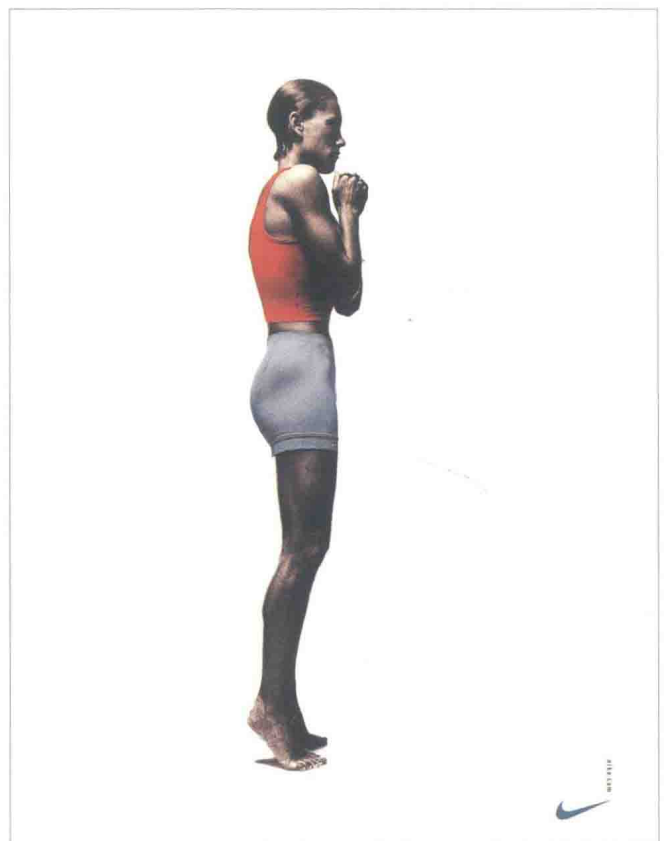
心怀梦想。

阿迪达斯，击溃想象中的对手。



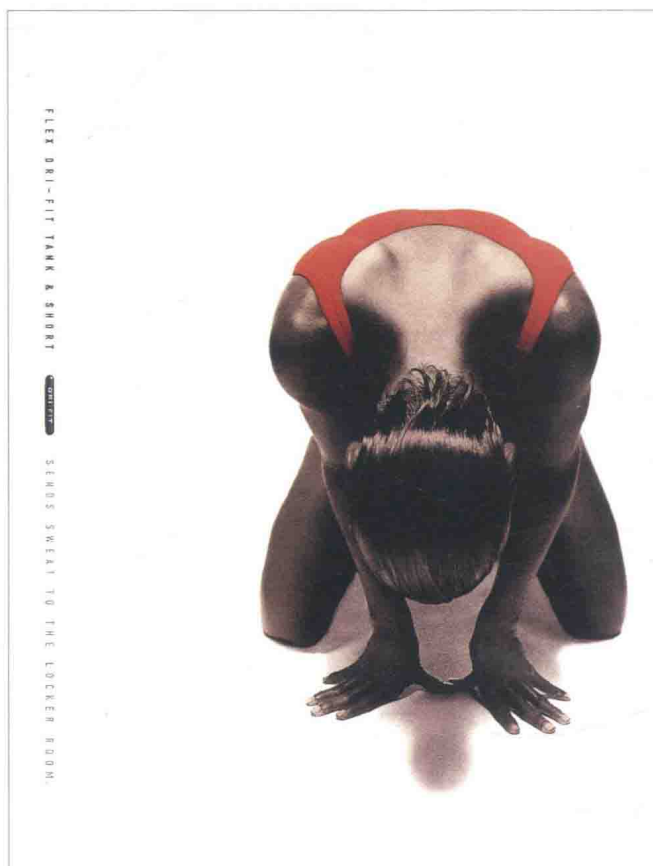
体育，自信的源泉。

这样的耐克让我如此美丽。



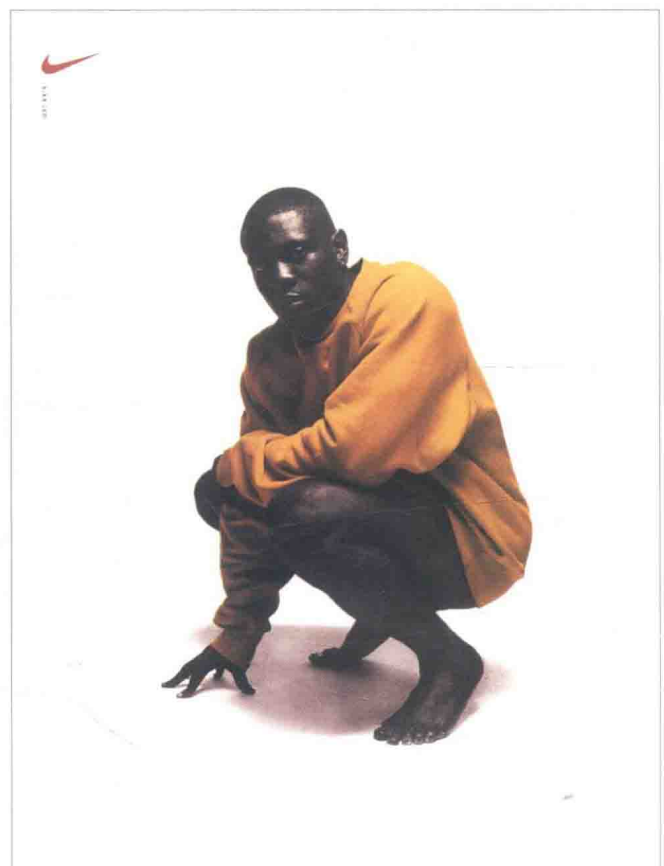
体育，自信的源泉。

时刻准备出发！



体育，自信的源泉。

别怪我生性张狂，实在是风头太劲。

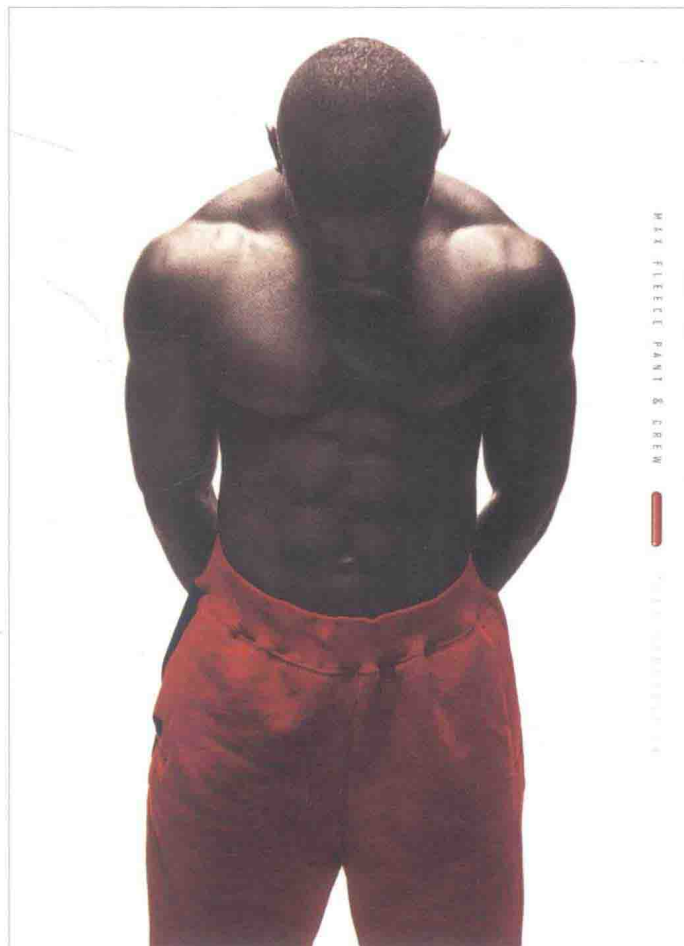


体育，自信的源泉。

我准备，我远眺，我沉思，我——
我有耐克我怕谁？

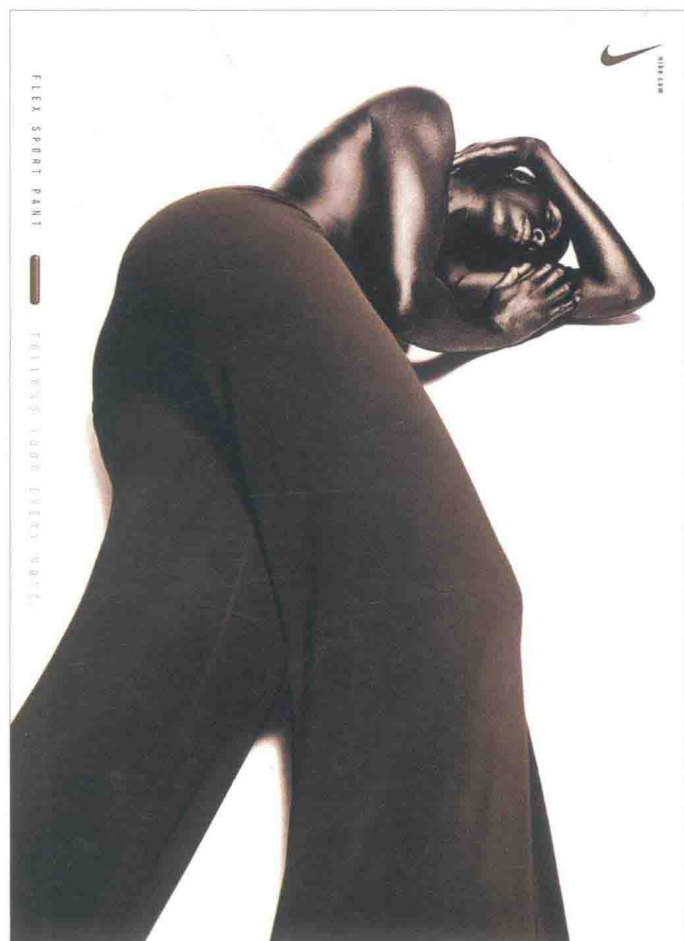
体育，自信的源泉。

别怪我生性张狂，实在是风头太劲。



体育，自信的源泉。

极富弹性的运动裤，形影相随于你的每一个动作。



QuickMail Pro 2.0

New Read File Delete Search Contacts Check

Priority	Subject	Who
Normal	Body shots at Seb's	Lauren Holden
Normal	Karaoke!	Crystal English
Normal	FWD: Karaoke!	Jill Blevins
Important	Giants tickets!	Esther Silberstein
Normal	Ian's rockin' house party	Ian Kalman
		
Urgent	RE: Ian's rockin' house party	Stefan Copiz
Urgent	Drinks on Colin!	Ian Kalman
Urgent	Drinks on Ian!	Colin Nissan
Important	It's Hump Day!!!	Matt Johnson
Normal	FWD: It's Hump Day!!!	Just Do It

Going to work out. It might just be the only thing you know you won't regret. The Air Trainer Swift. With its stripped down design and hybrid sole it's perfect for the courts, the track or the gym. Or anywhere your laptop isn't.  www.nike.com



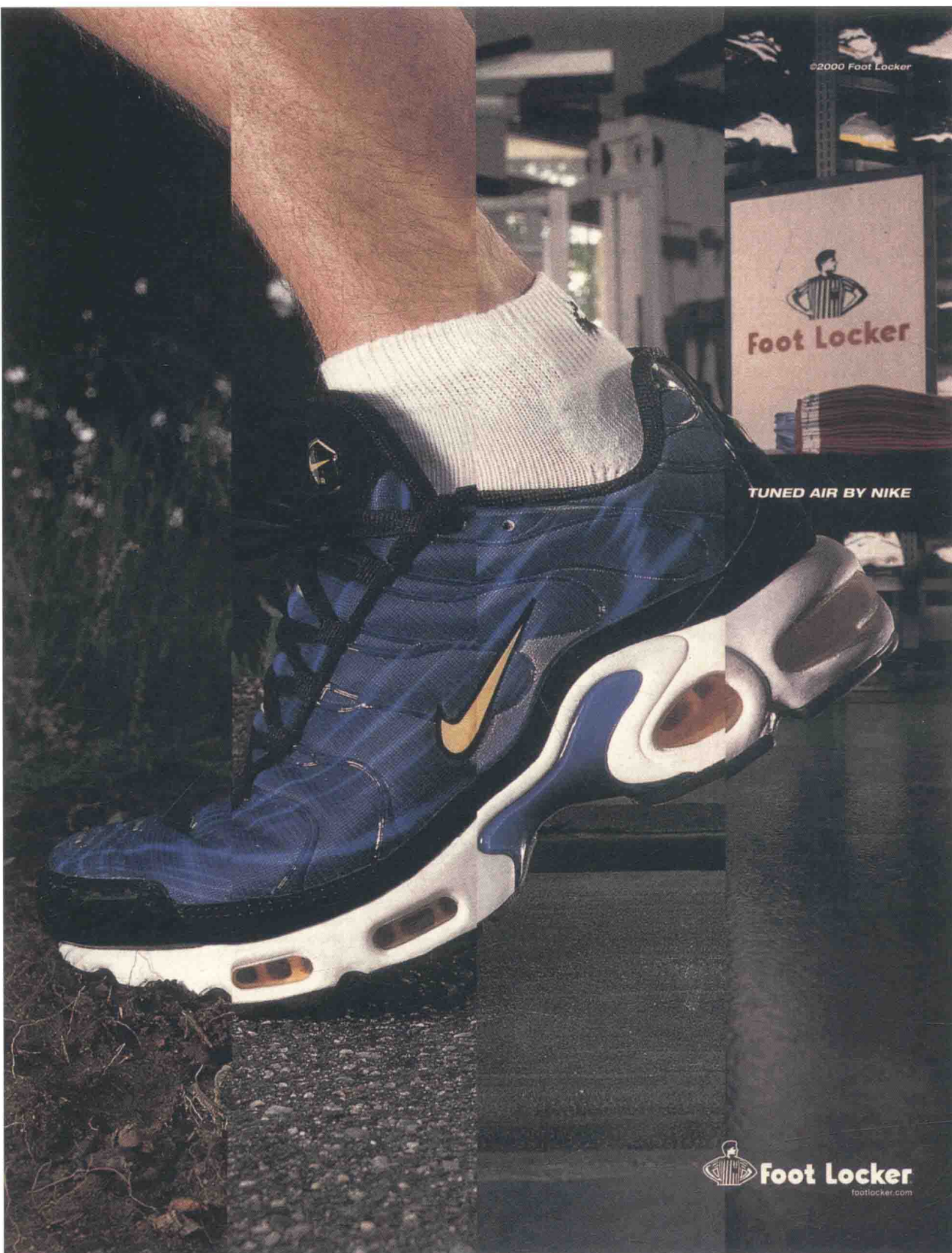
与耐克鞋相伴的晨跑比一切电子邮件更紧急。

2	Khrisana's Kids Hour (G) 25105	Todd's Balcony (G) 22360	Cartoons (G) 44181	Mullins N
3	I Love Ralph (Y) (EI) (cc) 866510	I Love Ralph (Y) (EI) (cc) 398961	Maud's Secret (Y) (EI) (cc) 348941	I Love Ralph (Y) (EI) (cc) 37891
4	Football: Miami at Denver (live) (cc) 398961			
5	Football: Miami at Denver (live) (cc) 398961			
6	News (cc) 5515	News (cc) 9515	News (cc) 4510	TBA
7	Opera Special 1454	Museums 77540	Health and Family (cc) 11440	Fun with German (cc) 16640
9	Judge Harold (cc) 78962	Who's Gerry Graf? (EI) (cc) 56789	Waiting for Beau (EI) (cc) 89007	Those Krazy Kalmans (EI) (cc)
✓				
13	Killing Bijarchi I 835810	Killing Bijarchi II 835810	Killing Bijarchi III 835810	
15	The Yen Today 835810	Market Rap-Up 825810	Dress for Success (EI) (cc) 82	
17	MOVIE: ★ "Ian's Champagne Dreams" ('98) (NC17) Ian Kalman, Alex Grossman. Ian and Alex look for love in all the wrong places. (EI) 834510			Maggie g
19	TBA	"Good Things" with Esther (cc) 825810	Celebrity Stakeout (EI) (cc) 8232560	
22	Deborah Can Wait (EI) (cc) 835810	DuMoulin's Dance Party USA (cc) 83581	Square Dancing with Omaha (c	
24	No Payo, No (Y) (EI) (cc) 833517	Mangan es Loco (Y) (EI) (cc) 889457	No Hables Venables (Y) (EI) (c	
26	Steve and Leynete Steve gets jealous when Leynete takes a male friend shopping.	English Tea Crystal knocks out her kickboxing instructor.	Big Al (EI) (cc) 346728 Al loses weight on a diet and becomes moody. (Part 1)	Miller At Home (EI) (cc) 2567. Tom demonstrates fun ways to rainy afternoon indoors.
29	Comfort food with Colin (Y) 834510	Latvian Dishes 832	SotoVideo: "When Rabid Pets Attack" (EI) (cc) 245	
31	Renata's in the House Renata gets into some mischief at the office. Again.	I'm no Einstein Harold goes to Las Vegas and literally loses his shirt.	Ring my Bell 8344 Greg is in for a surprise when he joins a new gym.	Puckett Town 3441 Todd gets a case of stage fright when he sings at a wedding.
41	Liquid Flultt 534510	News (EI) (cc) 45667	TBA	News (cc)
44	Billiards: The Molineaux Invitational (Tape) (semifinals) 398961			Smukler! (EI) (cc) 324170
49	MOVIE: ★★ "Finley on Fire" (R) ('97) 345112 Terry Finley, Lionel Carreon. The life and times of College basketball star Terry Finley.			Sorry Suz 46728
55	Wrestling (EI) (CC) 32210	Wrestling (EI) (CC) 32210	Just Do It	
56	The Court's Adjourned (CC) 32210	MOVIE: ★ "Silva Dollaz" (PG) ('98) (Comedy) g. Jenny f		

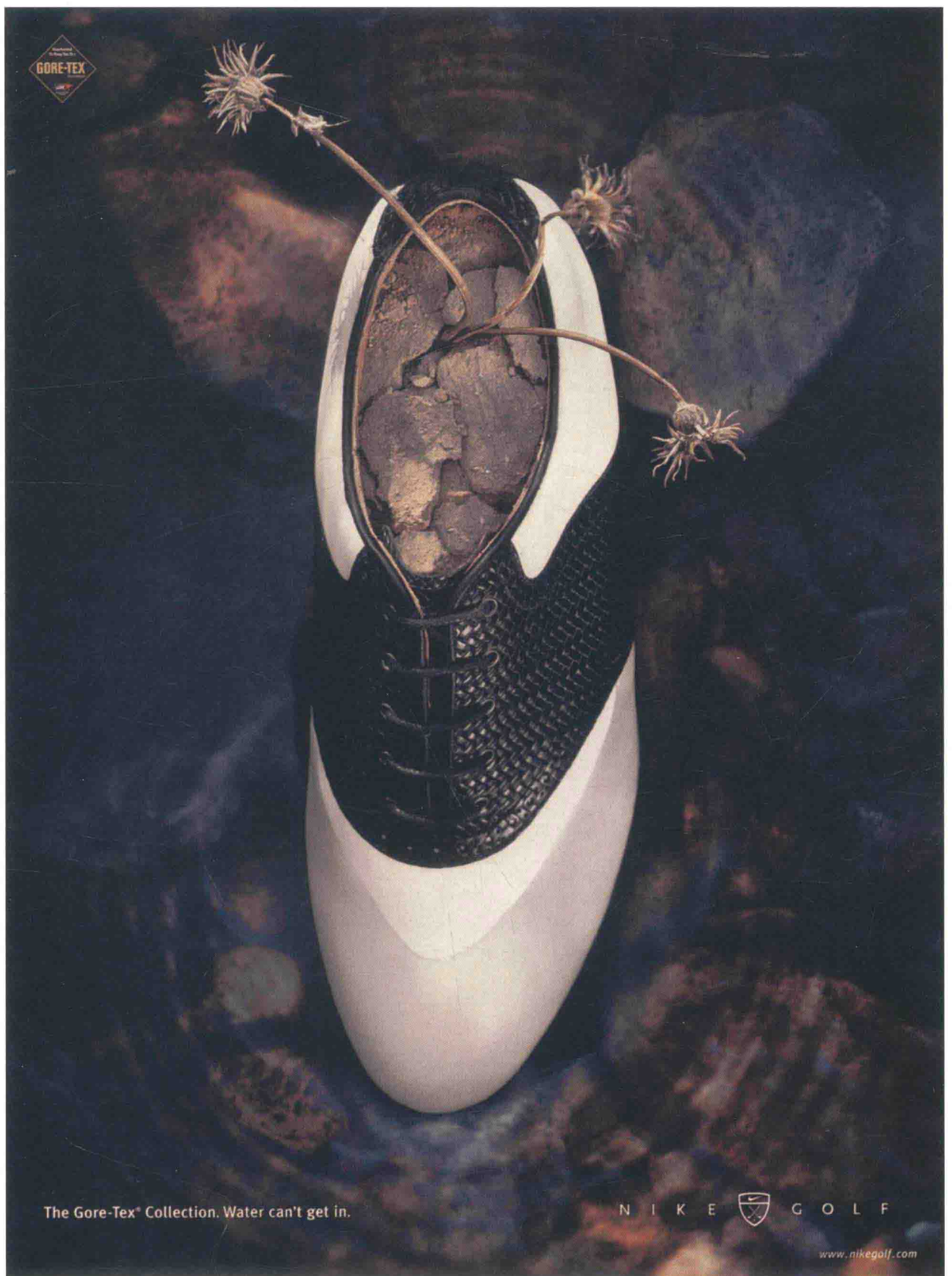
Have you ever looked back at the end of an evening and wished you didn't go on that run? The Air Imara. Designed specifically for women, it's got a better fit. And great cushioning. Just like your sofa. But nothing like your sofa.  www.nike.com



让一切所谓的精彩电视节目见鬼去吧。因为我有我的耐克。我有我的晨跑。所以我有我的精彩！



一双球鞋，千种路况。只要有耐克，没有不适之地。



The Gore-Tex® Collection. Water can't get in.

NIKE GOLF

www.nikegolf.com

彻底防水，让小草们望水兴叹。

A full-page advertisement for Reebok's Cubist Classic sneaker. The central image is a cubist-style illustration of a woman, rendered in sharp, geometric, overlapping planes of light and dark tones. She is posed in a dynamic, seated-like position with one leg raised and bent. She wears white sneakers with dark laces and soles. The background is a dark, textured gradient. In the top right corner, there is a gold-colored rectangular label with the Reebok logo and the word 'CLASSIC' in a vertical arrangement. Below this label, the text 'NICOLA BIGG IS WEARING THE REEBOK CLASSIC MONARCH.' is written vertically. The main title 'Cubist Classic.' is centered in a large, white, serif font. In the bottom right corner, the text 'COMPOSED BY DMX' is visible.

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Reebok CLASSIC

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Cubist Classic.

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最先锋的光芒。

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HiddenClassic.

掩盖不住的经典。

最严密的遮掩盖不住最美丽的风情。

Reebok
Classic Since 1895

EDWARD MCKECHNIE AND KYOKO TAKITA ARE WEARING THE REEBOK CLASSIC SOVEREIGN

Eastern Classic.

东方经典。

日本艺伎与锐步跑鞋。