

广告天书

叁

主编李克
湖南美术出版社

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广告天书【叁】

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Artline permanent markers are quick-drying, waterproof and acetone-free. And they write on any surface that can be written on, in thick or thin.

Artline®
THE MARKER LEADERS

Distributed by Marc Brand, Inc. (877) 874-1381

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Artline 奇异笔

广告表现具吸引力

你会想到在鱼身上或起司上写字吗？也许吧！—当你买了 Artline 奇异笔之后。

这系列广告的标题就是那些用奇异笔写的字：“如果你不能用 Artline 在这上面写字，那么你就不能（用任何东西）在这东西上写字了。”文案中还特别强调他们的奇异笔快干、永不退色、防水，而且不含二四苯（一种油性签字笔中常有的有毒化学物质——啊哈！这就是我的疑虑。）

广告的说服力很强（有图为证），笔头的尺寸相当齐全，当购买奇异笔时我会想到这个牌子。不过还是不想将它用在食物上！

这则广告虽属于单纯的讯息告知，表现却颇具吸引力，是相当不错的好广告。所以千万不要因为接到案子只是纯粹做讯息的告知，就以为没搞头了，若能努力发挥想象，还是会有惊人的表现。



Better than a sweater 🍲

Take one a day for the cold.



Campbell's 罐汤

胜过一件毛衣

生活在亚热带的台湾可能想象不出北国冬天零下25℃的滋味；不过说到喝碗热汤御寒，恐怕是所有文化共同的体认。

Campbell's罐汤是北美洲历史悠久的品牌，提醒消费者寒冬来临时，购买罐汤来储备是件例行公事，能做出这样有新意而充满智慧的广告很不简单。

这两则以大多伦多地区为消费市场的广告，一则说：“胜过一件毛衣”。而另一则则以感冒药口服说明的口吻说：“每天服用一次治疗感冒。”（因为在英语中cold也是感冒的意思，这里其实是“抵御寒冷”的意思。）

这些令人觉得温馨又莞尔的比喻，确实为北国的冬天带来了一股暖流。

**A VINYL FLOOR MAY BE CLEAN,
BUT HOW DOES IT FEEL FIRST THING IN THE MORNING?**



It looks like a vinyl floor is your solution. You've polished it clean, being careful not to scratch the surface. You've mopped it with a good mop and you're satisfied. You're ready for the day ahead. But after a dinner party it looks more like a wasteland.

Unfortunately, if you do finish you are getting a floor that is both clean and warm.

The warm tile in a carpet bedroom offers warmth, but without carpet's cushion. Carpet and cushion create what a vinyl floor lacks.

That's why you need carpet. Carpet is the natural alternative to vinyl floors. And the longer, and a superior

vinyl alternative, being smooth and non-abrasive, gives a more quiet, better traction to the shoe so it doesn't slip. A residential choice.

Even the best carpet has softness. Carpet has the natural cushion vinyl lacks, reinforced with extra fiber for extra durability.

And carpets are wide range of its appearance. Warmth and texture. Warmth and texture. Warmth and texture. Warmth and texture.

For a natural alternative to vinyl floors, look to carpet, and a superior

vinyl alternative. It's the one you can't live without. The one you can't live without. The one you can't live without.

Carpet has the natural cushion vinyl lacks, reinforced with extra fiber for extra durability.

And carpets are wide range of its appearance. Warmth and texture. Warmth and texture. Warmth and texture.

For a natural alternative to vinyl floors, look to carpet, and a superior

FLOTEX
Warm as carpet, clean as vinyl.

**A HITCHEN CARPET MAY BE WARM,
BUT HOW DOES IT FEEL AFTER A DINNER PARTY?**



It looks like a kitchen carpet is your best solution. You've polished it clean, being careful not to scratch the surface. You've mopped it with a good mop and you're satisfied. You're ready for the day ahead. But after a dinner party it looks more like a wasteland.

Unfortunately, if you do finish you are getting a floor that is both clean and warm.

The warm tile in a carpet bedroom offers warmth, but without carpet's cushion. Carpet and cushion create what a vinyl floor lacks.

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Even the best carpet has softness. Carpet has the natural cushion vinyl lacks, reinforced with extra fiber for extra durability.

And carpets are wide range of its appearance. Warmth and texture. Warmth and texture. Warmth and texture.

For a natural alternative to vinyl floors, look to carpet, and a superior

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For a natural alternative to vinyl floors, look to carpet, and a superior

FLOTEX
Warm as carpet, clean as vinyl.

Flotex 地材

广告画面展现智慧

整个广告在设计与文案来说都很平实，并没有什么创意，但画面却很有智慧地表现出广告要传递的讯息。

从产品来看，可以猜得出这是一种介乎地毯与塑胶地砖之间的地材，它可以像地毯一般的温暖，又像塑胶地砖一样的好清理。

于是，其中一则广告是用冰宫地面冰冷的感觉，来阐述使用塑胶地砖的缺点；另一则广告则是以沼泽丛林的景象，来表现厨房使用地毯后的窘境。

有趣的是后者，标题虽然提到的是晚宴后的厨房，但却没有以杯盘狼藉来表现，而是用沼泽来形容家庭主妇的困境。

还有一点值得一提的是，这两则广告放在一起看比分开来看更能令人留下深刻的印象，更能发扬广告要传达的讯息。但据我所知它们并没有同时刊登在同一媒体，可惜！可惜！

A smooth running car makes you happy.



Simply

Is your performance *— falling off?*



Simply Smarter

Is your car running smoothly?



Simply Smarter

Chevron 汽油

“表情”零散

可别以为这几个户外看板受到风灾波及而散了，其实这零散的样子正是它们的“表情”。

你的车跑得顺畅吗？你的开车技术是不是退步了？跑得顺畅的车才能够使你展开笑颜。坐在高速进行的车子中的你，不必看完整个句子就可以猜出它的意思了：真是不折不扣的一目了然。



美国行动电话

电话线成为鸟儿的专属

“电话线是架设给鸟儿用的。”瞧这两支电杆之间的小鸟，这可不是凑巧，电杆与小鸟可都是这幅户外广告的一部分。

这就是说行动电话是给大哥大用的，传统电话只有天空飞的鸟儿才需要，再不用行动电话你就落伍啦。真是好大的口气啊！不知电话公司又有什么话要说？

Judith Leiber
Handbags / Accessories



Judith Leiber 服饰

值得珍藏的好东西

这是一则不像广告的广告，除了品牌名称外再没有其他的文字，画面中的产品也是昂贵的稀有精品，由珠宝所做成的茄子、西瓜等造型的钱包。虽然会去买来使用的人恐怕非常少，但却是值得珍藏的好东西，无形中，Judith Leiber 这个品牌的价值感就衬托出来了。

能够使用自己会说话的产品来做广告，是创意梦寐以求的机会。其实会说话的产品固然要有其先天的条件，但后天的“补了解”也是很重。创意人接到案子后，若能多用心去发觉产品的特色与风格，想出好点子作适切的衬托与表现，就可能产生好广告。

像这种不须要太多文字说明的形象稿，创意人若是没有把画面处理好，就糟蹋了自己难得的机会。



Antique collectors will love our 150 million year old tables.



The design of these tables might be simple, but each 150 million year old wood has a unique character. The wood is all the same, but the tables are made from wood of different textures that have natural finger-like protrusions.

Each of these tables is made from a different type of wood, and each has a unique character. The design of these tables might be simple, but each 150 million year old wood has a unique character. The wood is all the same, but the tables are made from wood of different textures that have natural finger-like protrusions.



This is the world's rarest table.

So is this.



And this.

And this.

See what wood is the best of the world's rarest wood. Each table is made from a different type of wood. The design of these tables might be simple, but each 150 million year old wood has a unique character. The wood is all the same, but the tables are made from wood of different textures that have natural finger-like protrusions.

See what wood is the best of the world's rarest wood. Each table is made from a different type of wood. The design of these tables might be simple, but each 150 million year old wood has a unique character. The wood is all the same, but the tables are made from wood of different textures that have natural finger-like protrusions.



意大利大理石家具 突显大理石的历史性

喜欢古董家具吗？想要一张年份久远的古董咖啡桌吗？这大理石材质的桌子就有1亿5000万年之久呢！真是一招聪明的想法。

新加坡的意大利大理石家具店，让目前显得有些过时的大理石材质有了新的诠释。这一系列广告所强调的是大理石的历史性、久远性、纹理独一无二的稀有性，让喜爱大理石材质的消费者以买它为荣；而不习惯购买大理石材质的消费者，将从另一种角度来欣赏它，乐于购买它。