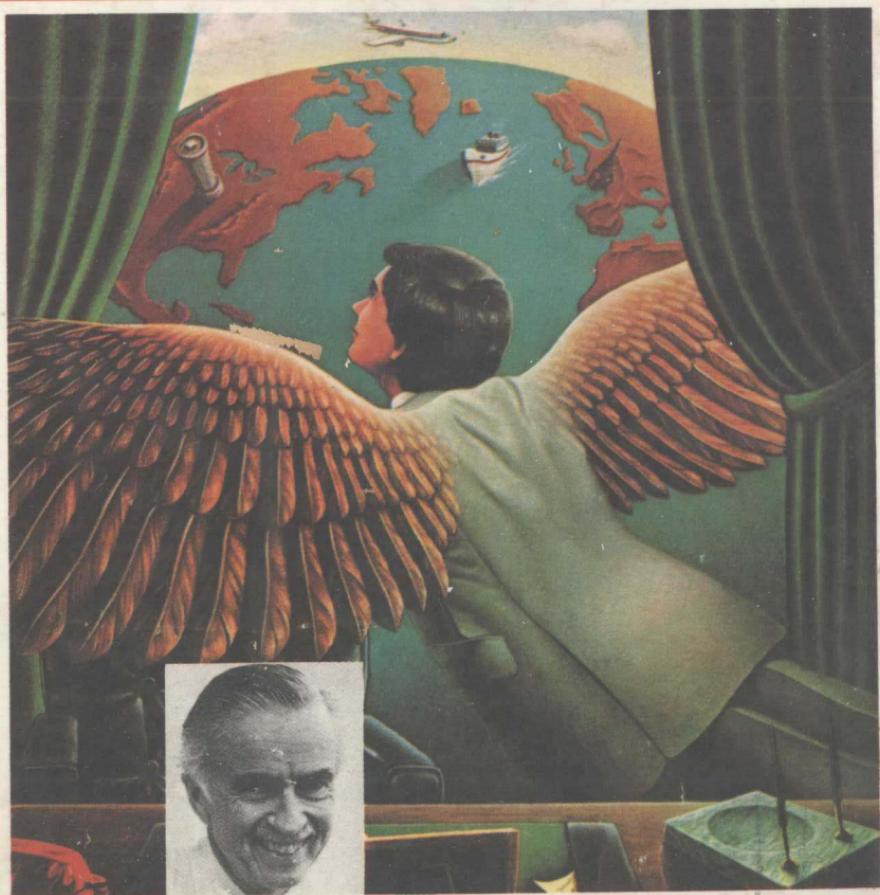


廣告實務叢書之一

# 廣告創意精華

(泰勒談廣告續集)

威廉·狄·泰勒著  
劉會梁 輯譯



台汽新生報出版部印行

• 劉會梁輯譯 •

# 廣告創意精華

— 泰勒談廣告續集

台灣新生報出版部印行

• 一之書叢務實告廣報生新 •

廣 告 創 意 精 華

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## 譯序

「一〇〇個創意」（又名「泰勒談廣告」）自民國六十四年出版後，坊間早已銷售告罄。同時因郭承豐兄伉儷創建華威廣告公司，業務繁忙不暇兼顧，以致刊登泰勒專欄之中文「廣告時代」暫告結束。唯吳進生、王彩雲伉儷於六十六年接棒，創辦「動腦」月刊，譯者應發行人賴東明兄之囑，將泰勒專欄移至「動腦」刊出。後因個人工作環境變遷，方告暫停。

今因臺灣新生報事業發展組，應我國工商界之需要，推出廣告叢書，譯者乃得賴東明兄之介，將「廣告時代」上未曾編入「一〇〇個創意」中之譯文六篇、曾編入者一篇、以及「動腦」上所刊之十四篇，總計廿一篇，輯為一集，並定名為「廣告創意精華」（副名為「泰勒談廣告續集」），交付新生報出版。

譯序

此書中廿一篇所介紹之廣告，全為英美七十餘家廣告公司之傑出作品，所提構想超邇百數，圖文相映，內容較「一〇〇個創意」更為豐富。另外並附彩色圖片數幀、廣告公司譯名對照表，以資參考。唯原文因在雜誌刊載期間，有所剪裂分散，致Advertising Age 列出之原文日期不全，本書中只好從略，猶望讀者鑒諒。

本書付梓，承新生報石社長永貴兄支持，事業發展組賴明信主任、吳玉珠編輯協助、郭承豐兄、吳進生兄賜還圖片、賴東明兄推介以及原作者——美國廣告界名宿泰勒先生——允予譯刊，譯者在此一併誌謝。由於譯者學識淺陋，譯文錯誤在所不免，尚祈各界方家不吝指正。

劉會梁

民國六十九年春

# 廣告創意精華 目錄

封面設計

袁一沛

## 譯序

一、報紙全版版面大，力量要強靠內容.....	七
二、創作戰略方案，有待靈活運用.....	二七
三、進行公益廣告，代理責任重大.....	四三
四、英國廣告各行其事，平實之中復見匠心.....	五七
五、廣告英不如美，但亦靈光閃現.....	七二
六、比稿各顯神通，評選險在毫髮.....	八七
七、長期廣告目標，最宜雜誌表現.....	一〇二
八、傳播商品訊息，首重直接突出.....	一一八

- 九、廣告要想成功，端在重複施爲……………一二八
- 十、返璞又歸真，先售創意後娛人……………一四〇
- 十一、銷售效果奇佳，被迫停刊廣告……………一四八
- 十二、報紙廣告標準，不多不少五項……………一六二
- 十三、創意撼人心弦，商品鶴立雞羣……………一八九
- 十四、創作難仗挖角，旨在訓練新秀……………二〇三
- 十五、傑出英國廣告，更加直截了當……………二二六
- 十六、電視稱雄媒體，報紙廣告失色……………二三九
- 十七、新產品層出不窮，創作力喜獲重生……………二四一
- 十八、電視雖然稱勁敵，印刷廣告勢也強……………二五九
- 十九、柔銷反身再戰，強銷佈陣相迎……………二七〇
- 二十、比較性廣告強勁，切忌濫用……………二八四
- 廿一、文案撰寫仗訓練，印刷廣告啓門徑……………三〇四

目  
錄

五

附  
錄：

- 1 廣告公司譯名對照表.....
- 2 泰勒小傳.....
- 3 泰勒來臺灣演講譯文節錄.....



## 一、報紙全版版面大，力量要強靠內容

有一個時代，充滿了創造力、大膽的革新、種種令人目奪神炫的成功，以及如臨深淵的失敗。這個時代現在已曹告中止，可是恐怕尚未完全滅絕。六十年代中真正酒酣耳熱就是因為這個緣故，到如今餘香猶存，令人懷念低迴。

若是說廣告的科學未有何收獲，廣告的藝術總算獲益非淺。我們從自己從事實驗的那個時代裏學到了不少的教訓。遺憾的是許多教訓都是與不產生什麼功效者有關，但也有少數與能產生功效者有關。

至少，我認為產生功效者之一是朝前邁進一大步，但這個教訓似乎也隨著蓬勃創造力的結束而消逝了。此處所示之愛飛斯（Avis）汽車出租公司的廣告，使我想到這個教訓真正的蕩然無存。那文案也只是提出一項要點而已。

一、報紙全版版面大，力量要強靠內容

### 愛飛斯服務 (Avis)

你根本不必管這是否係愛飛斯所刊登的最好廣告；你也不必管它所提出的要點是否係該公司最強有力的訊息。我感到有興趣的是它的格局。它的格局有力量、無法逃避，完全一付君臨天下的氣概——對一幅廣告而言全非壞處。這種格局將DDB這家廣告公司抬到很高的位置，而在四十年代名聞全國。這種格局篇幅巨大、作風大膽、令人透不過氣來（湊巧這幅廣告正好是DDB的約翰·諾貝爾撰文，亞倫·布特肯 Allan Butekant 擔任美工督導）。

（譯者附註：圖一愛飛斯這幅廣告展示一位服務小姐的笑容，他衣領上別著「我們更為賣力」的徽章。標題是「我最偉大」。文案是「你知道我。我們的精神。我們的微笑。我們更為賣力。但是你不知道——在任何地方租車都沒有我們這兒快、更有效率、更容易。在未來的歲月中，我要設法讓你看個清楚。你會來租愛飛斯的車子。我就曉得事情便是如此。」）

差不多就在DDB的格局亮相的同時，大衛·歐吉沛（David Ogilvy）也發現了全頁報紙的廣告力量，只是方式稍有不同罷了。他無意中用起長篇的文案，用一張照片做引導，並且用一長串的副標題將照片圍起來，副標題講的也是文案中所講的事。當時這種體裁被稱爲是「辛辛納提詢問報排版式」。這種格局，在吸引注意力方面比DDB那種格局要差一點，可是也同樣威風八面，而且還儼然有重大新聞的樣子。

歐吉沛的奧美廣告公司（Ogilvy & Mather）一直認爲全頁報紙廣告是長篇文案的工具，可是不久之後卻將文案的主要內容變成副標題，用較大的字體排出來。

那種看起來思想週到的早期體裁已逝去，令我覺得有些惋惜。DDB所採用的全頁「狂風」方式若能夠捲土重來，我定表歡迎。

請不要說有許多人使用全頁版面得到了很好的效果。除了少數例外之外，他們所做的只是將能產生功效的小幅廣告稿放大了而已。我在此地引述的一些格局，當時它的本身都具有偉大的創意，可能至今仍然如是。

# I'm the greatest.



You know me. The spirit. The smile. We try harder. But what you don't know—there's not a faster, more efficient or easier way to rent a car anywhere. And in the months to come, I'm going to prove it to you. You're going to come over to Avis. I just know it.

## Easy Avis.

Avis rents all makes... includes cars engineered by Chrysler.

—〇

(— ■)

### 赫希費競選運動 (Hirschfeld)

我們紐約有一位參議員，秉性溫和、高不可攀，飽受教育，經驗老到，是國內很有地位的一個人物。希望與他一爭上下的，是一位叫做亞比·赫希費 (Abe Hirschfeld) 的人，他根本沒有上述那些特質。事實上，他奮鬥自強，真的是困苦出身。他在廣告中說，他在波蘭出生，在以色列長大成人，在建築一業中苦幹而發跡。再者，他說話所帶的一種口音令你吃不消。

他要為自己的競選活動宣傳，應當做些什麼事呢？在這幅廣告中（圖11），標題是「一位美國的參議員是否應當像亞比·赫希費那樣具有人情味？」、「一位參議員是否應當像……那樣苦幹？」、「一位參議員是否應當像……那樣直言無隱？」以及「一位參議員是否應當有……那樣的口音？」

金·凱斯 (Gene Case) 寫的文案：「至於說話口音嗎？為什麼不行。亨利·季辛吉便有一種口音……紐約市昆士區的主婦們一兩個禮拜前便聽過亞比演說。『不要管他

## Should a U.S. Senator be as human as Abe Hirschfeld?



**T**he *New York Times* pictures is running, and for the Senate seat goes to Abe Hirschfeld, Democrat. He's the all-around, diamond.

**as ABC FINANCIAL.**  
An everybody shop, working from a  
point of strength, to the operation  
of ABC FINANCIAL.

one employed person, average per week and salary, number of used buildings, model trailer caravans made by building manufacturers, these are the subjects of Abe Hirschfeld. When he has received information he completes it as quickly as possible, and when time permits, adds a few paragraphs on the latest political party in all parts of the world. Abe books things happen-

The great majority of Senators are lawyers. Lawyers don't make things happen; they slow things down. Which explains why, when Senator Bush was recently asked why the Senate had not yet核准 the Senate nominees and pointed to the House bill.

*We're waiting for Abe.* he said.  
**Should a Senator be  
as blunt as  
Abe-Hancock?**

**Abe Hirschfeld:** Abe wants to integrate the Senate. He believes the Senate should have 4 senators. It has been a workingman, a ten-hour-a-day worker. (That was Theodore Judah.) I am for it. He believes the Senate should have 100.

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people's inheritance and restoration with  
White-Asia first arrived in America,  
a condition which no individual was  
President Harry Truman. He makes  
good impressions in Asia. And Asia  
appreciates him that way. Truman's gift  
of wisdom, though not the best of things.  
Home in Asia, I suppose him. The  
sooner he goes the better.

## Should a Senator care about things like taxes and prices?

Political factors are also well-known, explaining why the Democratic Party has been the preferred Adar Betarach candidate since. They're about power. There's no room for self-sacrifice. While others quibble over who's responsible, Adar Betarach is talking about it. Many others in the political arena are not afraid to do what they have to do.

## Should a Senator have an accent like Abe Hirschfeld's?

He was born in the country. He was here in Poland. He went to Japan as a member of Magistrate, fought for Japan's independence. Died there 16 years. You still have these documents. The Japanese were here in America, and they were treated after the same way as the American.

As for the subject, who is it? Henry Kissinger has one, he makes to the day, in spite of all. Al's account never authorized Robert Kennedy (who brought Al into Democratic politics) to negotiate the financial deal. Steve Jobs, Steve Jobs, Steve Jobs. Al's account, a nearly \$2-million deal, to \$1.5-million. To whom? Neither Paul Utley nor Al's doctor, today

both joined Abe's support. Whether New Yorkers are going to send him

**PRESS COMMENTS ON  
THE HIRSCHFIELD CAMPAIGN**

"The campaign of Mahatma Gandhi has shown that for the Indians' independence from the British State-Serjeant Macmillan has been instrumental when he appointed Mr. V. P. Menon as the chief minister of the Andhra Pradesh when he drew up the new constitution for the state. The election of Mr. V. P. Menon as the prime minister of Andhra Pradesh is the result of the Indian National Congress's victory in the elections held in the state."

**Long Island Press**, 11-12 Main Street, Brooklyn, N.Y., 1974.

Quinton Mawarella who learned the craft  
of writing. "Never before has  
there been a man like him," he said.  
"I am grateful to him."  
And then both laughed again.

POSSIBLY THE

*Join Alice in a partnership to defend  
Jacqueline Tait and Richard Nixon and  
bring justice home back to the United  
States Senate. Help with your support  
or contribution, and become a member  
of the House of Representatives.*

West Virginia Department of Education  
Division of Assessment & Accountability  
P.O. Box 6360, Charleston, West Virginia 25363-6360

用什麼方式講，』她悄悄去告訴她的丈夫道，『聽他正在講什麼就行了。』』

人物定位有如狂風驟雨，棒極了，文案撰寫至佳。（在這幅稿子出現之前我從來就不會聽說過的）亞比·赫希費大概無法當選。然而，他難道不是使用了千方百計在競選嗎！文斯·安謝迪（Vince Ansaldi）的佈局很傑出。廣告代理是凱斯自己的凱麥廣告公司（Case & McGrath）。

#### 阿特曼百貨公司（B. Altman & Co.）

這家百貨公司很少能找到一幅廣告，值得在此加以評論。零售廣告都是要在最後一分鐘匆匆忙忙之際碎的一下子變出來，可是就算你運氣好正巧趕上截稿時間，趕工做出來的稿子也很難出人頭地。

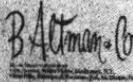
紐約市的阿特曼百貨公司一直都聘廣告專家珍·曲海（Jane Trahey 亦「廣告時代」特約撰稿人）小姐擔任顧問。由於她的主意，阿特曼刊出了一幅不同尋常的父親節廣告（圖三一）。

一、報紙全版版面大，力量要強靠內容

時至今日，父親節的禮物都是一些不花心思而胡亂購買的東西，因為到底誰曉得老子需要什麼。總之，任何人想要的東西，他都會濫用到他自己身上，對不對？

### 這幅廣告向他所愛的子女，提出了解決這個謎團的準保合理的答案。瑪麗·愛蕊喜

If you've got Dad's sign, we've got his scent!

	<b>PACO</b> Over 20 - Men 20 Those in your generation, versatile, conservative and above all, a real dad sells for us now. 1000-Bijan's Fine Perfume Cologne, 2 oz. \$3.00, 4 oz. \$2.95.
	<b>CANOE</b> Over 21 - Men 21 Those in your generation are innovative and are progressive. Never know too much without him. Canoe's Fresh Cologne, 3.4 oz. \$3.25, 6.7 oz. \$4.00; 8.7 oz. \$4.90. Adventure Sprays, 9 oz. \$2.00.
	<b>CARDIN</b> Over 19 - Men 20 Those in your generation when the cover behind the door. Dandy Cards Cologne, 2 oz. \$2.00, 4 oz. \$2.95, Spicy Cologne, 2.12 oz. \$3.00.
	<b>NOMADE</b> Over 20 - Men 20 Those in your generation who like to travel. Eau de Parfum Nomade aromatic, spicy, woodsy and citrusy. Eau de Toilette, (f. no. 152) 4 oz. \$3.00.
	<b>BIRNEY</b> Over 20 - Men 20 Those in a traditional, restrained, dignified position and those who like to respectability of old. All-purpose Lotion, 12 oz. \$2.00, 6.4 oz. \$1.00.
	<b>BRAGGI</b> Over 22 - Men 22 Gentleman and quick delivery. Sensible and kind to the body. Cologne, 4 oz. \$2.00, Cologne Spray, 8 oz. \$2.00.
	<b>BACTMAN &amp; CO</b> Over 20 - Men 20 Those in your generation who like to be different. Bactman & Co. perfume is a perfume that smells like the perfume of a man. Cologne, 3 oz. \$3.00, 6 oz. \$5.00.
	<b>TACI</b> Over 25 - Men 25 Those in your generation with a taste for perfume and a desire for the best quality. TACI's Cologne, 3.4 oz. \$3.00, 6.7 oz. \$4.00.
	<b>EAG SAUVAGE</b> Over 25 - Men 25 Those in your generation are innovative and are progressive. Never know too much without him. EAG SAUVAGE Cologne, 3.4 oz. \$3.00, 6.7 oz. \$4.00.
	<b>COPENHAGEN</b> Over 23 - Men 23 Those in your generation when the cover behind the door. Copenhagen Cologne, 3 oz. \$3.00, Spicy Cologne, 3 oz. \$3.00.
	<b>GLASS</b> Over 25 - Men 25 Those in your generation are innovative and are progressive. They're the new generation, completely different from the old. Cologne, 3 oz. \$3.00.
	<b>TABAC</b> Over 25 - Men 25 Those in your generation who like to be different. Cologne, 3 oz. \$3.00, Cologne Spray, 8 oz. \$3.00.
	<b>ARAMIS</b> Over 25 - Men 25 Those in your generation are innovative and are progressive. They're the new generation, completely different from the old. Aramis, 6 oz. \$3.00, Cologne, 4 oz. \$3.00, 8 oz. \$4.50.
	<b>STAFF</b> Over 18 - Men 20 Those in your generation who like to be different. Staff, 10 oz. \$3.00. Those in your generation that dress up for both date and work. Staff, 10 oz. \$3.00.

(三 圖)