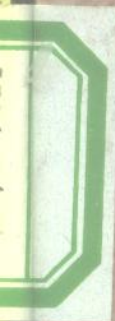


ADV E R T I S M E N T D E S I G N I N G

(下册)



报纸·杂志·电视广告设计

(下册)

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黑龙江科学技术出版社

报纸·杂志·电视广告设计(下册)

BAOZHI ZAZHI DIANSI GUANGGAO SHEJI

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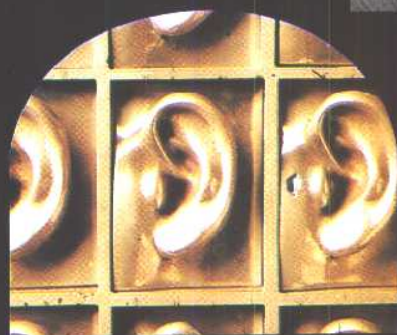
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杂志 MAGAZINE

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SANYO 评点·图例

广告语：“高保真的数字音响不怕东奔西跑。”

借用活泼、好动的小兔子，生动地比喻三洋袖珍录音机携带方便，不会因震动而影响音质。画面采用对角线的构图形式，留出大面积空白，集中衬托产品与小动物，图形语言表达简练，突出了产品的质量和性能。



标题：“圆柄球拍势不可挡。”

文案：人在运动中的爆发力与网球拍的反弹力相似。本公司根据这个原理设计生产出圆柄网球拍系列。这和球拍的造型，运用 ARCHE 设计与 AVC 构造相配合，使拍面平衡稳定，提高了球拍的综合性能，是品质优良的圆柄球拍。因此不要把它当作普通的球拍，而应把它看作身体的一部分。

文案强调了该球拍系列的功能和优点。广告画面采用倾斜式构图形式，具有极强的动感，表现了体育用品的属性。为了宣传该球拍的构造系根据人体工程学原理设计制作这一优点，图形运用了超现实的表現视觉手段，更加明确了产品制造的合理性与科学性。



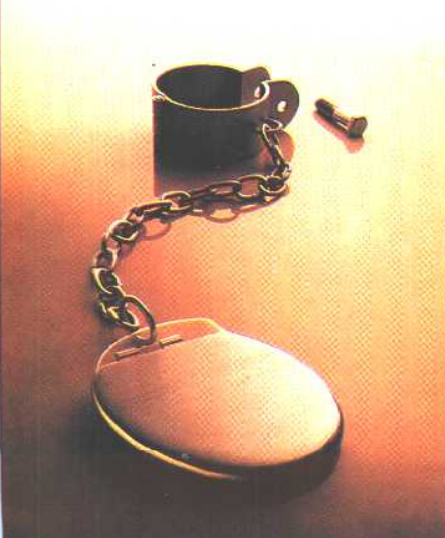
The First in a Series

Clinical Clues to Mixed Angina



标题：“心绞痛综合症的临床线索。”

一本翻扑在地上的书暗示我们“心绞痛综合症的临床线索”。但这一线索与心绞痛有什么关系呢？画面右边患者按住自己胸口的照片，解开了这个谜。这则广告提醒医生心绞痛的各种发病原因（过劳、紧张、寒冷等），戏剧性地表现了心绞痛发作的可怕情景，同时宣传了该药品在缓解心血管痉挛方面的优点。



**Now,
no patient
should be restricted
to life at
70 beats a minute.**

Now, Activitrax, a new chamber rate-responsive pacemaker is the most prescribed pacemaker in the world. It's the first to feature a new, more sophisticated rate-responsive system that responds to a patient's heart rate, allowing for a more natural heart rate during activity. This means that patients can live more active lives, without the limitations of older pacemakers. The Activitrax pacemaker is a new, more sophisticated rate-responsive system that responds to a patient's heart rate, allowing for a more natural heart rate during activity. This means that patients can live more active lives, without the limitations of older pacemakers.

Rate-responsive pacing provides superior to VVI pacing.
Right heart rate doesn't just tell your heart how fast to beat. It also tells your heart how fast to pump. The Activitrax pacemaker is a new, more sophisticated rate-responsive system that responds to a patient's heart rate, allowing for a more natural heart rate during activity. This means that patients can live more active lives, without the limitations of older pacemakers.

Activitrax
The new chamber rate-responsive pacemaker.
Makes VVI pacing obsolete.

Medtronic

标题：“现在，病人不再局限于心跳每分钟 70 跳的生活了。”

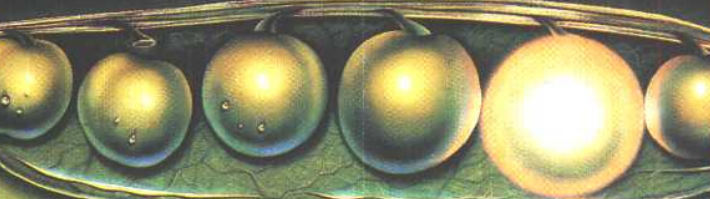
文案：大多数起搏器无法满足剧烈活动和运动时增加的心血管起搏需要。而该产品定位为心率反应起搏器，能随时调节运动时的心率，进而大大改善患者的生活质量。

图中打开的“镣铐”意为突破了以前的起搏器每分钟 70 跳的“局限”，满足了运动时增加的心血管起搏需要。文案强调了该起搏器的工作优点。它广为患者接受，适用于各类病人。

标题：“吃香蕉的高血压患者的更佳选择。”

这是一则抗高血压药品广告,该药的优点是服用此药不需再吃香蕉来补充钾。

广告画面运用形与意的相似,合成为“香蕉”图形,形象而直观地展示了药性,唤起医生对此药的注意。



Adapin®
or (doxepin HCl)
Sinequan®?
(doxepin HCl)

Adapin® (doxepin HCl)
costs a lot less!

When it comes to doxepin therapy, Adapin and Sinequan are the low-price in a pod because they are bioequivalent. They provide equal efficacy and safety profiles in relieving depression and associated anxiety.

But when it comes to cost, Adapin and Sinequan are worlds apart. With Adapin you can save your patients an average of 23% on every prescription.

In addition to these savings, you and your patients can be assured of the quality backed by the Pharmacia name. Our doxepin therapy, widely the most effective choice... Adapin from Pharmacia.

Specify **Adapin® (doxepin HCl)**

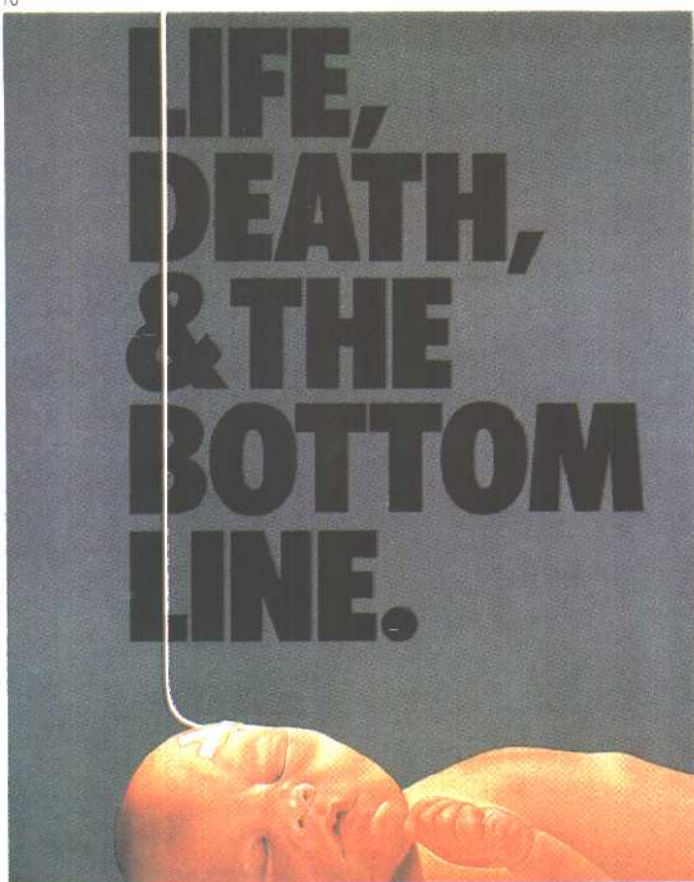
For a brochure of prescribing information, please see advertising pages.
Sinequan® is a registered trademark of Pharmacia.
Adapin and Adapin® are registered trademarks of Pharmacia.
©1992 Pharmacia Corporation.

©1992, Pharmacia Corporation, Kalamazoo, MI

1-800-393-0000

标题：“Adapin(药名),还是 Sinequan(药名)?”

“Adapin 便宜得多。”



上图标题：“生命、死亡与最后一道防线”

(Bottom Line)”

下图标题：“在适当的时间使用适当的药。”

“治疗传染病的最后一道防线。”

——注射用抗菌素广告

广告文案将药品称作“最后一道防线”。这两幅广告画面中出现的输液管“一形双意”，它与病人生死攸关，切中文案中的“最后一道防线。”大面积空白版面衬托出“最后一道防线”，强调此药的功效。

The right antibiotic at the right time. The bottom line in infectious disease.



For six years, Claforan® has been the right antibiotic for countless patients—with q8h dosing for moderate-to-severe infections, and q12h dosing for uncomplicated infections. From meningitis in neonates to pneumonia in the elderly, it has established an outstanding record of success. And, Claforan® provides the flexibility of q8-h dosing for severe infections, and q12h dosing for life-threatening infections.

The efficacy and safety of Claforan® are uncompromised. In neonates it has the potential for less of an impact on fecal flora than ceftriaxone or cefoperazone! That's why Claforan® is preferred by leading pediatric authorities! * In patients of all ages, it has not been shown to cause coagulation abnormalities, disulfiram-like reactions, nephrotoxicity, ototoxicity, or seizures.

**Right for cost containment with q8h/q12h dosing.
The bottom line in today's hospital environment.**

Claforan® saves money as well, with economical q12h dosing in uncomplicated infections and q8h dosing in moderate-to-severe infections. In fact, data on over 2,800 cases show that Claforan® q8h for moderate-to-severe infections and q12h for uncomplicated infections consistently maintained a high level of efficacy!

Clearly, what's best about cephalosporins is what you get with Claforan®.

SPRAY & INJECTION

Claforan®
(cefotaxime sodium)

The bottom line.

Please see following pages for references and full summary of prescribing information.

q8h/q12h



New improved Transderm-Nitro

nitroglycerin

Stays on better Handles better Comes off without significant Irritation

Contraindicated in patients with increased intraocular pressure

All transdermal nitroglycerin products are being marketed pending final evaluation of effectiveness by the FDA. (See Brief Summary of Prescribing Information.)



Transderm-Nitro (nitroglycerin) Transdermal Therapeutic System

BRIEF SUMMARY of product and clinical information. See package insert.

INDICATIONS AND USAGE: This drug product has been specifically approved by the FDA for the treatment and relief of anginal pain and prevention of anginal attacks. The transdermal system is indicated for the treatment of anginal pain and prevention of anginal attacks in patients with a history of anginal pain and prevention of anginal attacks.

CONTRAINDICATIONS: Patients with a history of increased intraocular pressure or increased intraocular pressure.

WARNINGS: Patients with a history of anginal pain should be warned of the risk of anginal pain. Patients with a history of anginal pain should be warned of the risk of anginal pain.

PRECAUTIONS: Patients with a history of anginal pain should be warned of the risk of anginal pain. Patients with a history of anginal pain should be warned of the risk of anginal pain.

ADVERSE REACTIONS: Patients with a history of anginal pain should be warned of the risk of anginal pain. Patients with a history of anginal pain should be warned of the risk of anginal pain.

HOW SUPPLIED: Patients with a history of anginal pain should be warned of the risk of anginal pain. Patients with a history of anginal pain should be warned of the risk of anginal pain.

US PATENT NO. 4,111,111

© 1985, CIBA Pharmaceutical Co.

ADVERSE REACTIONS

The following adverse reactions have been reported in patients using Transderm-Nitro:

Headache, dizziness, lightheadedness, flushing, hypotension, tachycardia, and other symptoms of vasodilation.

These symptoms are usually mild and transient, and they usually disappear within a few hours after the patch is removed.

Patients should be warned of the risk of these symptoms and should be instructed to remove the patch if they experience any of these symptoms.

Patients should also be warned of the risk of hypotension and tachycardia, and should be instructed to avoid driving or operating machinery if they experience these symptoms.

Patients should also be warned of the risk of anginal pain, and should be instructed to seek medical attention if they experience anginal pain.

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上图标题：“附着力达 98%。”

下图标题：“新一代消炎膏药。”

“附着力更强，使用更方便，揭下无疼痛。”

文案：新一代产品促销广告往往使人不解：难道以前的产品有毛病？然而该制药厂却另辟蹊径，采用无懈可击的最新方式来宣传自己的新产品。悬在空中的鸡蛋足以让我们信服：该产品粘附力的确改进了。

广告创意采用夸张的手法形象地比喻产品性能，极具说服力。

A new generation of adhesive is born



Introducing new improved

Transderm-Nitro

nitroglycerin

Stays on better

Transderm-Nitro's new improved adhesive system stays on better, even when you're active. It's the new improved adhesive system that's been developed for the new improved Transderm-Nitro.

Handles better

Transderm-Nitro's new improved adhesive system handles better, even when you're active. It's the new improved adhesive system that's been developed for the new improved Transderm-Nitro.

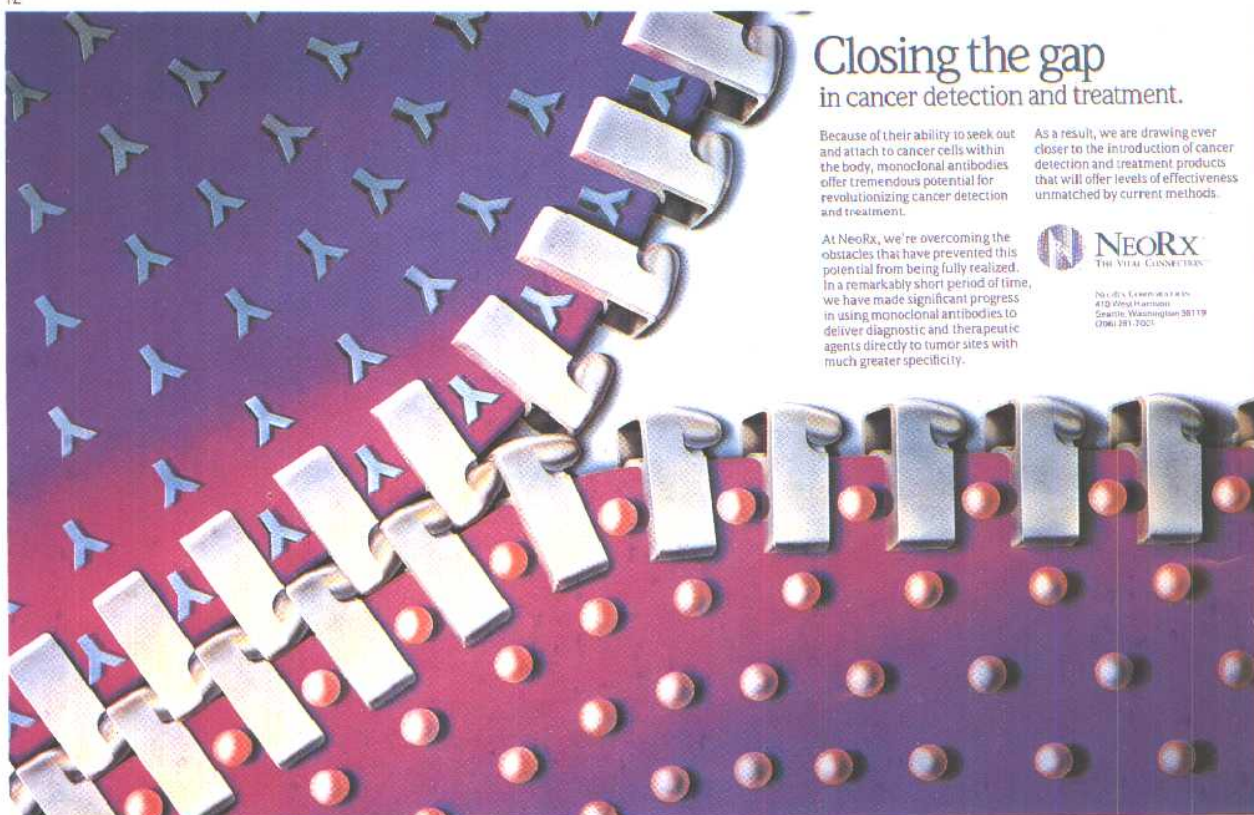
Comes off without significant irritation

The reformulated adhesive is strong, yet gentle on the skin. The skin's new improved adhesive system comes off without significant irritation after removal of the new improved system.

Please see following page for Brief Summary of Prescribing Information.

*Data on file, CIBA Pharmaceutical Co.

C I B A



Closing the gap in cancer detection and treatment.

Because of their ability to seek out and attach to cancer cells within the body, monoclonal antibodies offer tremendous potential for revolutionizing cancer detection and treatment.

As a result, we are drawing ever closer to the introduction of cancer detection and treatment products that will offer levels of effectiveness unmatched by current methods.

At NeoRx, we're overcoming the obstacles that have prevented this potential from being fully realized. In a remarkably short period of time, we have made significant progress in using monoclonal antibodies to deliver diagnostic and therapeutic agents directly to tumor sites with much greater specificity.

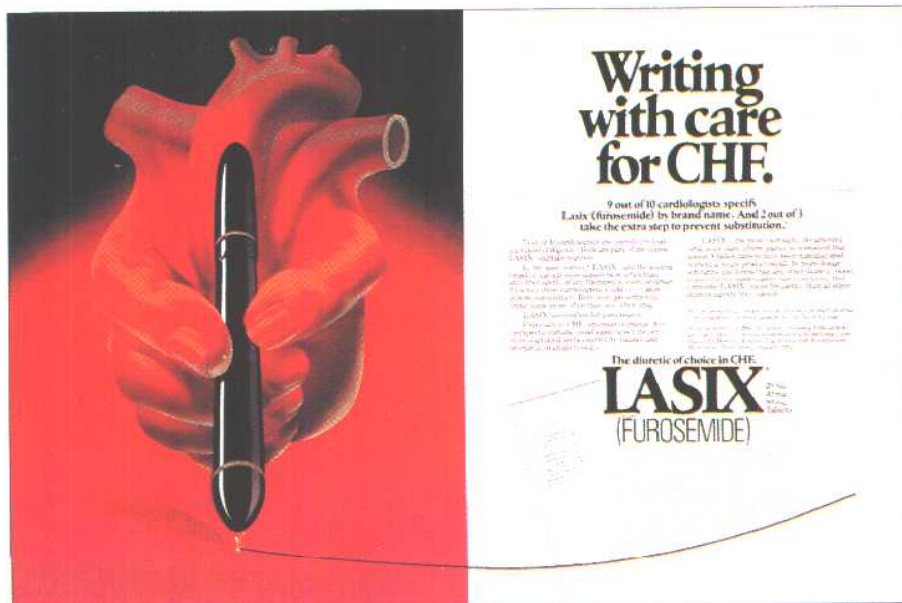
NEORX
THE VITAL CONNECTION

Neorx Corporation
410 Third Avenue
Seattle, Washington 98119
(206) 291-7001

标题：“弥补空白(癌症检测和治疗)。”

该广告运用摄人心魄的视觉画面来吸引受众对这一新成立公司的关注。拉链图形表明，该公司利用单无性系抗体，以更大的专一性直接将诊断和治疗剂输入肿瘤区。因此该公司在癌症检测和治疗领域

填补了空白。该广告诉求对象是肿瘤专家和核医学专家。广告并没有提到任何具体产品，目的在于帮助受众识别公司及其专业领域，为该公司及其产品进入市场奠定了坚实的基础。



Writing with care for CHF.

9 out of 10 cardiologists specify
Lasix (furosemide) by brand name. And 2 out of 3
take the extra step to prevent substitution.

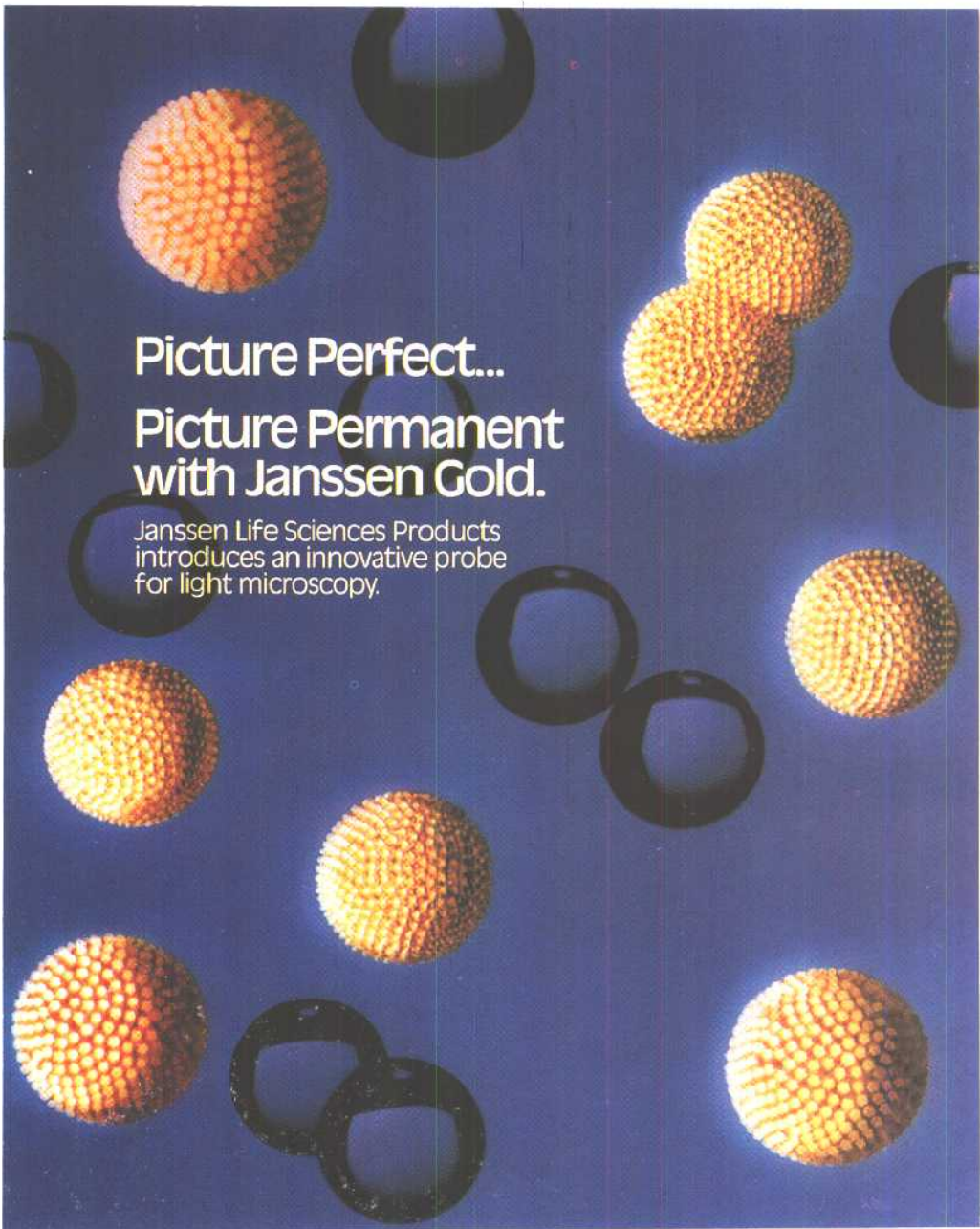
The diuretic of choice in CHF.
LASIX
(FUROSEMIDE)

20 mg
40 mg
50 mg
100 mg
200 mg

标题：“当心，别开错了处方。”

“10个医生中有9个开Lasix(药)；3个医生中，有2个采取措施防止替换药品。”

该药品是治疗充血性心脏衰竭的利尿剂，属成熟期产品，已不受专利保护。为了抵御同类产品 and 名牌产品的竞争，保持市场占有率，该广告运用一颗心脏为自己开处方这一不同凡响的画面劝诱心脏病医生继续推荐该品牌的药品。画面采用图形与含义相似同构的视觉形式，生动、准确地寓意广告的诉求内容。从而使该药品保住了可观的市场占有份额。



Picture Perfect... Picture Permanent with Janssen Gold.

Janssen Life Sciences Products
introduces an innovative probe
for light microscopy.

标题：“完美的图像……杨森技术——永恒的图像”

“杨森生命科学产品领导光显微镜学的新探索。”

图片表现的是一个新的诊断技术的模型——金黄色的分子附着在有选择的化学成分上，便于检验。这个导入性广告有效地传达出该公司改进实验技术这一信息，而又未透露太多的技术信息。图形简洁而具有劝诱性，能唤起受众对这一新产品的兴趣。该广告以点的聚散形式构成，像 Vasarely 的一幅抽象艺术作品。黄与蓝补色对比构成视觉上的愉悦。表现出杨森产品具有先进完美的科学技术。



そのころ、フロイトは分析していた。ゴディバ



©1991 GODIVA CHOCOLATE CO. INC. GODIVA CHOCOLATE CO. INC. GODIVA CHOCOLATE CO. INC. GODIVA CHOCOLATE CO. INC. GODIVA CHOCOLATE CO. INC.

标题：“那时，弗洛伊德正在研究精神分析学，GODIVA 诞生了。”

——巧克力广告

文案：轰动欧洲的 GODIVA 诞生至今已有 72 年的历史。

以名人的学说及其所处的年代来表明企业理念和悠久的历史，令人深思。画面中的样子与向上攀援的玫瑰花，象征了企业不断进取的精神。

おとなしい子供なんていない。

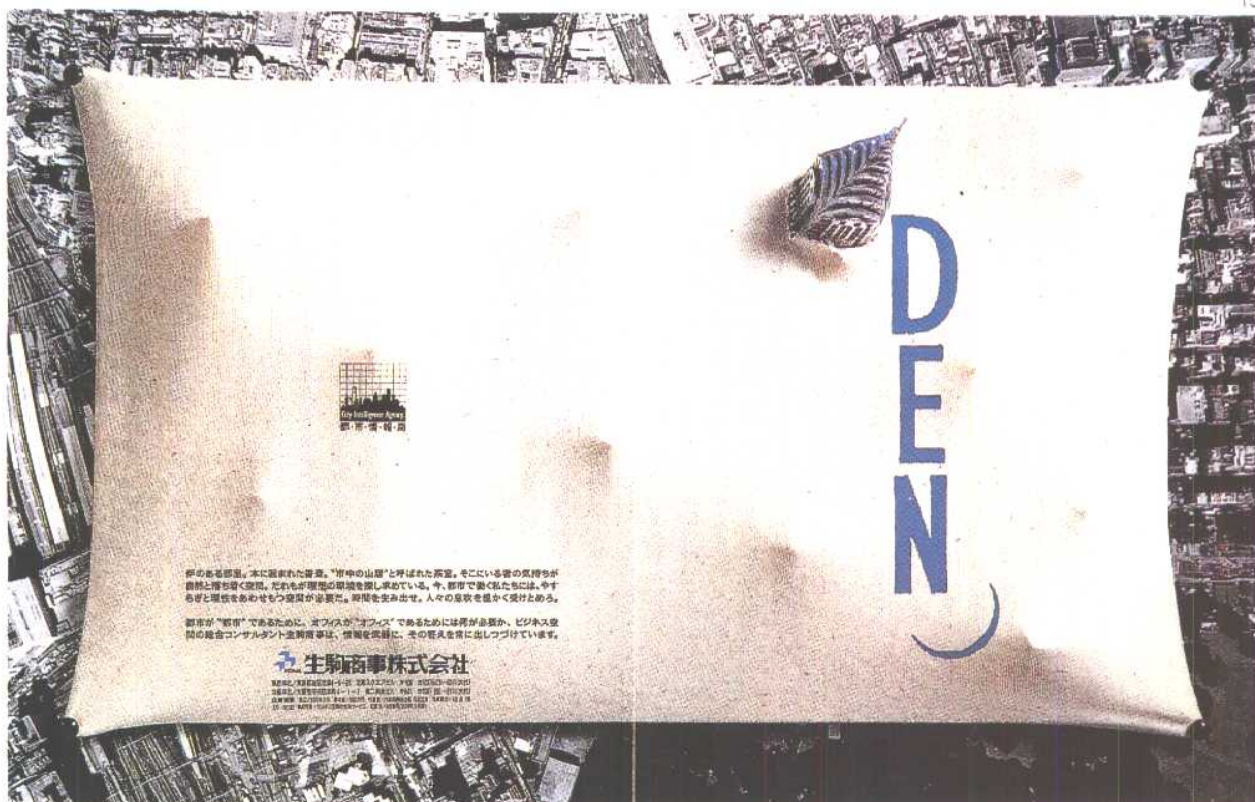
おとなしい子供なんていない。

DAD SYSTEM

标题之一：“没有白费的功。”

标题之二：“没有绝对听话的孩子。”

介绍隔音材料的性能



标题：“男”

房地产咨询广告

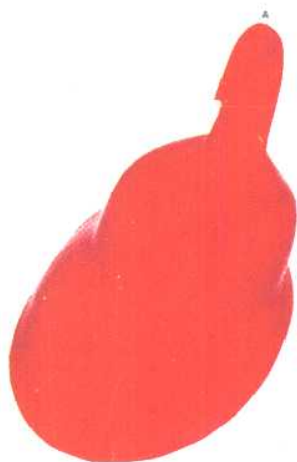
文案：带有暖气的屋子，在这里人们心情舒畅自然。谁都希望寻求一个理想的环境，为满足人们的要求，生驹商社将各位提供信息，为搜寻理想的都市家居和办公室。

标题：“单靠自己远远不够，TCK 将改变你的命运线。”

商场有奖销售广告



标题：“漂亮的头饰”



アタマのキレイなひと、フラウ。



标题：“漂亮的头饰”

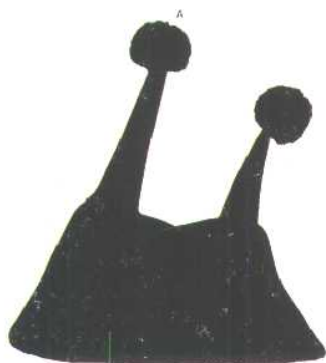


アタマのキレイなひと フラウ



标题：“漂亮的头饰”

—妇女杂志创刊系列广告—



アタマのキレイなひと、フラウ。

