

ADVERTISEMENT DESIGNING

(上册)



报纸·杂志·电视广告设计

(上册)

主 编:钟宁 余雁 晓 东
副主编:张磊 夏宇 李贤宁

黑龙江科学技术出版社

报纸·杂志·电视广告设计(上册)

BAOZHI ZAZHI DIANSHI GUANGGAO SHEJI

责任编辑:李月茹 装帧设计:余 雁 夏 宇

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杂志 MAGA ZINE

S.



IN.

National

項目も持ったゴムの老木が
コタツに生まれ変わりました。
その姿は、まるで地球の縮小版。
その上には、緑豊かな森林が
広がり、青い空と白い雲が
見えます。まるで、地球の
縮小版が、コタツに生まれ
変わったかのような、不思議な
風景が広がります。



ナショナル 専用コタツ
44-1094 (1100×1100×1100)

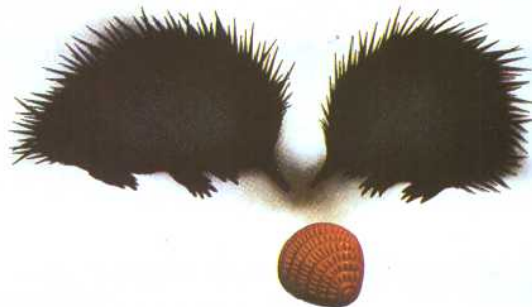


小さなコタツが、
地球のことを考えた。

Human Electronics 九州 福岡 西下 氏

广告语：“透过这张小小的桌子，我们想到了地球。”

这幅家具杂志广告运用超现实视觉手法，宣传这样一个理念——通过对橡胶树的再生利用来保护亚热带植物。环境污染和资源浪费是全人类关心的社会问题，该企业以关心和保护地球生态、环境和资源为使命，在公众心目中树立了良好的企业形象。



みんなに知られてしまうのが惜しいという声もある。ゴディバ

广告语：“人们所熟知的东西往往也有遗憾！”

“GODIVA 永远是 GODIVA。”

这是一幅食品公司的巧克力广告。其创意生动有趣，画面中巧克力的图案造型是模仿小刺猬的形体制作而成的。尽管巧克力美味可口，受人喜爱，遗憾的是它无法逼真地模仿小刺猬的造型，这个“遗憾”也正说明了“GODIVA 永远是 GODIVA”，而不会变成真的刺猬，表现了该产品独具个性。



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'Delicious with Chinese, with Italian, with French, with caution.'

Specially Prepared Sauces from Heinz



广告语：“味道真棒！中国菜可用，意大利菜可用，法国菜也可用，但要慎用！”

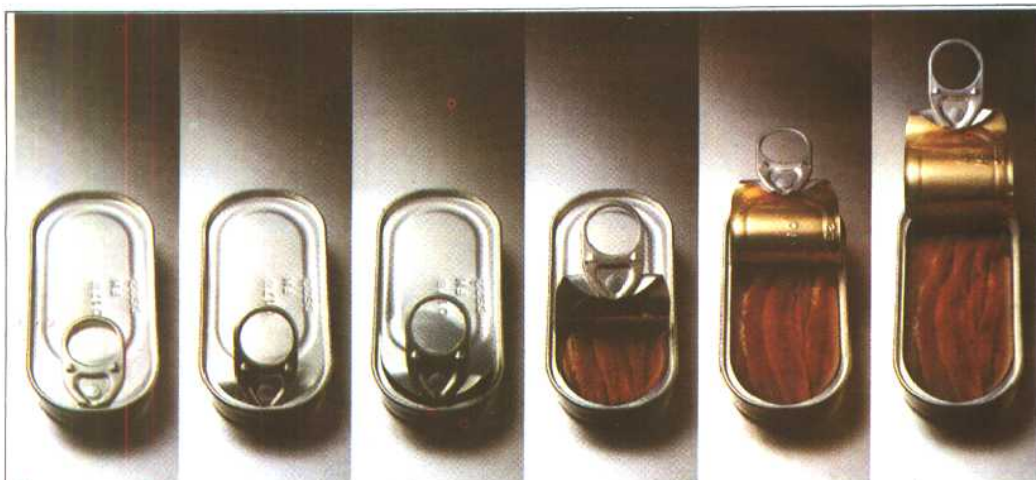
—— 亨氏特制香味胡椒调料汁广告
运用夸张的表现手段，比喻产品具有优良的品质。广告画面中烧焦的筷子，告诫消费者谨慎食用这种调料汁，生动地寓意其味道的浓烈。

广告语：“圣斯贝利(Sainsbury)食品店的鲱鱼，花了6个月才装进铁听。”

“你只需6秒钟就能打开。”

“好食品，花钱少，在圣斯贝利。”

这幅食品广告运用时间数字对比作为广告文案创意，画面采用分割渐变的形式构成，6个元素图形(听)的变异，与广告文案中的“6个月”和“6秒钟”巧妙结合，形成有节奏和韵律的视觉形式，准确地表达了该食品制作精良和开启方便的优点。



**It takes Sainsbury's anchovies six months to get into the can.
(You can do it in six seconds.)**

Our anchovies are caught off the coasts of Spain and Portugal.

We raise them usually between May and July when the fish are at their best.

Once out of the briny they go straight into the brine.

After six months in salt water the skins are removed and olive oil is added to put back the succulence the brine has taken out.

We use only complete fillets and put olive oil.
So the fish are soft and plump and free of bones.

Try them as a creamy garnish on pizzas or in a salad mayonnaise.

Either way, you'll find the cans easy to open and the anchovies difficult to resist.

Good food costs less at Sainsbury's.



慈父



嚴父

[illegible]**SETAN**

标题之一：“慈父——严父”

这是伊势丹百货公司“父亲节”的促销广告。文案以一个男青年的倾心诉说,表达了人们对父亲的敬爱。

广告直接诉求于人们的心理和情感,使人感到亲切、温馨。该广告诉求对象十分明确,画面运用图形变异形式,形象地比喻“慈父”与“严父”。



誤解



水解

2005年10月26日星期三，這天我剛以客為尊，結束了與客戶的會談，隨即趕往市南區某商會。剛到商會門口，就有一人迎上前來，他叫王德勝，是該商會秘書長。王德勝的語氣顯得有些興奮，他說：「王總，我們商會最近收到了一封來自貴公司的信，信上說，貴公司有意與我們商會合作，我們商會非常歡迎，並決定與貴公司簽訂一份合作協議。這封信是從貴公司秘書處發出的，信上還蓋有貴公司秘書處的印章。王總，您知道這封信是誰發出的嗎？」

SETAN

标题之二：“误会——理解”

文案：一对闹误会的恋人在舞会上邂逅，通过边交谈，边喝广告中的香槟酒，误会烟消云散，两人重归于好。

该广告通过这个富于浪漫情调的情节宣传商品,准确地将目标消费者定位为年轻人。



トラブル



トラベル

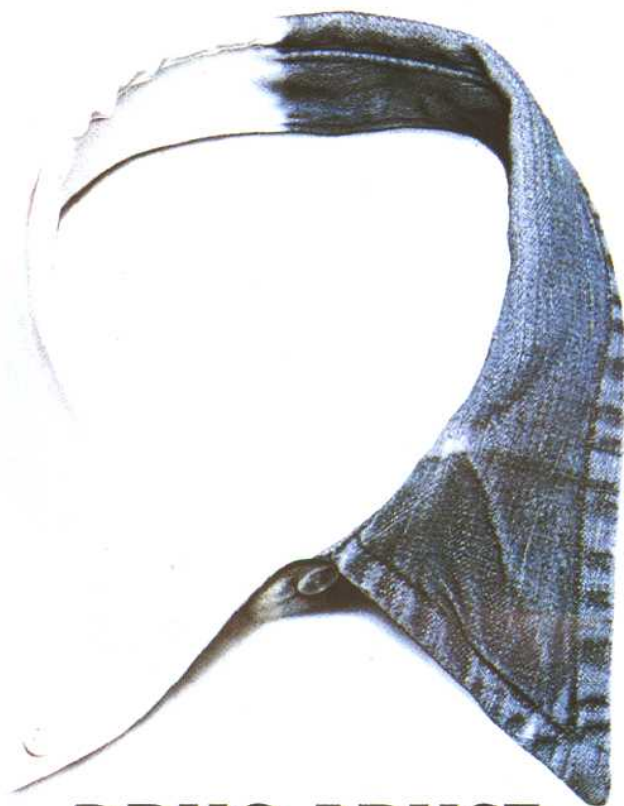
[illegible]

SETAN

标题之三：“麻烦——方便”

文案：通过一女青年对男友的细腻观察，叙述了男友在使用该皮制男士美容旅行盒之前，每次旅行归来时，都是蓬头垢面，胡茬巴叉，令人生厌。但这一次归来却迥然不同，男友容光焕发，梳理整洁。女青年的爱慕之情油然而生。

该广告文案策划采用对比手法,介绍产品的效用和内容,运用图形的变异,形象地推销商品。



DRUG ABUSE IS COLLAR-BLIND

Drug abusers can be high on the corporate ladder or somewhere near the bottom. One thing's for certain. They're crafty about their addiction. They've learned to hide their habit from friends and co-workers. Drug abusers think they can even outsmart you. But you know better. Confront them before it's too late. If you don't, who will?

Partnership for a Drug-Free America

标题：“吸毒不分蓝白领”。

广告标题巧妙运用了英文双关语，“color”（颜色）和“collar”（衣领）是两个同音不同形义的词，“color-blind”意为色盲，“collar-blind”直译为看不见领子。画面运用简洁的视觉语言——一边蓝领，一边白领，提醒保健医生吸毒没有职业区分，一些瘾君子善于掩饰自己的瘾癖。

F E L D E N E[®]

(piroxicam)



It helps make arthritic

- Not only do joints move more easily, with less stiffness, but Feldene also provides prompt, long-lasting relief of pain and inflammation in osteoarthritis and rheumatoid arthritis.^{1,2}

joints more articulate.

- Convenient, once-daily dosage provides round-the-clock relief of symptoms³—encourages compliance and enhances productivity at home and on the job.³
- The most common side effects of FELDENE are GI related, such as nausea or epigastric distress. As with other NSAIDs, serious GI side effects such as peptic ulceration or bleeding may occur, but in less than 1% of patients.

Once-Daily
Feldene[®] First
(PIROXICAM) 20 mg capsules



© 1995, Pfizer Inc.

标题：“费尔丁能使患关节炎的关节灵活自如。”

该广告文案介绍说明了费尔丁 (FELDENE) 能使患关节炎的关节正常接合并灵活自如 (标题中的 “articulate” 为一词二义: “连接”、“有说服力”)。画面中一名患关节炎的哑语教师用手语拼出药名 “FELDENE”, 极具说服力。

Feldene[®] reduces arthritis pain (PIROXICAM)

The most common side effects of FELDENE are GI related, such as nausea or epigastric distress. As with other NSAIDs, serious GI side effects such as peptic ulceration or bleeding may occur, but in less than 1% of patients.



Arthritis (osteoarthritis) of the lumbar spine.

- FELDENE[®] (piroxicam) effectively relieves symptoms of osteoarthritis.¹
- Patients can perform daily activities better, more comfortably and more productively.²

When low back pain is due to osteoarthritis,

Feldene Works[®] (PIROXICAM) 20 mg capsules

Please see brief summary of FELDENE[®] (piroxicam) prescribing information on next page.



© 1993, Pfizer Inc.

Feldene[®] (PIROXICAM) overcomes stiff opposition

Arthritis pain and stiffness in the hand and wrist reduce patients' productivity and their ability to perform everyday tasks unaided.

A single 20 mg capsule of FELDENE[®] (piroxicam) daily:

- Improves patients' ability to perform daily activities, such as working and opening doors.
- Relieves arthritis pain and stiffness. Also reduces the patient's need for other pain relievers.
- Even the long-term improvement in osteoarthritis and rheumatoid arthritis.

Feldene Works[®] (PIROXICAM)

Please see brief summary of FELDENE[®] (piroxicam) prescribing information on next page.

The most common side effects of FELDENE are GI related, such as nausea or epigastric distress. As with other NSAIDs, serious GI side effects such as peptic ulceration or bleeding may occur, but in less than 1% of patients.

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上图标题：“费尔丁减轻关节疼痛。”

“费尔丁的杰作”

左图标题：“费尔丁攻克僵硬的敌对。”

“费尔丁的杰作”

左图标题：“费尔丁攻克僵硬的敌对。”

“费尔丁的杰作”

这一系列摄影广告经3次曝光制作而成。柔和、带颗粒状的画面不仅给人以美感，而且展示了该药对于恢复关节炎患者正常生活的疗效。镶嵌在画面中的小幅图片与色彩柔和的肉体色调形成对比，生动地点缀了画面气氛。左边两幅广告中的小图片为患者服用该药前后的透视图像，使人对该药的疗效一目了然。

In manic-depression control the fire in the mind



slow-release
Lithobid lithium carbonate
300-mg tablets, peach-colored

• Simple b.i.d. dosing aids compliance

Lithium toxicity is closely related to serum lithium levels, and can occur at doses close to therapeutic levels. Facilities for prompt and accurate serum lithium determinations should be available before initiating therapy.

Before prescribing, please consult reverse side for Prescribing Information.

C I B A

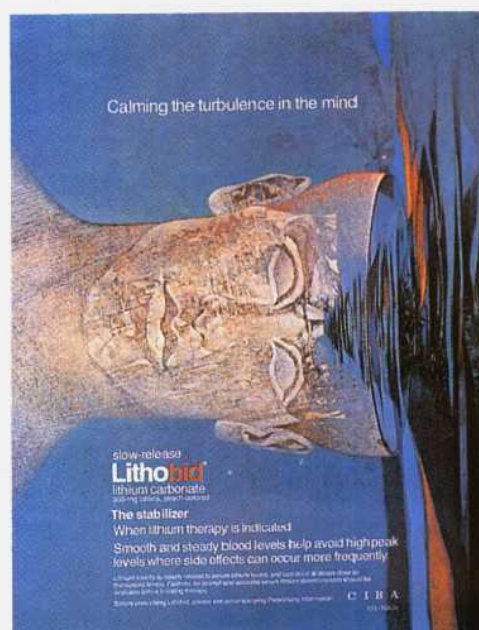
© 1988, CIBA, 112-7764-4

上图标题：“狂躁抑郁症患者，控制你脑中的烈火。”

下图标题：“平抑你脑中的骚乱。”
——抗狂躁抑郁症药品广告

这两幅广告中的人物形象似催眠状，画面表现了大脑的紊乱状态，令人刻骨铭心。文案与图形有机结合在一起。上幅广告中金黄色与脑顶上的烈火画面，有效地表现了狂躁抑郁症的爆炸性能量。下幅广告中柔和的蓝色调及纹效果，象征紊乱减退的一面，将画面中人物图形倾斜，获得一种令人不安的平衡效果。

Calming the turbulence in the mind



slow-release
Lithobid lithium carbonate
300-mg tablets, peach-colored

The stabilizer

When lithium therapy is indicated

Smooth and steady blood levels help avoid high peak levels where side effects can occur more frequently.

Lithium levels in steady state are maintained by regular dosing, and control of all blood levels for therapeutic benefit. Lithium levels should be monitored before and after therapy.

Before prescribing, please consult reverse side for Prescribing Information.

C I B A

112-7764-4

**NAUSEA
AND
VOMITING
CAN RUIN
YOUR
BEST WORK.**

**SURGICAL PERFECTION DEMANDS
A POSTOPERATIVE ANALGESIC
WITH FEW IMPERFECTIONS.**

STADOL[®] (butorphanol tartrate) lets you be as demanding about pain management as you are about surgical technique. Because STADOL provides the same relief as morphine and meperidine, but usually without the nausea and vomiting that require an antiemetic or a return to the OR.

You can dose STADOL based on patient need — rather than narcotic tolerance — because it has a ceiling effect on respiratory depression and a low addiction potential. And even the sedation that may occur is different: the patient remains cooperative and responsive. Do not use STADOL when there is evidence of narcotic abuse or addiction as it may cause withdrawal. But for most cases, STADOL can help smooth the patient's full recovery. Which, after all, is every surgeon's best work.

Please see next page for brief summary of prescribing information.

Stadol[®] IV
(butorphanol tartrate)
NO PAIN. FEWER PROBLEMS.

BRISTOL

标题：“手术后的恶心、呕吐会毁掉你的杰作。”

置于手术缝口旁的广告语，忠告外科医生术后的恶心和呕吐会使缝口裂开。而广告中宣传的药品就是防止呕吐、恶心的良药。画面中的衬白图形衬托缝口流出的鲜血，触目惊心，紧紧地抓住受众的视线。

**The painful truth:
Corticaïne[®] isn't the same since they
removed the "caine"**

**Ahhhh-nesthetic!
proctoCream[™]-HC**
(hydrocortisone acetate 1%, pramoxine HCl 1%)
**The one
with an anesthetic**

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HOECHST & COMPANY
The Company, NJ 07030

这是一幅治疗痔疮的新药广告。从广告画面中可看到一无座垫者，同时又是无色彩图形中的有色彩图形，增强了视觉识别性，突出了药性药效。