

国际广告商务译丛

The new How to Advertise

贩卖



· [美] 普罗曼 / 著
· 珍曼丝 / 译
· 庄淑芬 / 译

创意

——如何做广告



全新版

丛 译 商 务 广 告 国 际

The new How to Advertise

贩卖创意 如何 做广告



[美] 肯罗曼 著
珍曼丝

全新版

内蒙古人民出版社

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[美] 肯罗曼/珍曼丝著

奥美的观点——

全球最大企业外脑经营策划范本解读

奥美公司 著

整合营销传播——

谋霸 21 世纪市场竞争优势

(美) 舒尔兹等著

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每一运动系列的广告活动都有独具一格的个性。



Hughes Diaper Cleaning
Mavro Cleaning Svce 1222
Ryan Diaper Svce 31 Rivers

► **Die Casting**

Harney Printing Press 517
Noonan Die Casters 97 Ros
Wolf Litho 111 Livingston Av



► **Hair Tinting**

► **Honeycomb**

It's out there & it's here

耐连司 (Nynex) 电话分类簿

和产品密切相关的幽默手法，颇能引人注意。



派柏居农场 (Pepperidge Farm)

照片通常较图画有效



Wie verändert sich die Produktion von CO_2 bei einer Erhöhung der Temperatur?
Wie verändert sich die Produktion von CO_2 bei einer Erhöhung der CO_2 -Konzentration?



Journal of Management Education 35(1)



美国运通

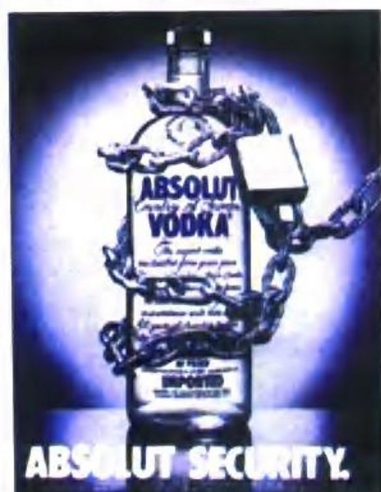
令人印象深刻的持卡会员在“肖像”广告中，周游列国无往不利。



ABSOLUT L.A.



ABSOLUT MANHATTAN.



ABSOLUT SECURITY.



ABSOLUT ATTRACTION.

Absolut Vodka

独一无二的瓶子造型，是广告活动中主要的视觉联结物。



Paco Rabanne 古龙水

个引人遐思的场景，创造吸引读者的故事性诉求



百慕达观光广告

简短的讯息强化了广告的概念与形象。



MICHAEL WARE
 Age 30
 Single
 Occupation Sales
 Income \$10,000
 Assets
 Cash \$1,000
 Loans \$1,000
 Estimated Expenses
 Current Year \$4,000
 Rent \$,400
 Auto, food and insurance \$,400
 Phone, clothing \$,100
 Entertainment \$,100
 Miscellaneous \$,400
 \$10,000
 Needs
 Financial Services
 Build Investments
 Summary
 John Hancock Financial Services
 John Hancock Ltd
 John Hancock Money Market Account
 Michael Ware had a long talk with his older brother
 last night. He realized the conclusion that things
 weren't as great as they could be.
 Last night, he had a conversation with a John Hancock
 representative. There are the types of products
 an individual needs in life.
 Think about where you are right now. Perhaps you'll
 give us the opportunity to help you make the most out
 of your real life situation.
 Contact your nearest John Hancock representative for
 more information at a better perspective.
 Best life, real money.

John Hancock
 Financial Services

John Hancock 财务服务公司

令人参与其中，是这套“真实生活，真正答案”广告的关键所在。

Perception.



Reality.



For a new generation of Rolling Stone readers, mouse is not a furry little animal that gnaws cheese. The mouse is calling about personal computers. And later that, the mouse population, especially among Rolling Stone readers, is on the rise. Rolling Stone readers purchased more than \$600 million worth of personal computer equipment and software during 1988. The next time you want to catch your share of that money, just come trip on the pages of Rolling Stone.

Rolling Stone

Perception.



Reality.

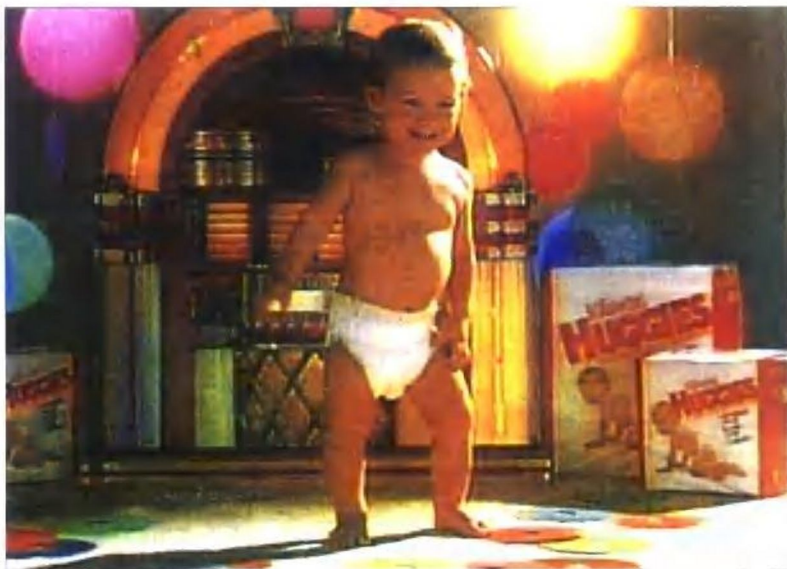


Parsons, Pillsbury: For a new generation of Rolling Stone readers, mouse is a fun car product, not the skin of a Saturday morning cartoon. Last week, Rolling Stone readers used mouse and other hair care products more than 70 million times. If you're got hair, and beauty products to sell, add the sales with your ad in the pages of Rolling Stone.

Rolling Stone

滚石杂志

每一张广告都是一套完整的销售。画面不断变化，但标题始终不变。



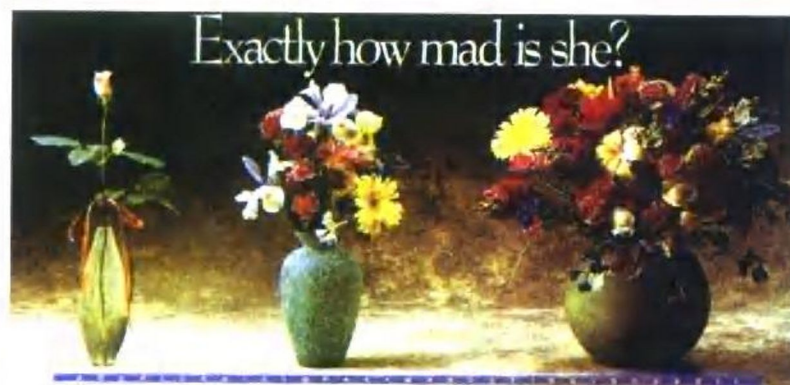
好奇纸尿裤

不漏不坠的好处，让“摇滚中的罗杰”成为快乐的宝宝。



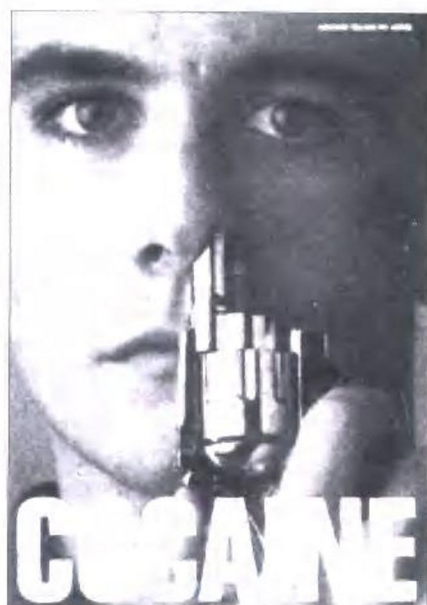
百威啤酒

在啤酒饮用者之中，活动的主题创造了一个鲜明有力的使用者形象。

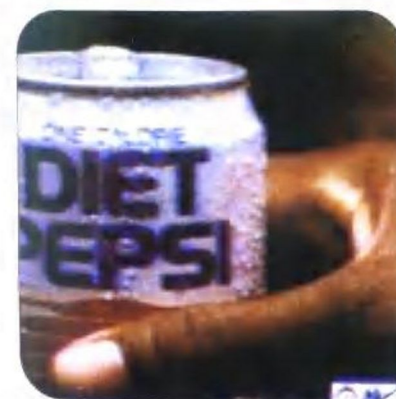


美国花卉营销协会

户外媒体的广告，内容力求充满人性与情感



为一个没有毒品的美国同心协力
代理商联盟发起的一个公益活动



低卡百事可乐

金顶电池

造到相关的娱乐性，使广告片引人入胜。装上电池的玩具发威的情景，充分示范产品的优越性。



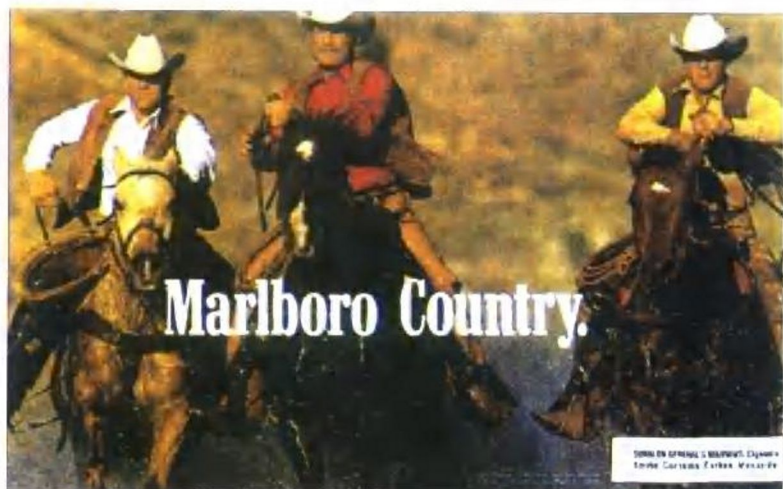
Hush Puppies

编排一清二楚，有如海报般的单纯



联合黑人学院基金会

美国广告协会所赞助的一项公益活动



万宝路

一个长期不变，形象一致的广告活动