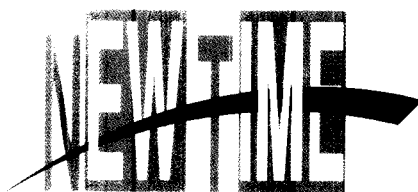


J542.2
E61
431
Z331

新世纪广告创意经典

NEW TIME THE BEST OF CREATIVE
FOR ADVERTISING

冯 斌 黄岳杰 编



THE BEST OF CREATIVE
FOR ADVERTISING



百 通 集 团
辽宁科学技术出版社

责任编辑: 陈慈良
封面设计: 耿志远
版式设计: 吴 健
责任校对: 东 戈

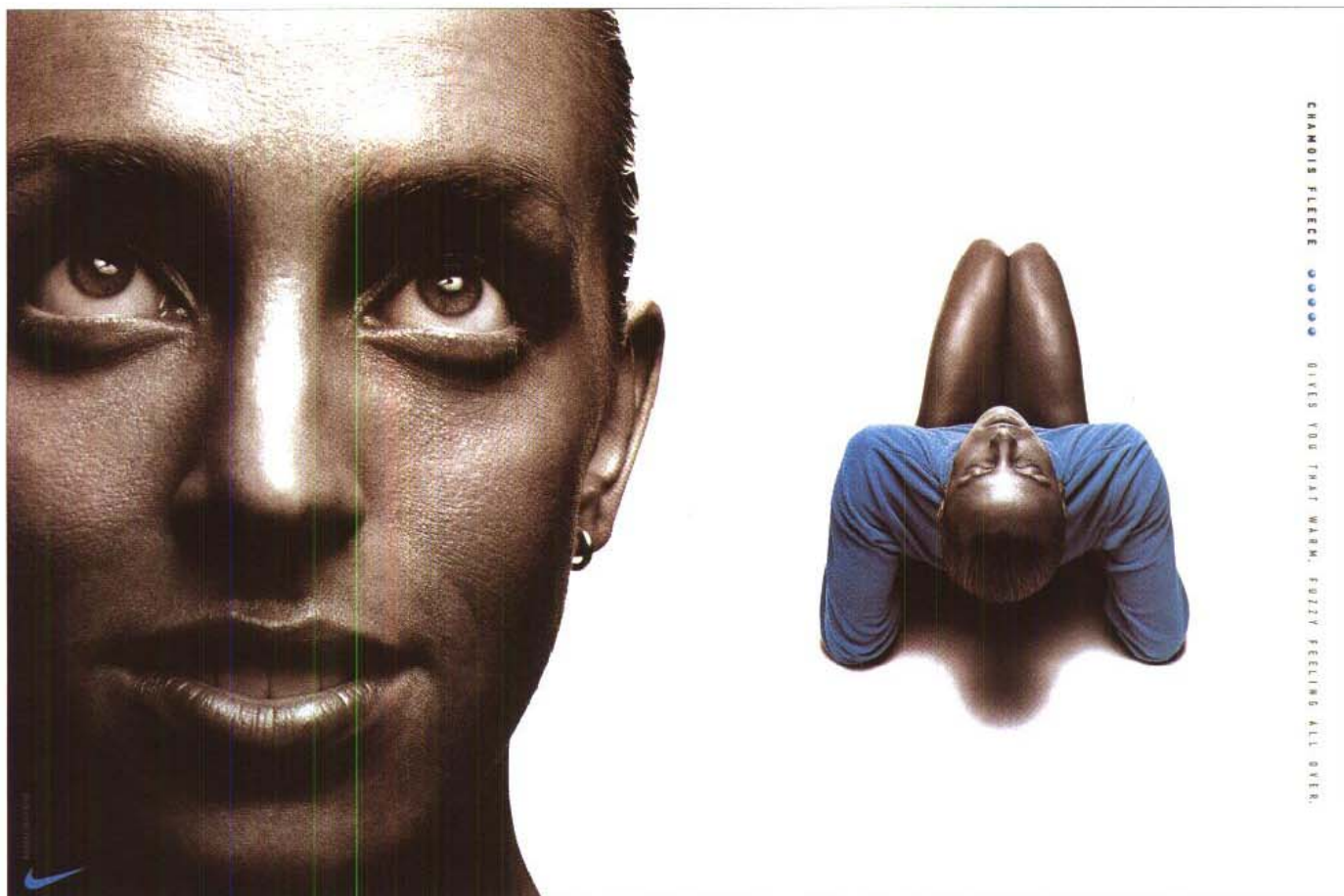
图书在版编目(CIP)数据

新世纪广告创意经典/冯斌,黄岳杰编. - 沈阳
辽宁科学技术出版社, 2001.1
ISBN 7-5381-3351-8

I. 新… II. ①冯… ②黄… III. 广告学
IV. F713.81

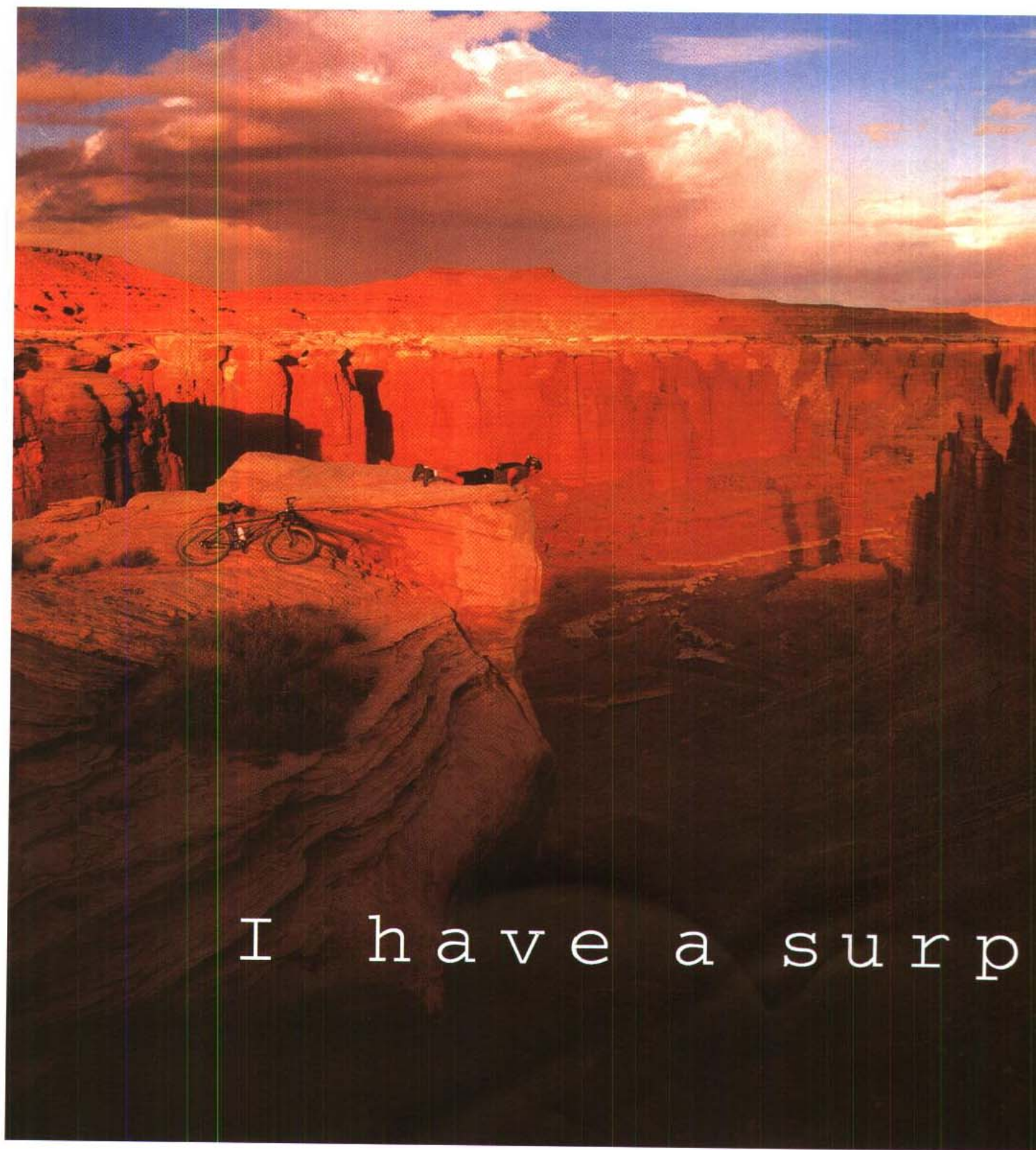
中国版本图书馆 CIP 数据核字(2000)第 57670 号

出 版: 辽宁科学技术出版社
地 址: 沈阳市和平区十一纬路 25 号 邮政编码: 110003
印 刷: 深圳利丰雅高印刷有限公司
发 行: 各地新华书店
开 本: 889 × 1194mm 1/16
字 数: 100 千字
印 张: 32
印 数: 1-4000
版 次: 2001 年 1 月第 1 版
印 次: 2001 年 1 月第 1 次印刷
定 价: 268.00 元



“耐克”象征着青春、活力、健康和生命。

● 耐克运动衫广告



I h a v e a s u r p

TITLE: **I HAVE A SURPRISE** NIKE ACG SIZE: 44" x 28.5" ORDER No: 417

3 posters for \$1

DO NOT BECOME A CYNIC.

That is a sure sign

of physical and spiritual atrophy.

A disorder that can be readily avoided

with frequent doses of fresh air,

adrenaline, and vast wilderness.

This is a reminder

to those planners and knowers of things

that there is still wonder.

Still challenge.

Still spaces to climb, bike, and swim

beyond the reach of radio waves.

those of you who would seek adventure,

take heart:

There are yet places that speak to our souls.

to the dim-eyed know-it-alls,

they will say this:

ise for you.

Just do it.



送一份惊喜给你。

耐克，永远让你在成功中体验喜悦。

● 耐克运动装广告



冰箱里的食物都发霉了。主人呢？滑雪去了。

耐克最理想的顾客就是那些会享受体育乐趣的人。

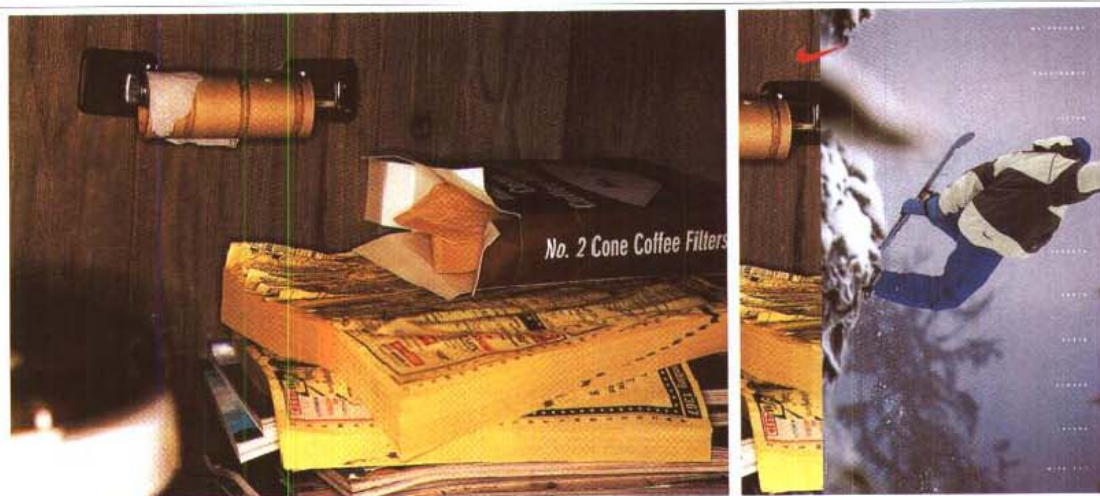
● 耐克运动服装广告



鱼缸里的水都快干了。主人呢？滑雪去了。

耐克最理想的顾客就是那些会享受体育乐趣的人。

● 耐克运动服装广告



厕所里的手纸早用完了。主人呢？滑雪去了。

耐克最理想的顾客就是那些会享受体育乐趣的人。

● 耐克运动服装广告

Kids' clothes that don't monkey around

Swinging colors

Great styles for school or just hangin'

Garanimals

Value Is Not An Endangered Species

Garan Inc. 350 Fifth Avenue, New York, NY 10118

七、八岁的男孩儿万人嫌，而我们却天天在为他们做衣服。

我们有足够的耐心来对待猴子一样顽皮的孩子。

● 儿童制衣商广告

RUBELLI

*China
back to the roots*



*In Suzhou, province of Shanghai,
in front of the Temple of the Gold Mountain
silk satin "Hong", damask "Boboli",
velour froissé "Gabriele",
jacquards "Hoffmann" and of course
"Shanghai Lily".*

BERGAMO
FABRICS

Through Designers & Architects - For the showroom in your area please call 212.462.1010

ATLANTA · BOSTON · CHICAGO · CINCINNATI · DALLAS · DANIA · DENVER · HOUSTON · LOS ANGELES
NEAPOLIS · NEW ORLEANS · NEW YORK · PHILADELPHIA · PHOENIX · SAN FRANCISCO · SEATTLE · WASHINGTON D.C.

夜半钟声到客船，西洋衣料到寒山。意大利的面料，中国的服装。还有姑苏的风光，相映成趣，相得益彰。

● 意大利面料广告

LABOR. MENSTRUAL CRAMPS. AND TO ADD INSULT TO INJURY, THE UNDERWIRE BRA.



Among other things, you've had to put up with the constant pinching and poking of an underwire bra. In which case, you'll be delighted to learn about the Magic Ring by Lovable. It does everything a wire does. But it does it humanely.



**Magic
Ring™**

Wearing is believing™

By supporting and shaping you with Comfort Panels™ stitched into the garment that run from cup to shoulder. So you're surrounded by fabric. Instead of steel. How you survived this long without it is, quite frankly, beyond us.

by LOVABLE.♡

To find the Magic Ring bra in the store nearest you, call 1-800-822-9113. Original Magic Ring • Lace • Sports Bra • Body Briefers

女人的麻烦事已经够多的了，难道你还想让她戴上这种硬梆梆的胸罩吗？

挺好，柔软更好。

● 胸罩广告

© 1997 Reebok Int'l Ltd. All Rights Reserved. REEBOK and the Vector Logo are registered trademarks of Reebok Int'l.

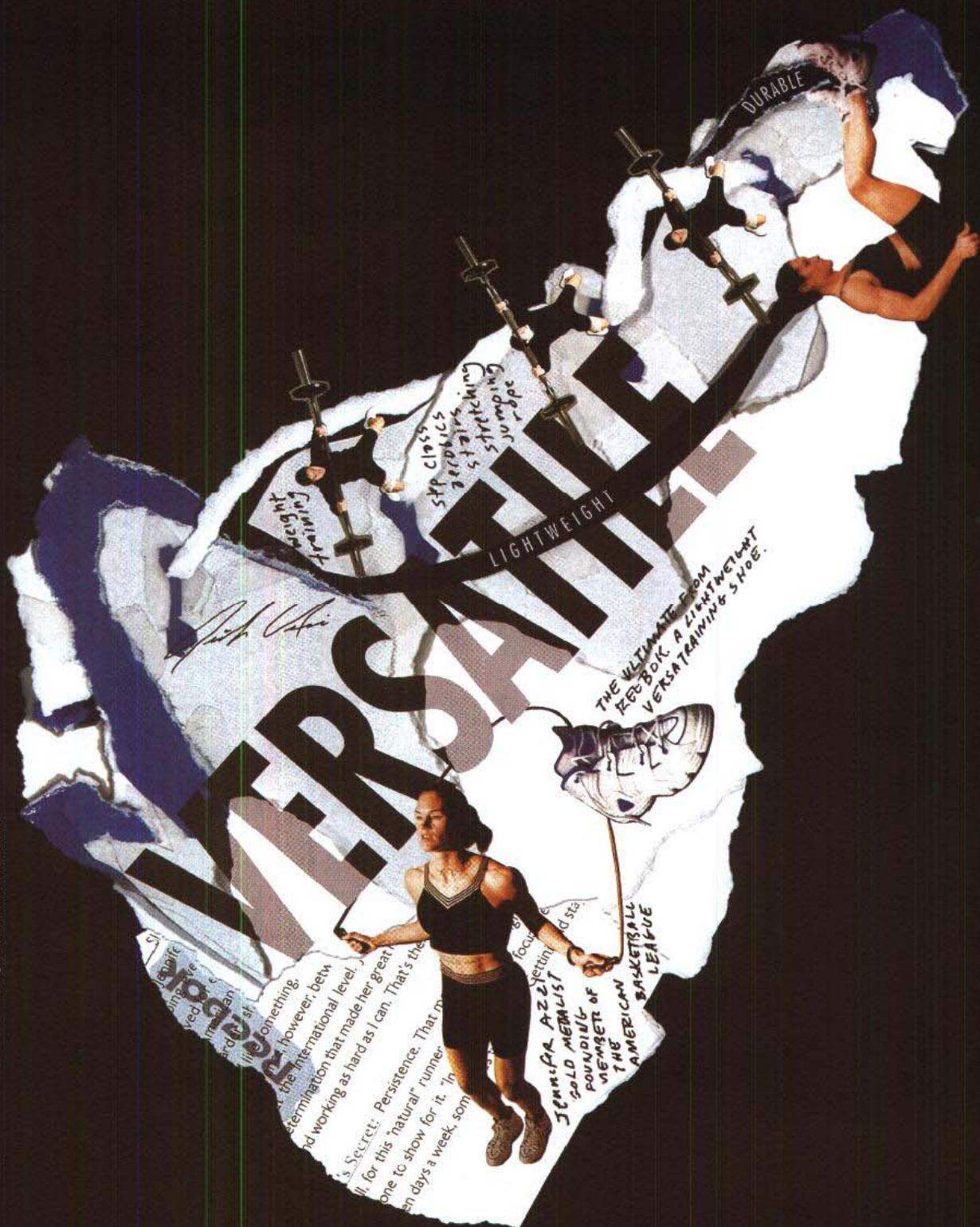



www.reebok.com

锐步给你一双“飞毛腿”。

● 锐步运动鞋广告

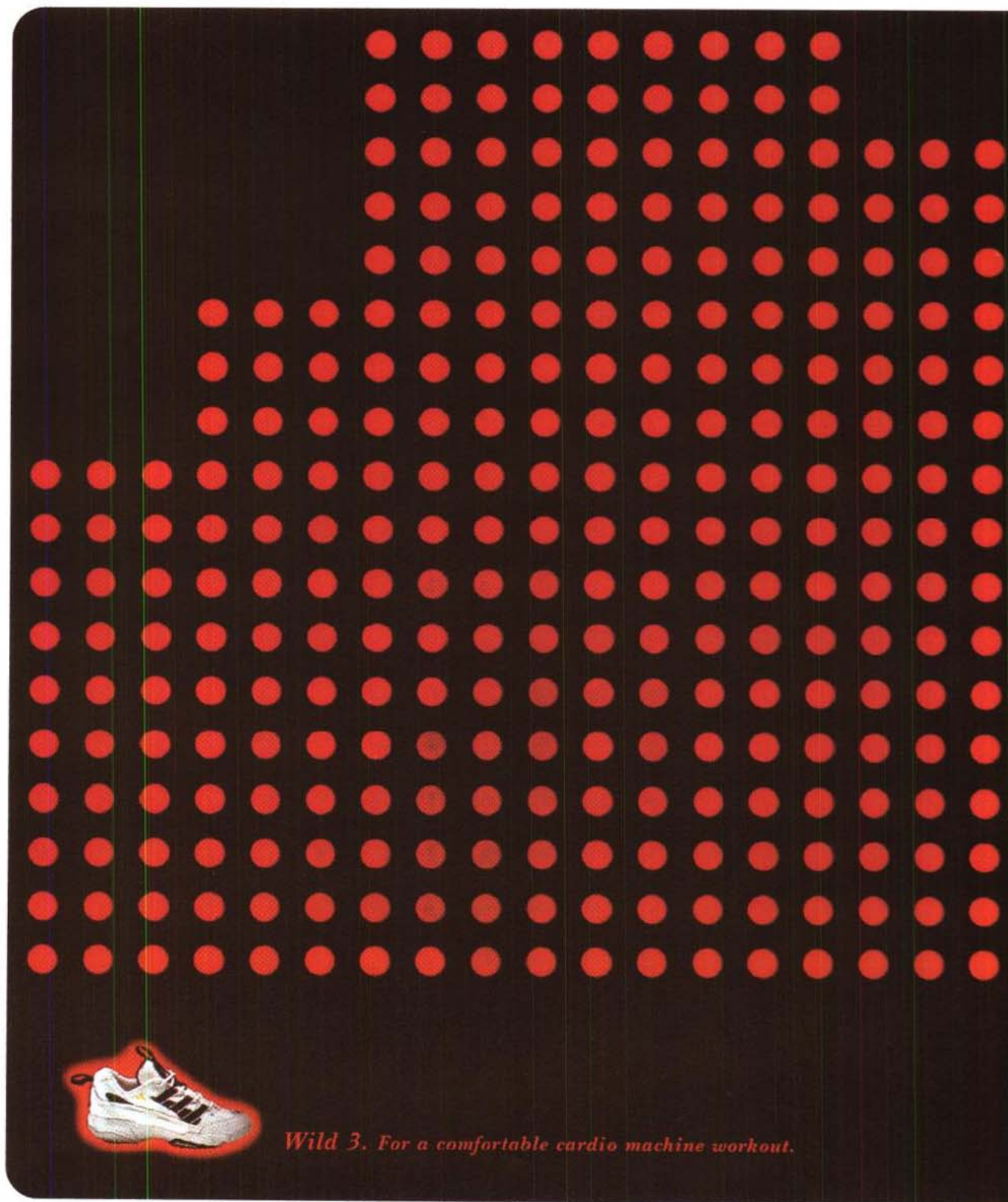
© 1997 Reebok Int'l Ltd. All Rights Reserved. REEBOK and  are registered trademarks of Reebok Int'l.




www.reebok.com

锐步。由运动构成。

● 锐步运动鞋广告



Wild 3. For a comfortable cardio machine workout.



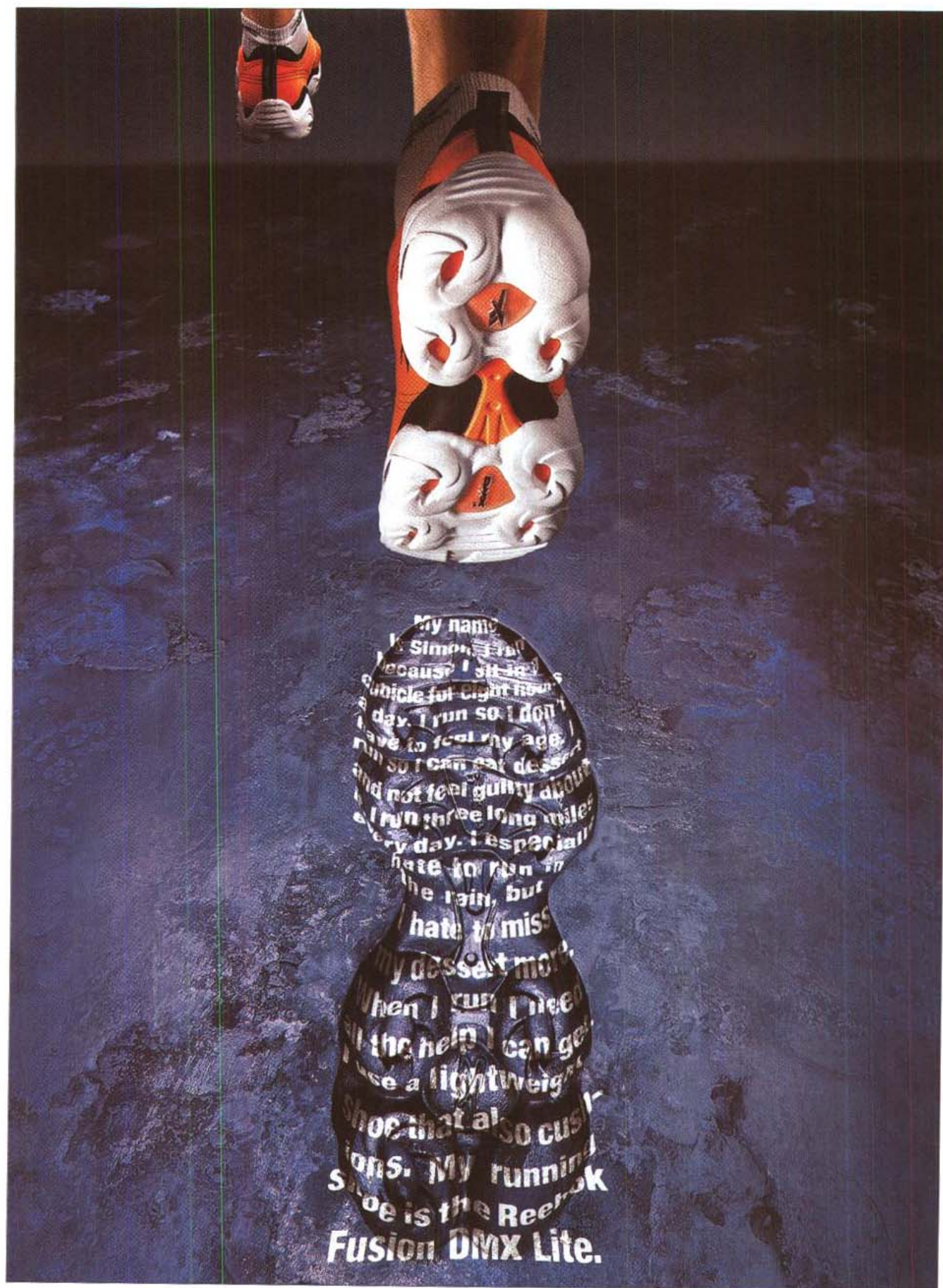
ss can't follow me here.



阿迪达斯，将精神压力远远抛在脑后。

这种新型的运动鞋能将运动所产生的冲力减低到最低限度，对运动员来说拥有它就拥有了一种心理依靠。

● 阿迪达斯运动鞋广告



我的名字叫锐步。

脚踏实地，步步不同凡响。

● 锐步运动鞋广告

The advertisement is split into two horizontal panels. The top panel shows a person from behind, walking away on a cobblestone city street. They are wearing a dark coat, a beanie, and carrying a bag. The bottom panel shows a pair of brown UGG boots on a sandy desert floor. A trail of footprints leads from the boots towards the person in the top panel. The text 'They look different because they feel different.' is written across the middle. The UGG Australia logo is in the bottom right, and the Colorado logo is in the bottom left.

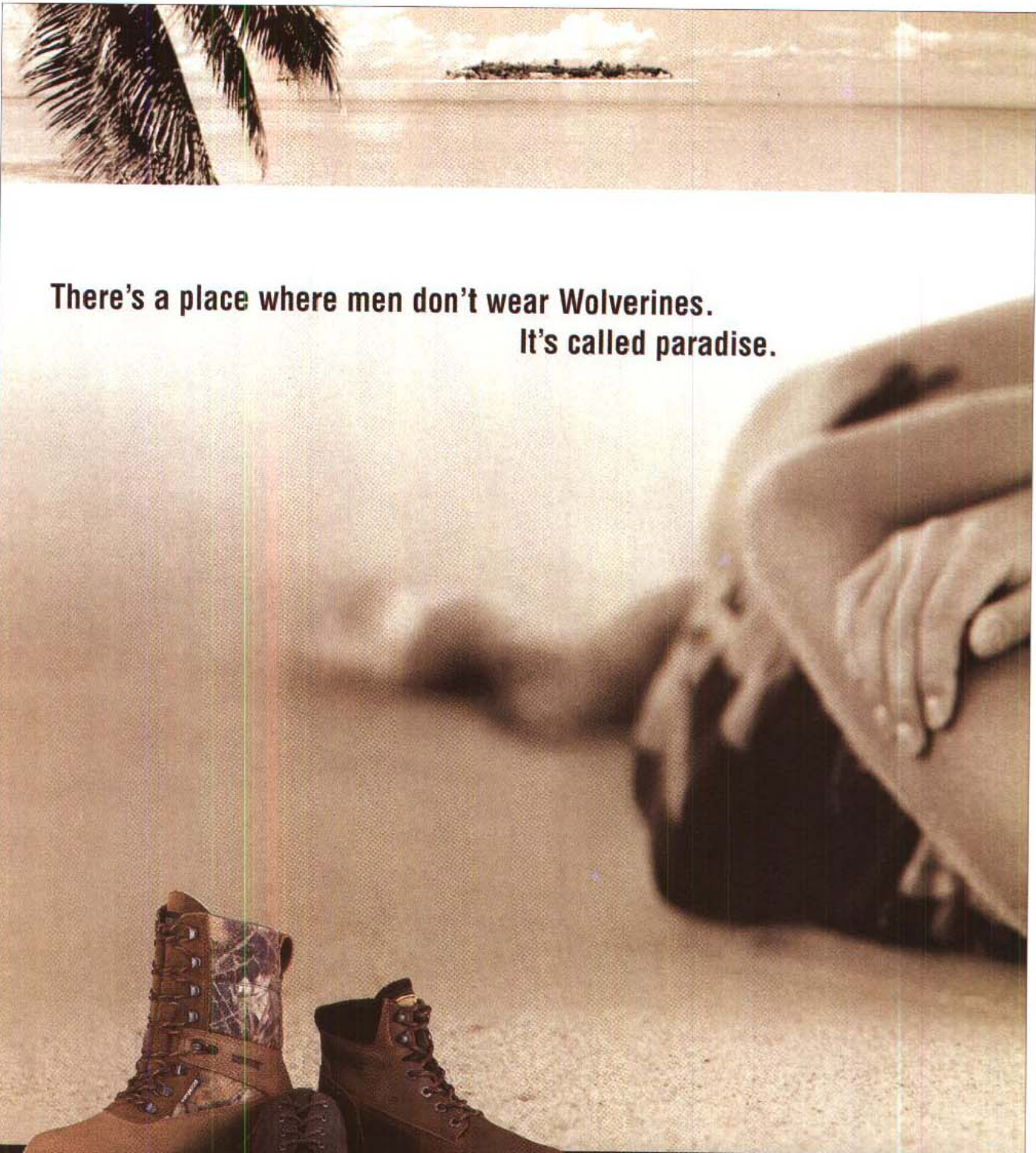
They look different
because they feel different.

COLORADO
AVAILABLE AT SELECT STORES

THE WORLD'S LEADING MAKER
UGG
australia
OF GENUINE SHEEPSKIN BOOTS

从沙漠到都市，我们就穿同一双靴子。

● UGG 鞋类广告



There's a place where men don't wear Wolverines.
It's called paradise.



Hunting.

Living.

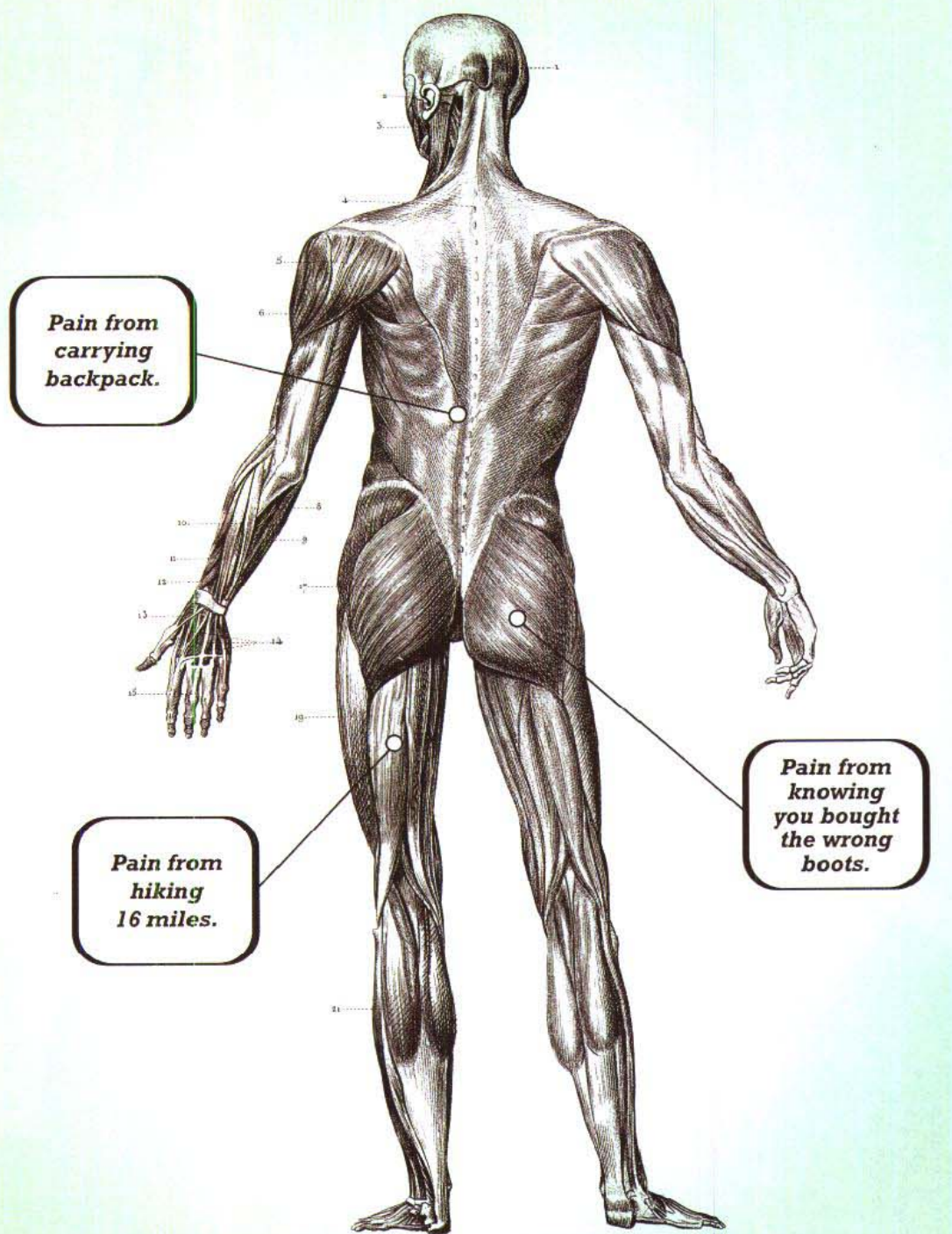
Working.

Wolverine DuraShocks®. The world's most comfortable boots and shoes.

只有一个地方男人们不穿我们的皮鞋,那地方叫天堂。

当我们从“天堂”里出来之后,我们还得穿上那鞋子。

● Wolverines 运动鞋及便鞋广告



Danner

They're built for maximum support and comfort right out of the box.
They're the result of 253 separate, meticulous hand operations.
They're what boots should be. 1-800-345-0430. <http://www.danner.com>

Because your feet are only human.



在野外行走了25公里之后，你身上那些酸痛的肌肉告诉你：你该换一双越野运动鞋了。

如果你买了我们的越野运动鞋，你何必要受这些累。

● 越野运动鞋广告