

首届(1992) 中国广告公司实力排序

'92 THE LISTING OF THE ADVERTISING
CORPORATION IN THE
PEOPLE'S REPUBLIC
OF CHINA

经济管理出版社
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前言

《首届(1992年)中国广告公司实力排序》收录了由国家工商行政管理局广告司、中国企业评价协会共同组织的“1992年中国广告公司实力评价活动”的全部结果。这一评价结果的公布,标志着中国广告公司的发展进入了一个新的阶段,并开始在国际上树立自己的形象。今天,我们将这个记载着中国广告公司发展历程的大型史册,奉献给为发展新中国广告事业作出贡献的人们和所有关心、支持广告业发展的各界朋友们。

在我国建立社会主义市场经济的今天,企业形象塑造,产品形象塑造,已成为企业在市场竞争中取胜的重要因素。展示中国广告公司整体实力,反映中国广告公司经营实绩,无论对促进企业进步,提高新产品形象设计水平,还是推动我国广告业规范健康地发展,均具有十分重要的意义。本次评价活动,历时近8个月,我们坚持“科学、客观、公正、全面”的态度,依据国际惯例,同时根据我国广告业的实际情况,对中国广告公司加以排序,这次评价结果,充分揭示了新中国成立以来,我国广告公司的发展状况、规模水平及其在国民经济中的重要作用。从1993年开始,国家工商行政管理局广告监督管理司与中国企业评价协会将每年公布上一年度评价结果,同时在实力评价的基础上向社会公布具有代理资格的广告公司名录。我们希望通过每年对中国广告业此落彼长的研究,结合整个国民经济的发展状况,准确地刻划和勾勒出广告公司在中国国民经济中的地位和发展趋势,同时为各企事业单位和媒介提供选择的依据。

《首届(1992年)中国广告公司实力排序》作为中国第一部有关广告公司的大型资料书,由两大内容组成:第一,根据国际惯例按广告营业额大小对公司经营规模进行评价和排序;第二,根据国际惯例和我国的实际情况按六项综合指标对广告公司进行综合实力评价和排序,力求使评价更科学、全面。同时,书中对各地区的广告公司进行了重点介绍,以使读者掌握各地广告公司的发展状况。此外,本书还收录了由国际广告联合会公布的全球前100家最大广告公司排序结果以及台湾地区排序名列前位的

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广告公司名录,以便我国读者了解和研究海峡两岸以及世界广告公司的发展状况和趋势,进一步推动我国广告业的对外交流与合作。

《首届(1992年)中国广告公司实力排序》一书,记载着我国广告业的发展轨迹,它既是对历史的回顾,也是对未来的前瞻,当本书出版到第五、第十、第二十版时,我们期待着中国的广告公司出现在全球前的100家广告公司的行列中,为中国以至世界经济作出更大贡献。我们相信这一天终会到来。

值此书出版之际,我们谨向热情关心、支持这一评价活动的有关部委的领导、新闻界的网友、各地广告界的同仁,以及为本书出版付出辛苦劳动的同志们表示衷心的感谢。在明年的评价活动中,我们希望有更多的广告公司参与进来,没有广告公司的参与和支持,评价活动就不可能取得今天的成就。

让我们共同期待着中国广告业更美好的明天。

Foreword

The 1992 List of China's Advertising Companies in Order of Business Strength and Efficiency has included all the results of "the 1992 appraisal of the business strength and efficiency of China's advertising companies," co - organized by the Advertising Department of the State Administration for Industry and Commerce and the China Enterprise Appraisal Association. Publication of the results indicates that China's advertising industry has entered a new stage of development and has begun to establish its own image in the world. This large - scale record of the industry's past and present is dedicated to the people who have contributed to its development and to friends from all fields who give their attention and support to the industry.

While China is currently working to set up a socialist market economy, it is very important for enterprises to build up a good image and that of their products in order to succeed in market competitions. Therefore, to demonstrate the overall strength of China's advertising companies and their business achievements will considerably help improve the enterprises' ability to build up a good image for new products and promote the standardization and healthy development of the advertising industry. In the appraising process, which lasted for nearly eight months, we insisted on the principle of being scientific, objective, fair and comprehensive. We have made our list in accordance with international practices as well as the realities of China's advertising industry. The results have revealed the development and scale of the industry and its important role in the national economy since the founding of the People's Republic of China, especially since reform and opening. Starting from 1993, the State Administration for Industry and Commerce and the China Enterprise Appraisal Association began to publish the results of their appraisal of the preceeding year on an annual basis, together with a directory of advertising companies that are entitled to act as agents. Through the

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yearly study of the ups and downs of different companies and in combination with the research of the overall economic development, we hope to draw an accurate picture of the role advertising industry plays in the national economy and a reference for various enterprises, institutions and the press.

List of China's Advertising Companies in Order of Business Strength and Efficiency is the first large-scale reference book on the advertising industry. It consists of two parts. First, in accordance with international practices, we assessed the business scale of the companies according to their business volume and listed them in that order. Second, in accordance with international practices and the actual situation of China, we evaluated six comprehensive indexes of the companies and compiled a list in that order. We spared no effort in making our appraisal scientific and comprehensive. The book also contains classified lists of advertising companies in different localities as a handy reference for readers. Also included is a list of the top 100 advertising companies in the world, as published by the International Federation of Advertising Clubs, and lists of the top advertising companies in Taiwan and Hongkong. An understanding of the development and trend of worldwide advertising industry will help Chinese advertising entrepreneurs exchange and cooperate with overseas counterparts.

This book is both a historic review of China's advertising industry and a preview of its future. When we publish the fifth, 10th and 20th editions of the book, we expect to see some Chinese companies ranking among the top 100 advertising enterprises in the world. We have confidence in this prospect.

We'd like to take this opportunity to express our heartfelt thanks to leaders of relevant ministries, friends from the press, colleagues in the advertising industry, and many others who have given their attention and support to our appraisal work and the publication of the book. Together, we look for a better future for China's advertising industry.

The Editorial Board
May 1994

中国广告公司发展总论

国家工商行政管理局广告监督管理司司长 刘保孚

我国专业广告公司的发展经历了一个由广告社、美术设计公司到专业广告公司的演变过程。大约在19世纪下半叶,我国以从事广告为主的广告商便产生了。在经济比较发达的上海、广州、重庆、天津等地出现了一批广告社、专业广告公司,主要从事报纸广告代理和路牌、橱窗、招贴、霓虹灯广告等业务。但在半封建、半殖民地的社会下,广告公司一直处于动荡不安、处处受压迫、盘剥的状态中,到解放前夕,已处于奄奄一息的状态。

新中国成立后,政府对旧社会遗留下来的广告业进行初步整顿,解散了一些经营作风不正、业务混乱、濒临破产的广告社,将各分散的广告社并成为具有一定规模和业务能力的广告社。

五十年代,中国开始进行对资本主义工商业的社会主义改造。在经济发达、工业较为集中的一些大城市,对旧广告社进行了改造,建立起了新型的社会主义性质的国营美术设计公司。例如:北京成立了北京市美术设计公司,天津市成立了天津美术设计公司,上海市成立了上海市广告装潢公司和上海美术设计公司。

国营美术设计公司的成立,使广告的服务对象、宣传内容及其作用发生了根本性变化,成为社会主义经济宣传工作的重要工具,这种状况一直延续到六十年代初期。但在高度集中的计划经济体制下,广告公司一直处在可有可无的地位,除了五十年代中期曾有较程度的发展外,其余时间基本处于停顿状态。

在十年动乱中,广告被斥为资本主义产物予以铲除,全国的商业广告宣传基本停顿,广告公司纷纷改变营业内容或撤销。

1978年党的十一届三中全会后,实行对外开放,搞活经济的政策。为广告业的恢复和发展创造了条件。原来的专业美术设计公司纷纷恢复了广告业务。

八十年代,随着社会主义商品经济的蓬勃发展,广告业迅速恢复和发展起来。专业广告公司如雨后春笋,不断涌现。从1983年到1989年间,广告公司的数量平均每年递增20%,从业人员平均每年递增26%,营业额平均每年递增40%;到1989年底,全国有广告公司1130家,从业人员26710人,营业额39698万元,初步形成了具有一定数量和质量规模,门类较为齐全,为广大工商客户和媒介单位提供广告服务的专业队伍。

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进入九十年代,广告公司在发展规模、经营机制转换、专业技术力量、服务质量等方面迅速进展。到1993年底,全国广告公司达到11044家,从业人员141855人,营业额461746万元,首次突破媒介单位营业额排名首位的局面,初步显示出行业的主导作用。

适应经济形势和广大工商客户的要求,广告公司在迅速发展的同时,不断加强自身建设,大力培养专业人才,积极引进国际先进制作技术设备和管理经验,改革改善业务经营结构。1986年初,专业广告公司提出了以广告创意为中心,以全面策划为功能,为客户提供全面服务的经营指导思想和方针。经过几年的努力,已有一批广告公司从过去广告制作或媒介代理型向客户代理型发展,进入到为客户提供全面服务的阶段。这些公司不仅具有广告制作及媒介代理的能力,而且能为客户提供整体策划、全面代理的服务,并在实践中为客户创造了良好的效果,赢得了客户的信任。广告公司的广告创作水平也从简单化、公式化、雷同化并带有明显原始叫卖风格的阶段,步入到力求以完善的艺术形式表现广告主题思想的阶段,每年都涌现了不少优秀的广告作品。

为了更全面发挥自身的职能作用,广告公司积极加强同各有关方面的联系与配合。为培育和发展社会主义市场经济,发挥着特殊的作用。

一些广告公司在努力提高全面服务能力的同时,还吸取了国际广告业的先进经验,从新产品的市场导入开始,向综合的市场推广传播策略发展。

在肯定广告公司取得的成就的同时,我们也必须看到,与世界广告业发达国家相比,我国广告公司整体业务水平还处在比较落后的状态。这主要表现在:相当一部分专业公司还不能承担为客户进行市场调查、广告策划、广告效果调查的任务;广告效果测定门类基本处于空白状态,市场调查和制作门类也薄弱;专门人才十分缺乏,技术开发和改造的进展缓慢;广告公司尚不能在行业间起到支柱和带头的作用。应当指出的是,九十年代我国广告公司所处的发展环境已经发生了巨大变化。党的十四大确定建立社会主义市场经济体制。作为发展市场经济先导产业的广告业面临着世纪的机遇与挑战。

1992年在中共中央、国务院发出《关于加快发展第三产业的决定》中,把大力发展广告业提到了历史进程。1993年7月,国家工商行政管理局、国家计划委员会联合发布《关于加快广告业发展的规划纲要》。《纲要》不但明确规定了我国广告业今后发展的方针、目标、原则、任务和主要政策措施,而且对专业广告公司今后发展目标、任务及其主要政策措施提出了具体要求。

我国专业广告公司今后发展的基本目标是向全面化、综合化、国际化发展,在全方位、多层次、高质量、高效益的广告促销体系中起到主导作用。分两步走,第一步,近五年,对现有广告公司服务能力分类排队,从政策上扶植具有较强改革意识和较高服务水平、具有帮助企业优质产品创名牌并占领国际市场能力的广告公司组建广告企业集团,争取有一批广告公司的服务水平进入国际行列,为实现广告经营机制的转换打好基础;第二步,到2000年,全国有一批实力雄厚、经营能力和技术水平达到国际标准的综合性广告公司,参与国际广告市场竞争。

为完成上述目标,《纲要》对扶植广告业的发展,作了一系列具体政策规定。

可以预见,随着这些政策的落实,会大大推进中国广告业的健康发展。

General Introduction to the Development of China's Advertising Companies

By Liu Baofu

Advertising club was the earliest advertising agency in China. It later became known as a sort of art designing company. Specialized advertising business developed in the second half of the 19th century. Economically better developed cities, such as Shanghai, Guangzhou, Chongqing and Tianjin, were the earliest to have businesspeople acting as newspaper advertising agents or running ads for clients on roadside sign boards, shop windows, posters and neon lamps. In the old semi - feudal and semi - colonial society, however, advertising companies were constantly under oppression and suffered a great deal of exploitation. They were at the brink of collapse by the eve of the birth of the People's Republic of China in 1949.

When new China was founded, the government carried out an initial rectification of the advertising industry, disbanding companies with unhealthy business style. Those with business confusion or facing bankruptcy were also dissolved. Separate private agencies were organized into companies with a certain scale and business capacity.

The reform of capitalist industry and commerce in China was carried out in the 1950s. In some big cities with a well - developed economy and concentrated industries, reform also covered old advertising companies. New socialist, state - owned art designing companies were established, such as the Beijing Art Designing Company, Tianjin Art Designing Company, Shanghai Advertising and Decoration Company, and Shanghai Art Designing Company.

The clients, contents and role of advertising changed dramatically with the establishment of state - owned art designing companies. They became and remained an important tool for publicizing the socialist economy until early 1960s. However, under the system of a highly - centralized planned economy at that time, advertising companies were actually nonessential. Although they enjoyed substantial growth in

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the mid-1950s, they remained stagnant in the rest of the time.

During the ten years of "cultural revolution" (1966—1976) advertising was canceled as a product of capitalism. The companies either changed business or were simply liquidated.

After the Third Plenary Session of the 11th central Committee of the CPC in 1978, the policy of reform and opening was put into practice to revitalize the economy. The new policy created conditions for the restoration and development of the advertising industry. The former specialized art designing companies soon resumed advertising business one after another.

With the flourishing of a socialist commodity economy in the 1980s, specialized advertising companies appeared like bamboo shoots after a spring rain. From 1983 through 1989 the number of advertising companies increased at an average of 20 percent annually, work force of the industry increased at 26 percent and business volume grew at 40 percent. By the end of 1989 there were 1,130 advertising companies in the country, with a work force of 26,710 and a business volume of nearly 400 million yuan. They became a specialized team with a certain scale and offering ready service to clients and the press.

Advertising companies developed rapidly in the 1990s, in terms of scale, change of management mechanism, professional and technical strength, and the quality of service. There were 1,076 advertising companies in 1990, with a work force of 26,440 and a business volume of 479.08 million yuan. Advertising companies numbered 11,044 by the end of 1993, employing a work force of 141,855 and making a business volume of more than 4.6 billion yuan. It was the first time that the business volume of advertising companies surpassed that of the press, a significant progress for the industry.

At the call of the new economic situation and in order to provide service for industrial and commercial clients, advertising companies always attach great importance to self-improvement and the training of personnel. One way by which they reform and improve their business structure is to import advanced technology, equipment and management from abroad. In early 1986 specialized advertising companies made a new business guideline, which emphasized creative ideas and overall planning for clients. Through the years a number of companies have become agents for clients, offering them all-round service. In the past they only engaged in the production of ads or acting as agents for the media. These companies have produced good results for their clients, winning the trust of the latter. Ad creation, which used to be oversimplified, formula-like and similar to each other and which was not unlike primitive hawking, has become more mature in that the designers painstakingly express the advertising punch through the best possible artistic form. Excellent examples of ads appear every year.

Advertising companies also actively make contact and coordinate with relevant departments in order to bring their role into full play and contribute their share to the development of a socialist market economy.

Many advertising companies are working hard to improve their overall service. They are also developing a comprehensive market promotion and publicity policy by absorbing advanced experience from overseas counterparts and guiding new products into the market.

While confirming achievements of China's advertising companies, we must realize that their overall business level still lags behind that of advanced advertising industries in the world. For instance, quite a number of companies are still unable to undertake market research, make advertising plans or conduct survey of advertising effect for their clients. There is no specialized department engaging in research of advertising effect. Market research and ad production departments are quite weak. The industry has a severe shortage of specialized personnel. The pace of technical development and renovation remains rather

slow.

It should also be pointed out, however, the development environment for China's advertising companies have changed dramatically in the 1990s. Since the 14th Congress of the CPC resolved to develop a socialist market economy, advertising, as a leading industry of a market economy, has faced new global opportunities and challenges.

The Central Committee of the CPC and the State Council included advertising industry in the state development agenda in the Decision on Speeding Up Development of the Tertiary Industry issued in 1992. In July 1993 the State Administration for Industry and Commerce and the State Planning Commission co-published the Outline of the Plan for Speeding Up Development of the Advertising Industry. The Outline has pointed out the direction, targets, principles, tasks, and major policies and measures for future development of the country's advertising industry. It has also stipulated specific development targets, tasks, and major policies and measures for specialized advertising companies.

The basic development objective of China's specialized advertising companies is to become more comprehensive and international. They are expected to play a leading role in the advertising and sales promotion system that aims at offering all-round, multi-level, high quality and efficient service to clients. The first step is to classify and compile a list of the companies in order of their service capacities. Preferential policies will be given to companies with a strong sense of reform, good service level and capabilities to help enterprises build up a good image for quality products and push them into the international market. These companies will be encouraged to expand into advertising groups. Efforts will also be made to raise the service level of some companies up to international standards. This step, to be completed in the next five years, will lay a sound base for the advertising industry to change management mechanism. The second step is to take part in international competitions. In 2000 a number of comprehensive advertising companies should be able to compete in the world market in terms of economic strength, management and technology.

In order to reach the above goals, the Outline has made clear a series of policies and regulations to ensure the healthy development of the advertising industry.

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印发《关于加快广告业发展的规划纲要》的通知

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各省、自治区、直辖市、计划单列市工商行政管理局、计委(计经委),国务院各部委、各直属机构:

为贯彻落实《中共中央、国务院关于加快发展第三产业的决定》和国务院批转国家计委的《全国第三产业发展规划基本思路》,促进我国广告业加快发展,我们研究制定了《关于加快广告业发展的规划纲要》(以下简称《纲要》),现印发给你们。

广告业在我国是一门新兴产业,属于知识密集、技术密集、人才密集的高新技术产业,是第三产业的重要组成部分。加快发展广告业,对于拓宽国内、国际市场信息交换渠道,辅佐企业开拓市场和引导消费,促使我国商品在国际市场竞争中后来居上,具有重要的意义。

加快发展广告业,需要各地、各有关部门共同努力。请各地结合实际,加强对《纲要》落实工作的组织和领导;请各有关方面,特别是与广告业改革和发展有直接关系的部门,积极给予配合和支持,以实现《纲要》所提出的各项目标和任务。

国家工商行政管理局
国家计划委员会
一九九三年七月十日

Notice to Print and Distribute; Outline of the Plan for Speeding Up Development of the Advertising Industry

No. 208 (1993) on Advertising

Notice to print and distribute the Outline of the Plan for Speeding Up Development of the Advertising Industry

To administrations for industry and commerce and planning commissions in all provinces, autonomous regions, Beijing, Tianjin, Shanghai and cities directly under central planning, to ministries under the State Council, and to departments directly under the State Council:

In order to implement the Decision on Speeding Up Development of the Tertiary Industry by the CPC Central Committee and the State Council, and the Basic Ideas of the Development for the Tertiary Industry, which was made by the State Planning Commission and approved by the State Council, and to promote development of the advertising industry in our country, we have stipulated the Outline of the Plan for Speeding Up Development of the Advertising Industry (simplified as Outline in the following).

Advertising is a new industry in our country. It is a high-tech, knowledge and technology-intensive industry. It requires a large number of specialized personnel and is an important part of the tertiary industry. Speeding up development of the advertising industry is very significant for promoting exchange of domestic and international market information, for enterprises to open up more markets and guiding consumption, and for Chinese goods to compete better at the international market.

It needs the joint efforts of all localities and concerned departments to speed up development of the advertising industry. All localities should strengthen organization and leadership for the implementation of the Outline, in accordance with their respective realities. Departments, especially those directly related to the reform and development of the industry, should provide active coordination and support so that the targets and tasks stipulated in the Outline can be realized in

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time.

The State Administration for Industry and Commerce

The State Planning Commission

July 10, 1993

关于加快广告业发展的 规划纲要

在市场经济运行中,广告作为沟通生产与消费的中介,具有辅佐企业开拓市场和引导消费的特殊功能,是国内国际市场信息交换的有效渠道,也是参与国际经济循环的重要条件。发达的广告业可以促进经济资源的合理配置,取得更加丰富的物质产品和精神产品。广告业属于知识密集、技术密集、人才密集的高新技术产业,其发展水平,是一个国家或地区市场经济发育程度、科技进步水平、综合经济实力和社会文化质量的重要反映。为了促进我国社会主义市场经济的发展,并使我国商品在国际市场竞争中后来居上,迫切需要我国广告业有一个全面、快速、协调、健康的发展。

一、我国广告业的发展状况和主要问题

我国广告业是在党的十一届三中全会以后恢复和发展起来的。建国以后的很长时期内,由于受产品经济思想的影响和高度集中的计划体制的束缚,广告业发展十分缓慢,始终未能形成一个行业。“文化大革命”期间,广告被彻底否定。到一九七八年末,全国经营广告业务的专业公司不到10家,报社、广播电台、电视台基本不经营广告业务。党的十一届三中全会以后,在以经济建设为中心,坚持四项基本原则、坚持改革开放的基本路线的指引下,随着大力发展社会主义商品经济等一系列方针政策的深入实施,广告业迅速恢复和发展起来,并显示出强劲的发展活力。一九八一年至一九九二年的十一年间,全国广告营业额从1.18亿元增加到67.86亿元,平均每年递增41%;广告经营单位从2200家发展到16683家,平均每年递增20%;广告从业人员从1.6万人增加到18.5万人,平均每年递增26%。一九八二年国务院颁布了《广告管理暂行条例》,一九八七年又颁布了《广告管理条例》,广告业开始纳入规范化管理轨道。一九八三年经国务院批准,中国广告协会成立,建立了广告业的行业组织。经过短短十几年的发展,广告这一新兴行业已初步成为具有一定质量和规模、服务门类和媒介种类较为齐全、专门为社会提供经济信息服务的产业,并为促进社会主义现代化建设发挥了重要作用。

由于我国广告业起步晚,基础薄弱,虽然十余年内取得了长足发展,但也存在不少问题,主要是:缺乏宏观规划指导,发展中存在着一定盲目性;行业结构不合理,经

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营体制不顺;广告法制不健全,经营秩序比较混乱等等。我国的广告业从总体上看,特别是与经济发达国家相比,仍处于比较落后的状态。一九八九年,美国广告费占国民生产总值2.4%,日本占1%,而我国却只有1.27%。这与发展社会主义市场经济很不相称,也不能适应我国社会主义现代化建设第二步战略目标的要求。

二、广告业发展的目标和重点

九十年代是我国社会主义现代化建设的关键时期。中共中央、国务院发布的关于加快发展第三产业的决定,国务院批转的《全国第三产业发展规划基本思路》中,都明确将广告行业列为第三产业的发展重点之一。广告业作为直接服务于市场经济的新兴产业,将随着改革开放和经济发展步伐的进一步加快,在国民经济中发挥越来越重要的作用。

(一)发展广告业的指导思想和应遵循的原则

发展广告业总的指导思想是:围绕建立社会主义市场经济体制和九十年代经济发展的目标,根据党中央、国务院发布的关于加快发展第三产业的战略决策,针对当前广告管理体制和经营机制中存在的问题,不失时机地加快广告业改革与发展的步伐,逐步建立起适应现代商品经济要求的广告业发展新体制和经营机制,充分发挥广告引导企业进入市场、开拓市场的作用,进一步发育完善国内广告市场,参与国际广告市场竞争,使广告业迅速发展成为适应社会主义市场经济需要的信息中介服务产业。

发展广告业应遵循的原则是:

1. 充分发挥市场机制作用,促进广告人才、资金、技术的合理流动与科学配置,沿着社会主义市场经济体制轨道振兴广告业。
2. 统筹规划,规范管理,大力改善国家宏观调控手段,促进行业结构优化与地区布局合理。
3. 依靠科技进步,弘扬民族文化,发挥广告在促进物质文明和精神文明建设中的特殊功能。
4. 借鉴国际惯例和通行做法,吸收发达国家先进经验,促进国内广告市场与国际广告市场联接。
5. 把广告人才培养放在优先位置,努力创造条件,不断提高人员素质。

(二)广告业的发展目标和任务

广告业发展的目标是,争取用十年左右或稍长一些时间,逐步建立起企业自主经营,政府依法监督管理,以代理制为基本运营制度,广告发布前审查为基本保障,最大限度发挥行业协会自律与协调作用的新体制;建立以具备全面、综合服务能力的广告公司为主干,以高效、畅通的媒介网络为支撑,能够提供全方位、多层次、高质量、高效益服务的广告促销体系和信息传播体系。

——发展规模。在大力开拓广告市场,提高广告经营效益的基础上,力争广告营业额在一九九二年的基础上,平均每年增长20%,到二〇〇〇年,广告营业额达到280亿元以上;广告费占国民生产总值的比重从一九九〇年1.4%提高到9%;广告专业技术人员增加9万人;具有全面服务能力的广告经营单位增加1000家左右;出口贸易广告费从目前占出口贸易总额的2%提高到1%。

——优化行业结构,转换广告经营机制,采用适应现代商品经济发展的广告代理制,发挥广告公司的主干作用。支持具有综合实力的广告企业组建跨国、跨行业、跨地区、跨部门的广告企业集团。到二〇〇〇年,全国要有一批实力雄厚、经营能力和技术水平达到国际标准的综合性广告公司,参与国际广告市场竞争。

——积极开发广告新媒体,扩展现有全国性和区域性重点媒介广告容量。到二〇〇〇年,新建全国性、区域性广告新媒体的质量、数量均达到亚洲领先水平;现有重点报纸媒介版面比一九九〇年扩大5位以上。广播电台、电视台在扩大经济信息节目的同时,开设经济专用频道或以经济信息为主的广播电台、电视台,在此基础上,使全国的广告传递速度比一九九〇年提高3—5倍。

——推动城乡广告业发展,引导乡镇企业运用广告开拓市场,支持市、县兴办广告经营或服务机构。

——填补行业缺口,加强薄弱门类。组建全国性或区域性广告效果测量中心和市场调查、广告制作等公