

电视广告创作

路盛章 著



中国广播电视出版社

《立邦漆》（草原小屋篇）60"



1



2



3



4



5



6



7



8



9



10



11



12



13



14

《立邦漆》（小屁股篇）5"



1



2



3



4

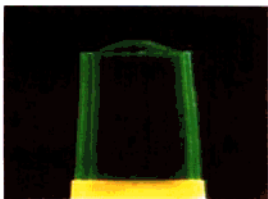


5

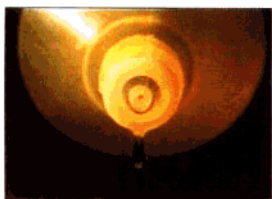


6

《金鱼洗涤灵》（静物篇）30"



1



2



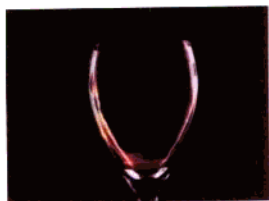
3



4



5



6



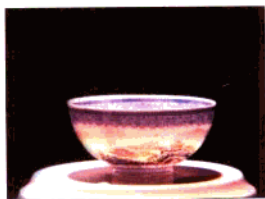
7



8



9



10



11



12

《西安杨森息斯敏》（挂错电话篇）30''



1



2



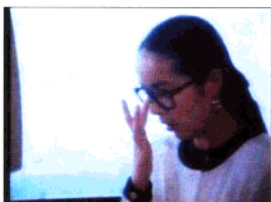
3



4



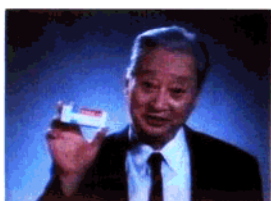
5



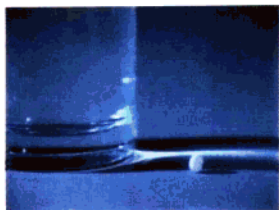
6



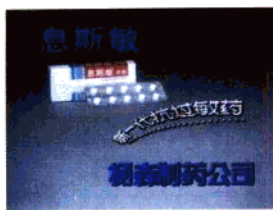
7



8



9



10

《江中草珊瑚含片》（成方圆篇）30"



1



2



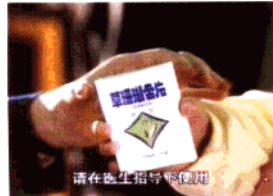
3



4



5



6



7



8

《奇强洗衣粉》（幽默篇）之一 30"



1



2



3



4



5



6



7



8



9



10



11



12



13



14

《下岗再就业》（椅子篇）30"



1



2



3



4



5



6



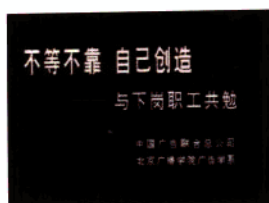
7



8



9



10

《澳柯玛电话》（音乐篇）30''



1



2



3



4



5



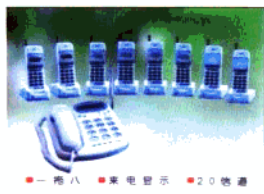
6



7



8



9



10

《荣事达全能冰箱》（爷孙对话篇）30"



1



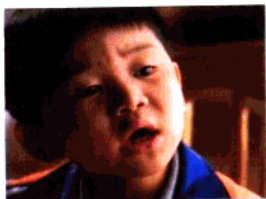
2



3



4



5



6



7



8



9



10

《天益花生油》（老鼠偷油篇）30''



1



2



3



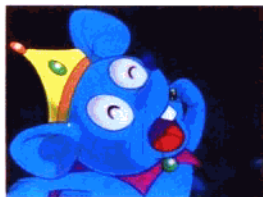
4



5



6



7



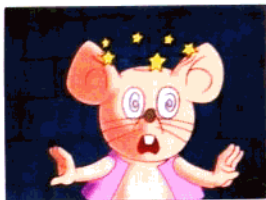
8



9



10



11



12



13



高级烹调油
纯正花生油

河北天益油脂有限公司

14

《金狮酿造》（儿歌篇）30"



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19