

广告与 销售战略

GERARD J.TELLIS

张红霞 王 晨 主译

ADVERTISING AND SALES PROMOTION STRATEGY



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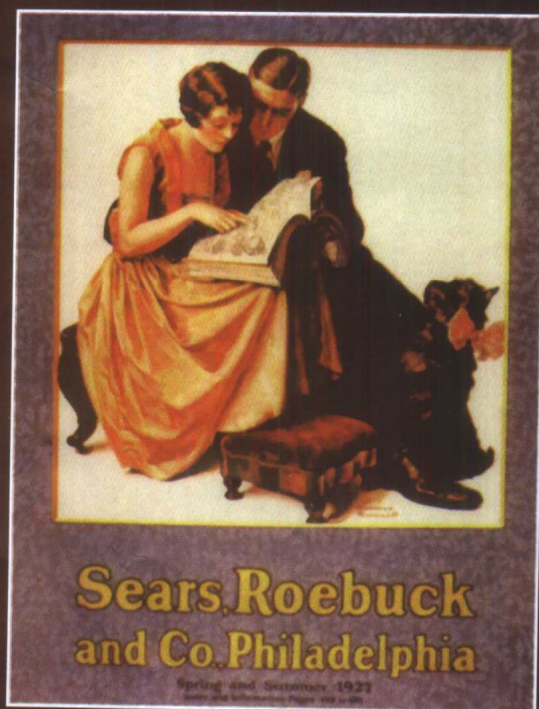
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Source: Courtesy of Sears, Roebuck and Co.

COLOR GALLERY

▲ 图表 1-10

公司可以通过直接邮件告诉顾客可以获得的电子信息。这是在19世纪后期由西尔斯创始人罗巴克及其公司采用的方式。



Source: 9-Lives® Plus™ Catfood

◆ 图表 3-10

李奥·伯恩巴克公司的个性化广告诉求



Source: Courtesy of The Pillsbury.

WELCOME TO VIRGINIA—

A STATE OF EXTRAORDINARY NATURAL
BEAUTY AND RICH HERITAGE



Virginia's appeal is both natural and historic. Its geography and its abundant natural resources turn it into a state of natural beauty. Stretching from the Atlantic Ocean to the Blue Ridge and Allegheny mountains, Virginia is a mixture of exciting cities, thrilling theme parks, historic homes and villages and so much more. Natural beauty is everywhere to inspire and inspire.



Historic homes and villages throughout Virginia. Visitors to the Commonwealth find much to love. Experience the lives of those who founded the state.

permanent English settlement in the New World. Two beautiful and historic sites of the early Virginia town of Jamestown. Discover numerous Revolutionary War and Civil War battlefields and sites in Virginia's rich history.

The longest stretch of the Appalachian Trail runs along the western border of Virginia. Historic islands in the Eastern Shore offer some of the East's most scenic scenery, including fishing. The warm, sandy beaches of Hampton Roads and Tidewater and the state's elegance of James River plantations are close enough for a single day's visit. Mount Vernon, the great estate of George Washington, is a must-visit. The Shenandoah Valley and scenic highway like the 110-mile Skyline Drive and the 71-mile Virginia



portion of the Blue Ridge Parkway allow travelers to take in scenic views.

Virginia offers a full range of recreational activities including camping, fishing, boating, skiing and golfing. In its American resorts and at Virginia's more than 80 regional, state and national parks. Nearly 1,000 miles of freshwater streams, rivers and lakes and more than 1,200 miles of tidal shoreline afford water activities galore.

Located mid-way between New York and Miami, the Commonwealth boasts well-maintained major highways and scenic byways, service at 12 commercial airports including Washington, Dulles International and Washington National airports.

and into its general aviation airports and Airtrak rail service connecting Virginia cities to communities and long-distance travel routes.

Virginia is for lovers of mountains and beaches, history and culture, theme parks and natural wonders, vibrant cities and postcard-perfect towns. Your best visit here might be as a visitor, but you will undoubtedly return as a lifelong traveler.



VIRGINIA IS FOR LOVERS

Source: Courtesy of Virginia Tourism Corporation.

COLOR GALLERY

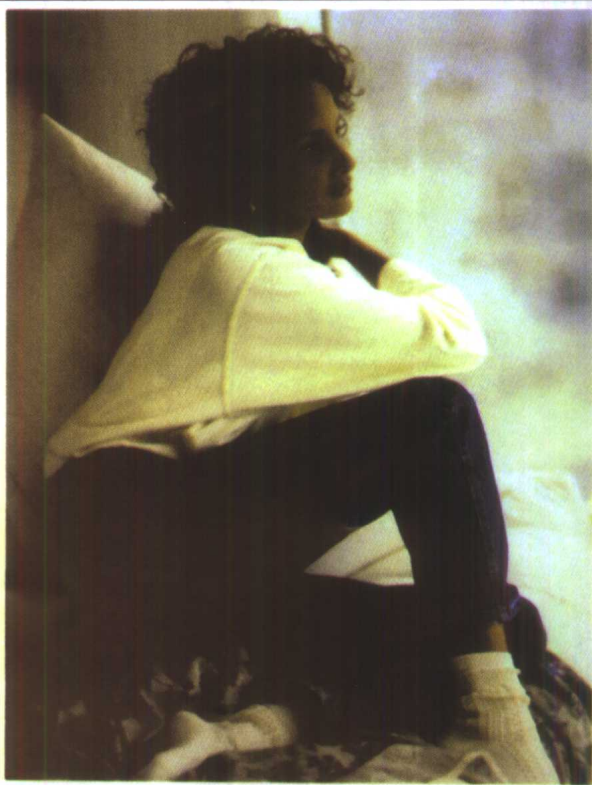
▲ 图表 3-11

这是一则好的创意与相关内容相吻合的广告。

Tonight, all over America, women will be
slipping into something a little more comfortable.

*Abbbbbb. Relaxed Rider™ wears. There's no better way to feel like yourself again. Off with your stuffy Q to
S work clothes and into your favorite jeans. Nobody fits your body... or the way you live... better than Lee.*

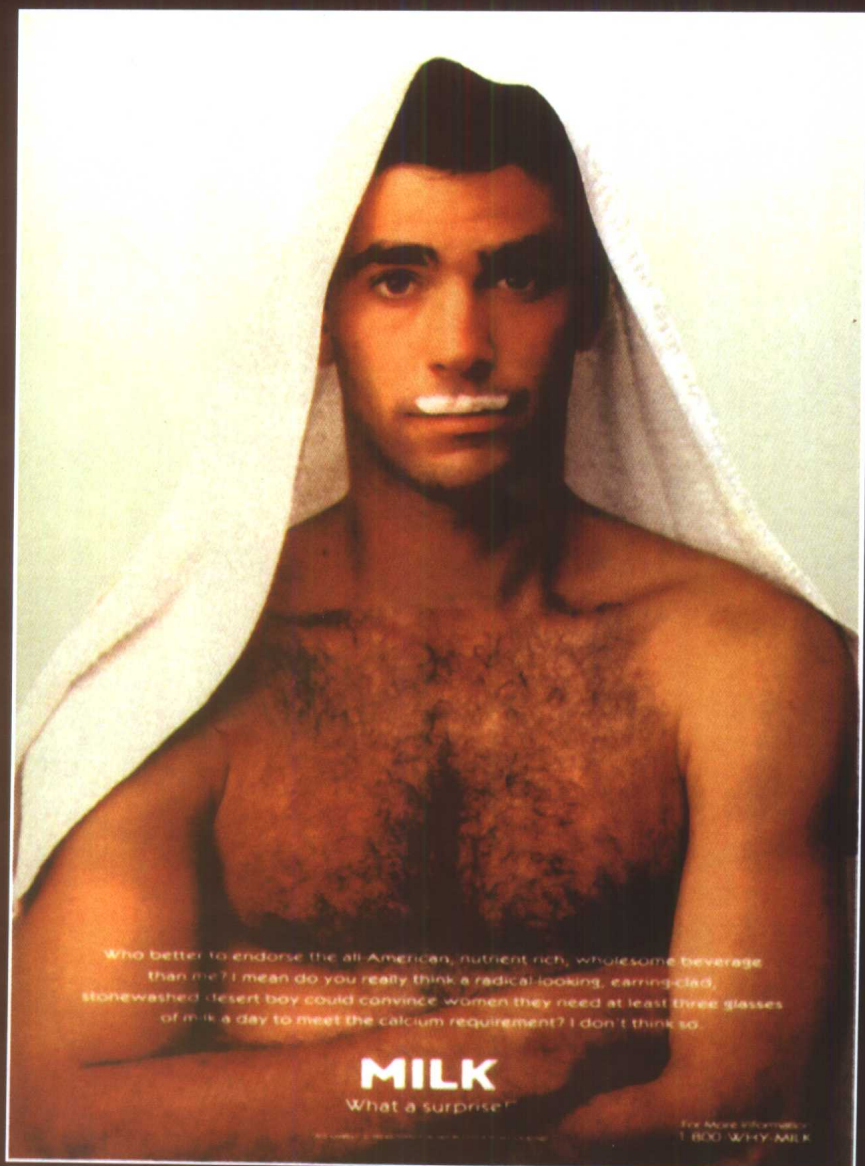
R E L A X E D R I D E R S



Source: Courtesy of Lee Apparel Co., Inc.

▲ 图表 3-13

基于“独特的销售主张”而为 Lee 牛仔
服做的广告“合身（适合你）的品牌”



COLOR GALLERY

▲ 图表 4-1

皮蒂·桑普拉斯是参与“牛奶胡子”广告运动中的众多名人之一。

HP DeskJet color printers start at under \$485.

There you have it.

COLOR HITS THE MASSES
colorjet.com/hits

What more could you ask? With HP DeskJet printers you get the quality and reliability you expect from Hewlett-Packard. And you can print brilliant, attention-getting colors. All for a starting price of under \$485.*

The HP DeskJet 500C and 500X printers use HP's proprietary light technology for remarkably clear black & white and color printing. They're compatible with most major software, and come with HP's own legendary Windows® drivers for outstanding image quality. They come with a three-year warranty, the longest in the industry.

If you're here looking for an affordable way to print both black & white and color... look no further. Just come on down to your nearest HP dealer and pick up an HP DeskJet color printer today. Or call 1.800.552.4000. Fax: 703.706.1000 for the name of the HP dealer nearest you.

DeskJet Printers. Make it happen.

HEWLETT-PACKARD

Source: Courtesy of Hewlett-Packard Company.

▲ 图表 5-1

使用各种刺激获得注意力。通过颜色、形状和亮度的组合，为惠普台式喷墨打印机创造了一个醒目的广告印象。

Your team won't be taken seriously if it's not wearing adidas.



Liverpool, Germany, Bayern Munich, Glasgow Rangers. If anyone knows how to make a bunch of guys look like pros, we do. Introducing the adidas Team Soccer Program.

Now we can outfit your team with the same high-quality kit the pros wear. From jerseys to shoes, everything has the look and feel of Professional Club equipment. After all, 16 of the last World Cup teams were outfitted from head to toe by adidas. So if you'd like to see what your team could be wearing, call 1-800-665-1000 for

a free adidas Team Soccer catalogue and the name of your local Team Soccer retailer. Don't be seen in anything less.

adidas team soccer uniforms.

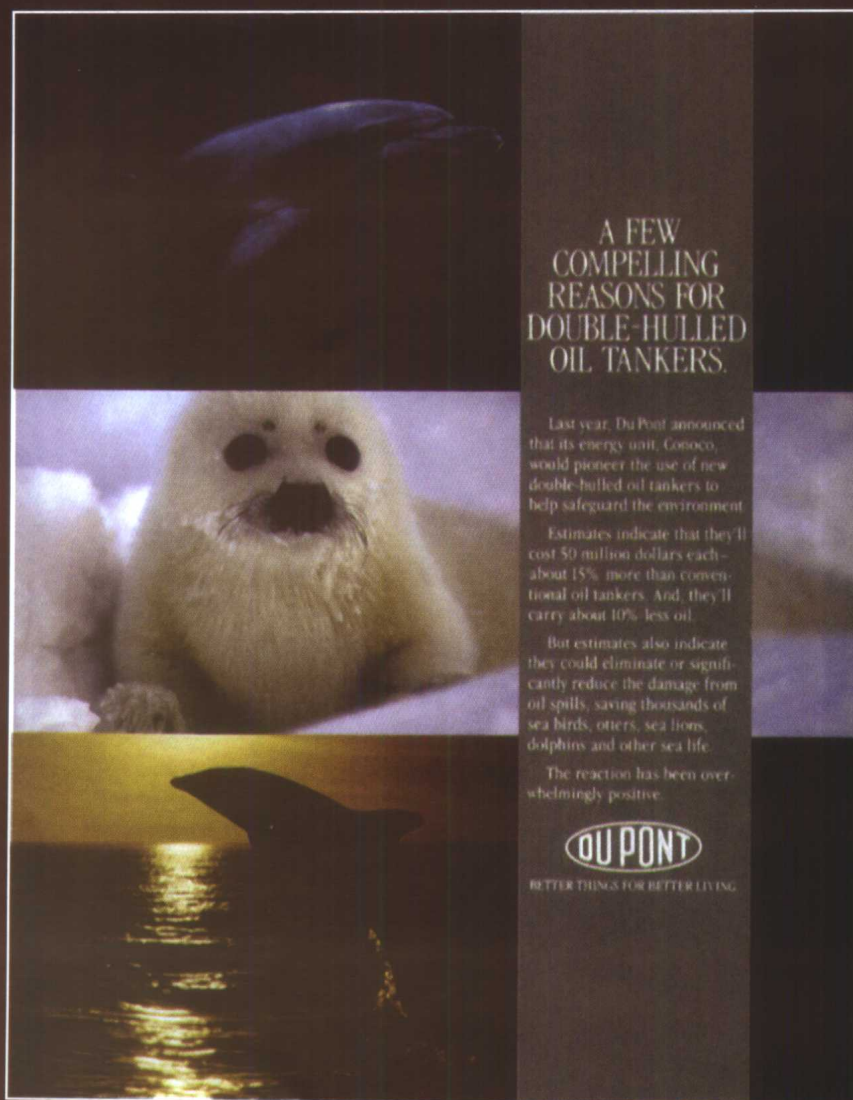
The gentleman pictured in last month's ad was Adi Dassler, founder of adidas. Congratulations, if you guessed correctly. And many thanks to The Kick of the Canadian National Soccer League for being so unmodest on our behalf.

Source: Courtesy of Adidas.

COLOR GALLERY

▲ 图表5-5

《运动集锦》认为这则广告易引起争论，因此拒绝刊登。尽管它每年都会出版一期有争议性的泳衣广告。



A FEW
COMPELLING
REASONS FOR
DOUBLE-HULLED
OIL TANKERS.

Last year, Du Pont announced that its energy unit, Conoco, would pioneer the use of new double-hulled oil tankers to help safeguard the environment.

Estimates indicate that they'll cost \$0 million dollars each—about 15% more than conventional oil tankers. And, they'll carry about 10% less oil.

But estimates also indicate they could eliminate or significantly reduce the damage from oil spills, saving thousands of sea birds, otters, sea lions, dolphins and other sea life.

The reaction has been overwhelmingly positive.

DUPONT
BETTER THINGS FOR BETTER LIVING.

Source: Courtesy of Dupont.

▲ 图表 5-4

杜邦公司的广告中，使用了动物形象来获取人们的注意力。



Source: Courtesy of Warner-Lambert Company.

◆ 图表 7-1

运用喜剧手法以激发人们情感的电视广告场景。



Source: Courtesy of Warner-Lambert Company.



Source: Courtesy of United Colors of Benetton.

▲ 图表 7-6

有争议的贝纳通广告——使用了极端情绪化的悲剧性和怜悯色彩的画面为服装作广告。

Burn the cookbooks. Make it up as you go along.



There's something about the look of stainless steel that makes it a popular choice for the kitchen. Now you can have that polished look in the heart of your home with the sleek, modern look of the stainless steel refrigerator. The stainless steel refrigerator is a perfect choice for the kitchen, and it's a great choice for the living room, too. The stainless steel refrigerator is a perfect choice for the kitchen, and it's a great choice for the living room, too.

For more information, visit www.frigidaire.com.

With the right look, you can make the refrigerator the star of your kitchen. It's a perfect choice for the kitchen, and it's a great choice for the living room, too. The refrigerator is a perfect choice for the kitchen, and it's a great choice for the living room, too.

For more information, visit www.frigidaire.com.

FRIGIDAIRE

Source: Courtesy of Frigidaire Company.

COLOR GALLERY

▲ 图表 7-9

采用情感诉求的方式为厨房用具作广告。

Our training for flight attendants is extremely rigorous. Maybe that's why our flights are so relaxing.



Simply to qualify for the Korean Air training program is an accomplishment. Of every thousand who apply, only a few possess just the right blend of grace and poise.

Then, nine hours a day, six days a week for a month or even more, their natural abilities are refined. They study world-class service. And hospitality. And a number of different languages.

By the time our flight attendants graduate, they're skilled in all the arts of comfort. Which leaves our passengers nothing to do but relax.

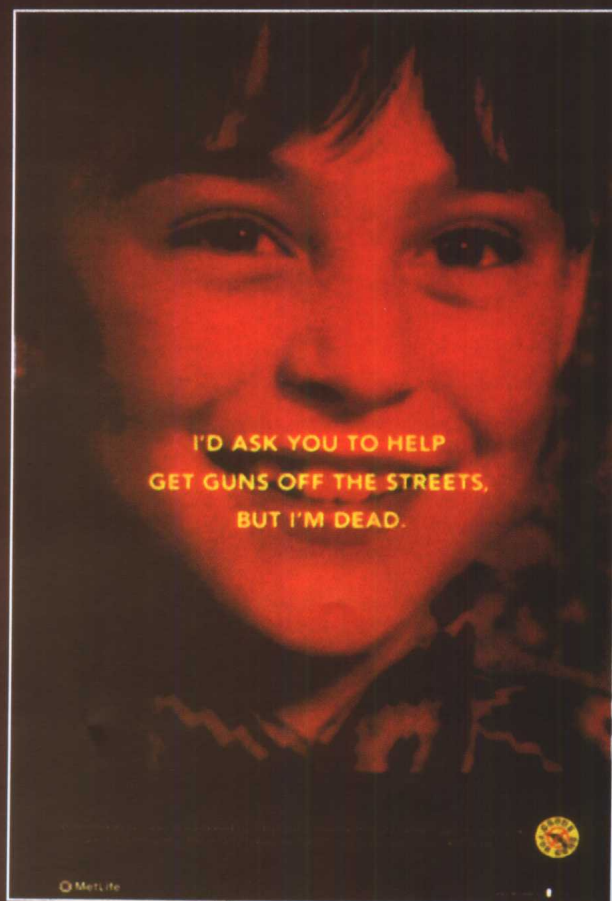
KOREAN AIR
Fly the spirit of dedication.



Source: Courtesy of Korean Air.

▲ 图表 7-18

通过画面激起一种温馨的情感广告。

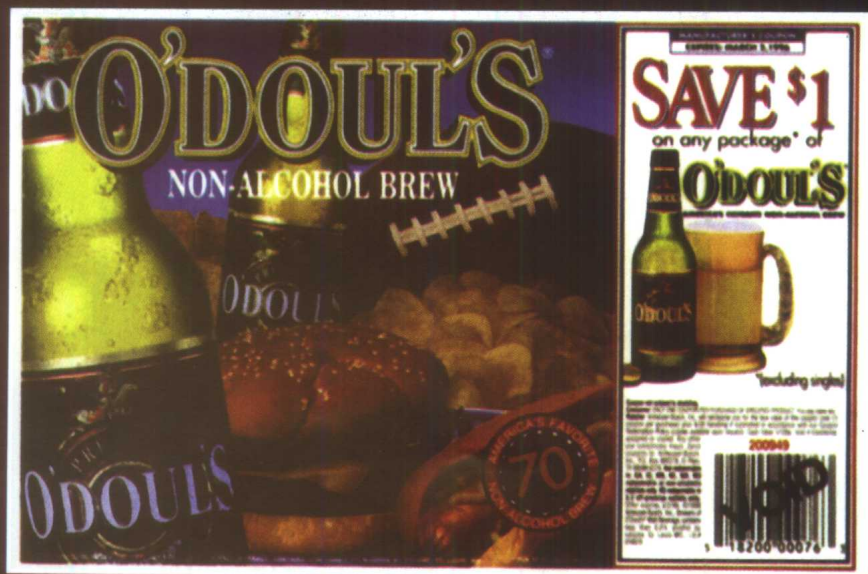


Source: Courtesy of Andrew Morris

COLOR GALLERY

▲ 图表 7-20

一则激起人们悲伤而不是恐惧情感的广告。



Source: Courtesy of Anheuser-Busch.

▲ 图表 9-4

同时提供赠券和加强性信息的奥多尔促销活动。