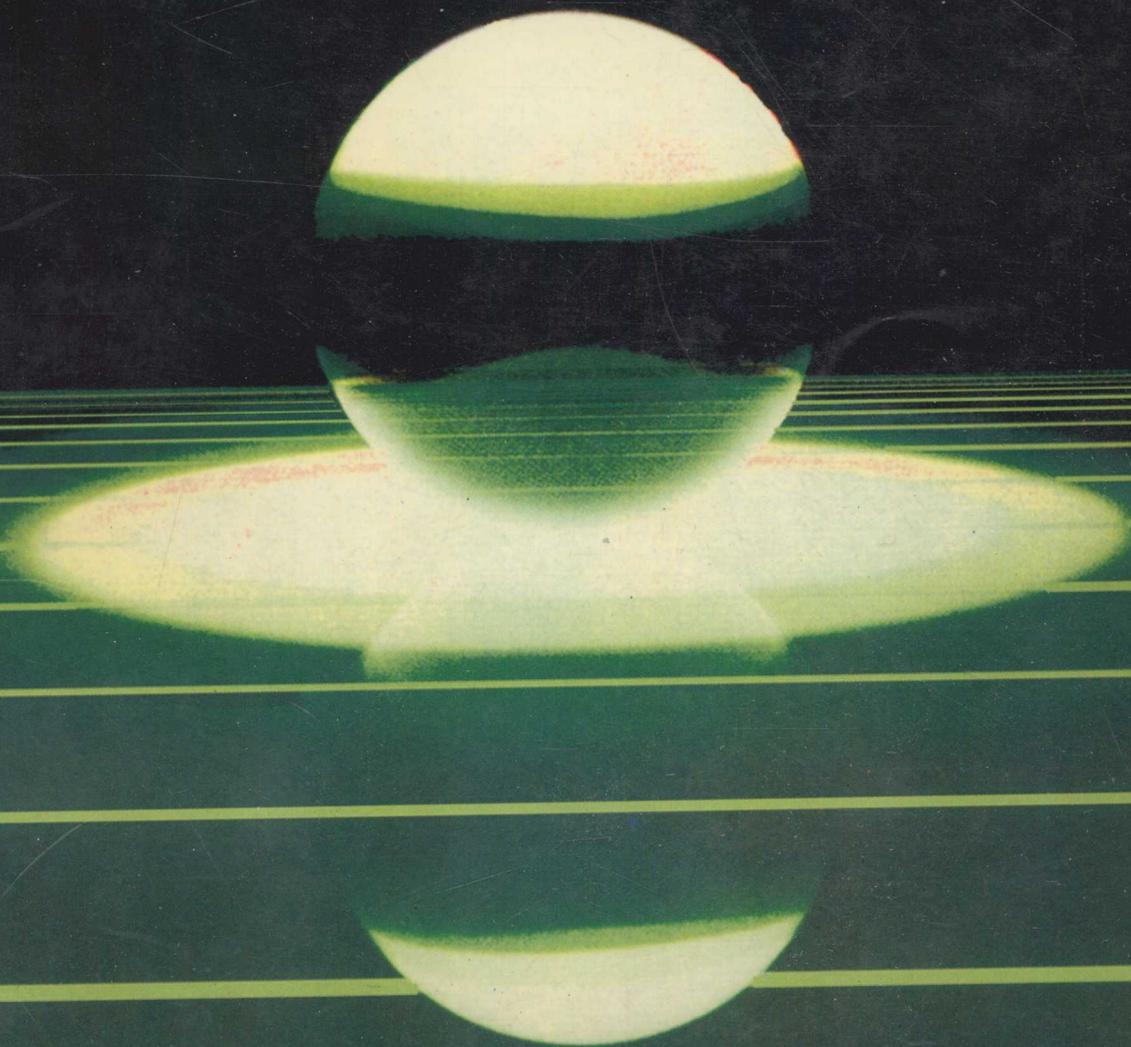


最新企业形象视觉识别设计丛书

报纸·杂志·电视广告设计

下 册



黑龙江科学技术出版社

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主 编: 钟宁 余雁 晓 东
副主编: 张磊 夏宇 李贤宁

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报纸·杂志·电视广告设计(下册)

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前 言

现代人虽然对“广告”一词的理解不一定十分准确,但至少对广告不陌生。随着信息时代的发展,广告作为市场激烈竞争必不可少的重要手段,以其飞速发展的态势日益深入现代化社会的经济贸易、生产与生活的各个领域。浩如烟海的广告大潮已使我们与之朝夕相伴。广告作为一种视觉传达的促销手段,它必须迅速、准确地将信息传达给目标消费者,但广告能否获得预期效果,首先在于媒体的有效性。报纸、杂志、电视三大媒介可以说是传播最广泛、最迅速和最准确的广告形式。我国的广告主近年来之所以乐于选择这三大媒体为主要媒介,正是因为它们所具有的形式与优点。这三大媒体除了遵循广告的原理及一般规律外,各有其独特的传播特征。广告主根据不同的目标消费者以及预期效果选择媒体形式,以便更有效地实施广告策划、创意和制作发布。

报纸广告是所有广告媒体中投资金额最大的媒体之一。这是由于报纸是普及率高、发行量大的读物,而且地域选择性高,有全国性报纸、地方性报纸和专业性报纸,还有日报、早报、晚报之分。其传播信息速度之快,是报纸广告具有的独特功能。报纸广告可根据广告主的意图和代理部门的策划设计定位选择不同视觉传达形式。

“空白”的运用是近年来在报纸广告创意设计中出现的一种表现手段,视觉传达中包括空白部分。文字密集的报纸版面衬托出的空白空间,具有引导视线的作用,并在对比鲜明的视觉形式中突出主题。大面积空白的不同形式处理在视觉上和心理上所表达的内涵也有所不同。

杂志是现代信息传达和传播知识的主要载体之一。杂志的最大优势就是阅读节奏舒缓,保存期长。因此杂志广告携带的信息比其它媒介丰富,而且印刷精美,读者也相对稳定。杂志的类型丰富多彩,无论是新闻性杂志,还是生活娱乐性杂志,都拥有大量的读者群。随着时代的发展,杂志的类型逐渐丰富,专业性期刊不断涌现,给杂志广告以充分展示的空间。高质量的印刷使设计者的广告设计能够被完美地传达出来。

此外,专业性较强的广告在专业杂志中更能体现出这一媒体的有效性。特别值得一提的是本书向读者提供了有关医药杂志广告作品,对其文案及画面创意进行简析和说明。医药广告的诉求对象与其他广告不同,尤其是药品广告,阅读者往往是医生而并非是购买药品的病人。然而真正的受益者是病人,他们在多数情况下是不看广告的。因此医生承担了中间人的角色,成了必须被劝导的、以开处方的形式向别人推荐产品(药品)的人。因此可以说,广告商直接把医生这位中介者定位为消费者,他们的作用在医药广告中至关重要。医药广告作为一种特殊广告要想在广告竞争的海洋中脱颖而出,在受众中留下难以磨灭的印象并非容易。我们将优秀的成功医药广告选入本书,你会从中感受到这些医药广告的巨大创造活力,借助文案及画面能够分析、理解每一作品后面的创意策略,体会其独具一格的魅力。

电视广告是视听兼备的媒体,因此较其他媒体更生动,更具说服力。由于电视具有普及率极高和传播迅速的优势,因此,它尤其为广告主所偏爱。电视广告不单纯是商品信息的体现,也应给人一种艺术享受。因此电视广告应该具有较强的欣赏价值和以情动人的感染力。本书收集了部分成功的电视广告,并提供文案和说明,供读者观赏。

广告作为商品经济特有的产物,在我国仍处于不成熟阶段。在商品竞争十分激烈的形势下,要让消费者获取可靠正确的信息,从而促进消费,优秀出色的广告设计成为至关重要的因素。本书收入报纸、杂志、电视广告的成功作品,着重进行文案分析与评点说明,以便读者在理解和分析作品时获得启发。此书对广告主可谓行销战略的有力武器,对广告人可谓经营业务的指南,对设计者可谓必备的应用工具。

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杂志 MAGAZINE

S.



W.
N.

SANYO 评点·图例

广告语：“高保真的数字音响不怕东奔西跑。”

借用活泼、好动的小兔子，生动地比喻三洋袖珍录音机携带方便，不会因震动而影响音质。画面采用对角线的构图形式，留出大面积空白，集中衬托产品与小动物，图形语言表达简练，突出了产品的质量和性能。

Quality Digital Sound When You're Racing Around.

Small text: Since 1952, I've been in the audio business. With a 50-year track record, I know just what I'm doing. The good old analog tape drive is still going strong. So we made the new digital tape drive. It's smaller and lighter. And it can be used in a portable for when you're racing around.

Technology by Penetlon Formula!

标题：“圆柄球拍势不可挡。”

文案：人在运动中的爆发力与网球拍的反弹力相似。本公司根据这个原理设计生产出圆柄网球拍系列。这种球拍的造型，运用 ARCHE 设计与 AVC 构造相配合，使拍面平衡稳定，提高了球拍的综合性能，是品质优良的圆柄球拍。因此不要把它当作普通的球拍，而应把它看作身体的一部分。

文案强调了该球拍系列的功能和优点。广告画面采用倾斜式构图形式，具有极强的动感，表现了体育用品的属性。为了宣传该球拍的构造系根据人体工程学原理设计制作这一优点，图形运用了超现实的表现视觉手段，更加明确了产品制造的合理性与科学性。

40

ROUND SHAFT

NEW MODELS

RE-402 SLIP LEG SHIELD ¥18,000 (¥15,000) (¥12,000)

RE-403 SLIP SHOULDER PROTECTIVE ¥12,000 (¥10,000) (¥8,000)

RE-410 COMPOSITE DESIGN SET ¥18,000 (¥15,000) (¥12,000)

RE-405 CARBON PRESENCE ¥18,000 (¥15,000) (¥12,000)

RE-401B COMPOSITE DESIGN SET ¥18,000 (¥15,000) (¥12,000)

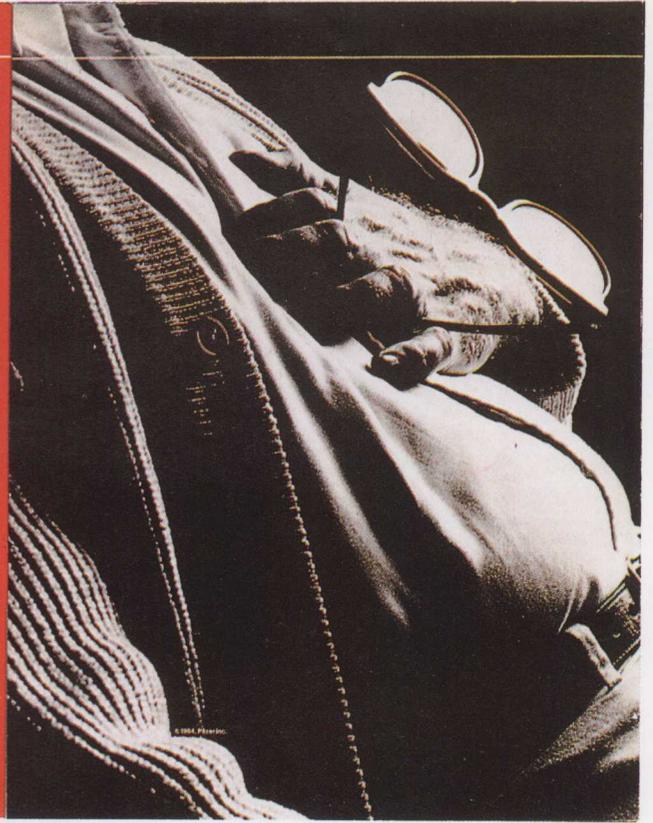
RE-401A CARBON PRESENCE ¥18,000 (¥15,000) (¥12,000)

THE NEW ROUND SHAFT SERIES IS THE MOST ADVANCED AND MOST SCIENTIFICALLY DESIGNED YET.

PRO KENNEX

The First in a Series

Clinical Clues to Mixed Angina



标题：“心绞痛综合症的临床线索。”

一本翻扑在地上的书暗示我们“心绞痛综合症的临床线索”。但这一线索与心绞痛有什么关系呢？画面右边患者按住自己胸口的照片，解开了这个谜。这则广告提醒医生心绞痛的各种发病原因(过劳、紧张、寒冷等)，戏剧性地表现了心绞痛发作的可怕情景，同时宣传了该药品在缓解心血管痉挛方面的优点。



**Now,
no patient
should be restricted
to life at
70 beats a minute.**

Now, Activitrax[®] single chamber rate responsive pacemaker is the most prescribed pacemaker in the world. Every 15 months, an Activitrax is implanted somewhere in the world. Just a year after its release, more than 100,000 four single chamber pacemakers implanted in the United States in 1984. And if the numbers are growing, physicians have been quick to realize the benefits you bring have to include the benefits of a complete rate responsive. When rhythm or heart rate slow, your patients' natural heart rate responds to keep activity you can include it with total asymptomatic pacing.

Rate responsive pacing prevents superior brVVI pacing.

First responders in divided studies show the single chamber rate responsive pacing provides significant improvement over VVI pacing in enhancing cardiac output and oxygen delivery. They also show that the microprocessor in the pacemaker is able to respond to unique colored signal processing capability makes it possible.

Activitrax
single chamber rate responsive pacemaker
Makes VVI pacing obsolete.

Medtronic

标题：“现在，病人不再局限于心跳每分 70 跳的生活了。”

文案：大多数起搏器无法满足剧烈活动和运动时增加的心血管起搏需要。而该产品定位为心率反应起搏器，能随时调节运动时的心率，进而大大改善患者的生活质量。

图中打开的“镣铐”意为突破了以前的起搏器每分 70 跳的“局限”，满足了运动时增加的心血管起搏需要。文案强调了该起搏器的工作优点。它广为患者接受，适用于各类病人。

A better alternative for hypertensives who are going bananas...

Spare your patients the extra cost—in calories, sodium and dollars.

Spare your patients the rigors of dietary K⁺ supplementation.

DYAZIDE[®]
25mg Hydrochlorothiazide/50mg Triamterene/SKF

Effective antihypertensive therapy...without the bananas

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标题：“吃香蕉的高血压患者的更佳选择。”

这是一则抗高血压药品广告，该药的优点是服用此药不需再吃香蕉来补充钾。

广告画面运用形与意的相似，合成为“香蕉”图形，形象而直观地展示了药性，唤起医生对此药的注意。

Adapin[®] (doxepin HCl) costs a lot less!

Adapin[®] or Sinequan[®]? (doxepin HCl)

When it comes to doxepin therapy, Adapin and Sinequan are like two peas in a pod because they are bioequivalent. They provide equal efficacy and safety profiles in relieving depression and associated anxiety.

But, when it comes to cost, Adapin and Sinequan are worlds apart. With Adapin your own savings your patients an average of 23%* on every prescription.

In addition to these savings, you and your patients can be assured of the quality backed by the Perrinax name.

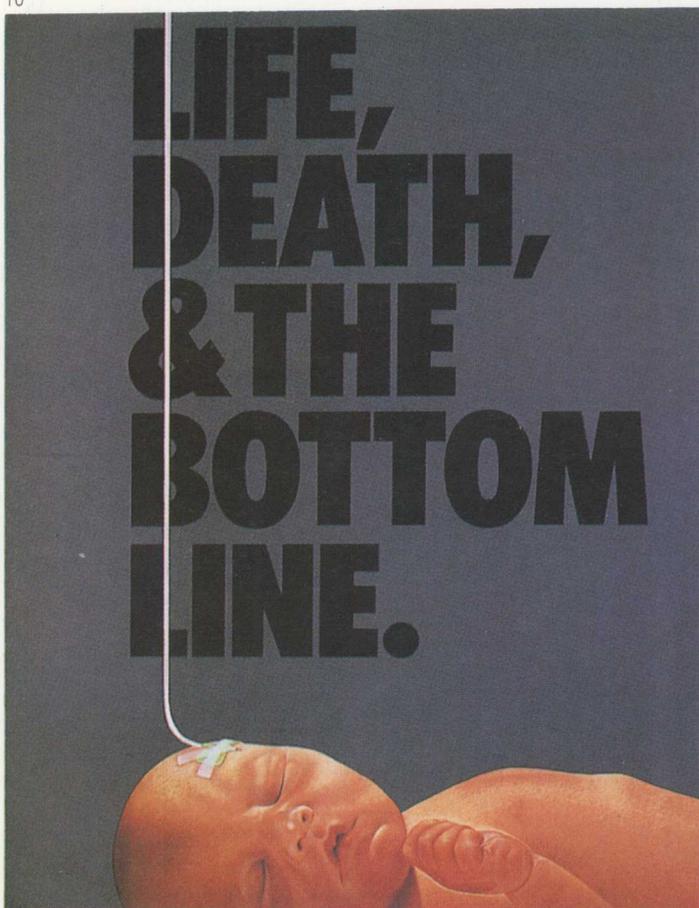
For doxepin therapy, specify the cost-effective choice... Adapin from Perrinax.

Specify **Adapin[®] (doxepin HCl)**

*Based on a comparison of the average net prices of Adapin and Sinequan for a 30-day supply of 150 capsules, as listed in Drug Facts Profiles, 1984.

标题：“Adapin(药名)，还是 Sinequan(药名)？”

“Adapin 便宜得多。”



上图标题：“生命、死亡与最后一道防线
(Bottom Line)”

下图标题：“在适当的时间使用适当的药。”

“治疗传染病的最后一道防线。”

——注射用抗菌素广告

广告文案将药品称作“最后一道防线”。这两幅广告画面中出现的输液管“一形双意”，它与病人生死攸关，切中文案中的“最后一道防线。”大面积空白版面衬托出“最后一道防线”，强调此药的功效。

**The right antibiotic at
the right time.
The bottom line
in infectious disease.**



For six years, Claforan[®] has been the right antibiotic for countless patients—with q8h dosing for moderate-to-severe infections, and q12h dosing for uncomplicated infections. From meningitis in neonates to pneumonia in the elderly, it has established an outstanding record of success. And, Claforan[®] provides the flexibility of q8-h dosing for severe infections, and q4h dosing for life-threatening infections.

The efficacy and safety of Claforan[®] are uncompromised. In neonates it has the potential for less of an impact on fecal flora than ceftriaxone or cefepime. That's why Claforan[®] is preferred by leading pediatric authorities.² In patients of all ages, it has not been shown to cause coagulation abnormalities, disulfiram-like reactions, nephrotoxicity, ototoxicity, or seizures.

**Right for cost containment with
q8h/q12h dosing.**

**The bottom line in today's hospital
environment.**

Claforan[®] saves money as well, with economical q12h dosing in uncomplicated infections and q8h dosing in moderate-to-severe infections. In fact, data on over 2,000 cases show that Claforan[®] q8h for moderate-to-severe infections and q12h for uncomplicated infections consistently maintained a high level of efficacy.²

Clearly, who's best about cephalosporins is what you get with Claforan[®].

STERILE INJECTION

Claforan[®]
(cefotaxime sodium)

Please see following page for references
and brief summary of prescribing information.

The bottom line.



q8h/q12h

New improved
Transderm-Nitro
nitroglycerin

Stays on better
Handles better
Comes off without significant irritation

Contraindicated in patients with increased intraocular pressure

All transdermal nitroglycerin products are being marketed pending final evaluation of effectiveness by the FDA. (See Brief Summary of Prescribing Information.)



Transderm-Nitro (nitroglycerin) Transdermal Therapeutic System
BRIEF SUMMARY OF PRESCRIBING INFORMATION (SEE PACKAGE INSERT)

INDICATIONS FOR USE
The drug product has been tentatively approved by the FDA for the prevention and treatment of acute myocardial infarction in patients with angina pectoris. The tentative approval reflects a determination by the FDA that the drug is safe and effective for the purposes for which it is being marketed. Further studies are required to determine the extent of the effectiveness of the drug product.

CONTRAINDICATIONS
Contraindicated in patients with increased intraocular pressure or glaucoma.

WARNINGS
Patients with acute myocardial infarction or congestive heart failure. Transderm-Nitro system should be used with caution in patients with hypotension, severe anemia, or severe liver or kidney disease. In patients with a history of angina pectoris, the drug should be used with caution. In patients with a history of angina pectoris, the drug should be used with caution. In patients with a history of angina pectoris, the drug should be used with caution.

PRECAUTIONS
Symptoms of hypotension, such as lightheadedness or dizziness, particularly on standing, may occur in some patients. These symptoms are usually mild and transient. In some patients, the drug system may be removed or covered with a bandage. For this reason, patients should be advised to avoid driving or operating machinery while using the drug system.

ADVERSE REACTIONS
The most common side effect is headache, which is usually mild to moderate in intensity. Other side effects include dizziness, lightheadedness, and hypotension. In some patients, the drug system may be removed or covered with a bandage. For this reason, patients should be advised to avoid driving or operating machinery while using the drug system.

HOW TO USE
The drug system should be applied to a clean, dry, hairless area of the skin. The drug system should be applied to a clean, dry, hairless area of the skin. The drug system should be applied to a clean, dry, hairless area of the skin.

DOSE AND ADMINISTRATION
Transderm-Nitro should be applied to the skin of the chest or upper arm. The drug system should be applied to a clean, dry, hairless area of the skin. The drug system should be applied to a clean, dry, hairless area of the skin.

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CIBA First with the future
in drug delivery systems

上图标题：“附着力达 98%。”

下图标题：“新一代消炎膏药。”

“附着力更强，使用更方便，揭下无疼痛。”

文案：新一代产品促销广告往往使人不解：难道以前的产品有毛病？然而该制药厂却另辟蹊径，采用无懈可击的最新方式来宣传自己的新产品。悬在空中的鸡蛋足以让我们信服：该产品粘附力的确改进了。

广告创意采用夸张的手法形象地比喻产品性能，极具说服力。

杂志 MAGAZINE

A new generation of adhesive is born



Introducing new improved

Transderm-Nitro
nitroglycerin 24-hr systems: 2.5 mg, 5 mg, 10 mg, 15 mg

C I B A

Stays on better

Reformulated adhesive delivers optimum staying power. Results of two studies* with both placebo and active systems on normal subjects proved that the improved system had an almost 100% adhesion rate, even under the most adverse conditions, including hot, humid summer weather.

Handles better

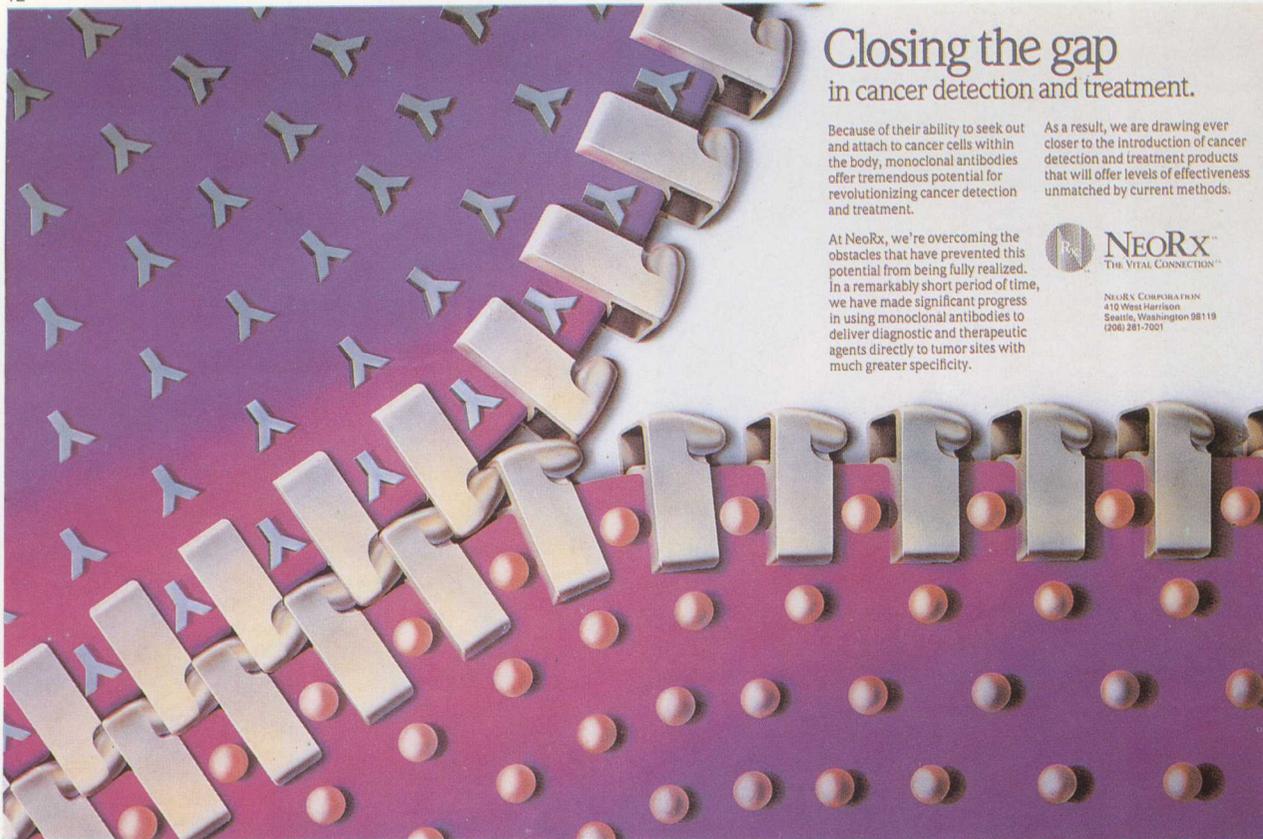
New, clear plastic 3M backing is easy to remove—practically slides right off. There's no risk of your patient damaging the system. Especially easy to handle for elderly patients.

Comes off without significant irritation

The reformulated adhesive is strong, yet gentle on the skin. The studies* also showed no significant irritation after removal of the new system.

Please see following page for Brief Summary of Prescribing Information.

*Data on file, CIBA Pharmaceutical Co.



Closing the gap in cancer detection and treatment.

Because of their ability to seek out and attach to cancer cells within the body, monoclonal antibodies offer tremendous potential for revolutionizing cancer detection and treatment.

As a result, we are drawing ever closer to the introduction of cancer detection and treatment products that will offer levels of effectiveness unmatched by current methods.

At NeoRx, we're overcoming the obstacles that have prevented this potential from being fully realized. In a remarkably short period of time, we have made significant progress in using monoclonal antibodies to deliver diagnostic and therapeutic agents directly to tumor sites with much greater specificity.

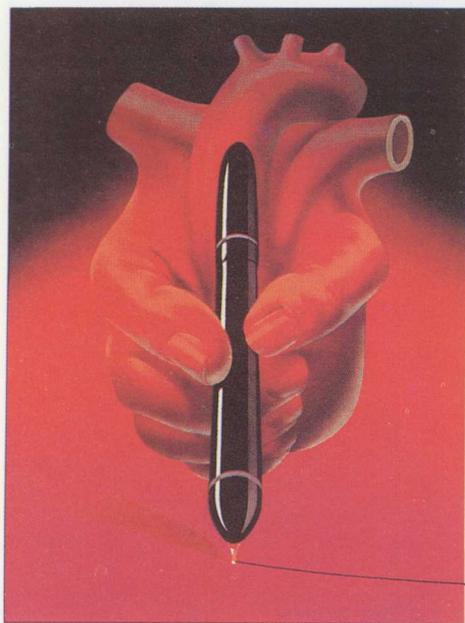


NEORX CORPORATION
410 West Harrison
Seattle, Washington 98119
(206) 281-7000

标题：“弥补空白(癌症检测和治疗)”

该广告运用摄人心魄的视觉画面来吸引受众对这一新成立公司的关注。拉链图形表明,该公司利用单无性系抗体,以更大的专一性直接将诊断和治疗剂输入肿瘤区。因此该公司在癌症检测和治疗领域

填补了空白。该广告诉求对象是肿瘤专家和核医学专家。广告并没有提到任何具体产品,目的在于帮助受众识别公司及其专业领域,为该公司及其产品进入市场奠定了坚实的基础。



Writing with care for CHF.

9 out of 10 cardiologists specify Lasix (furosemide) by brand name. And 2 out of 3 take the extra step to prevent substitution.*

1 out of 30 cardiologists also specify the leading brand of generic. Both are part of the class LASIX®-diuretic regimen.

In the same survey, LASIX® and the leading brand of generic were named more often than any other agent, in any therapeutic class, as drugs for which these cardiologists would consider generic substitution. Both were prescribed by brand name more often than any other drug.

LASIX®—prescribed for good reason. Especially in CHF, prevention is critical. Any therapeutic variable could easily upset the sensitive diuretic-diagnosis-treatment balance and precipitate a digitalis toxicity.

LASIX® the most thoroughly dis-covered drug in its class, offers quality no equivalent that almost 90 billion tablets have been manufactured without a single product recall. Its more dosage strengths and forms than any other diuretic class means for the cardiologist surveyed to say they prescribe LASIX® more frequently than all other diuretic agents they name.

Before prescribing, please consult complete product information, a summary of which appears on the following page.

*National survey of 200 physicians, including 150 cardiologists, and other physicians participating in the survey conducted by Research Resources Pharmaceuticals Incorporated, Kenilworth, New Jersey August 1984.

The diuretic of choice in CHF.

LASIX
(FUROSEMIDE)



Lasix 40mg #60
Sig: T bid
Do Not Substitute

标题：“当心,别开错了处方。”

“10个医生中有9个开Lasix(药);3个医生中,有2个采取措施防止替换药品。”

该药品是治疗充血性心脏衰竭的利尿剂,属成熟期产品,已不受专利保护。为了抵御同类产品 and 名牌产品的竞争,保持市场占有率,该广告运用一颗心脏为自己开处方这一不同凡响的画面劝诱心脏病医生继续推荐该品牌的药品。画面采用图形与含义相似同构的视觉形式,生动、准确地寓意广告的诉求内容。从而使该药品保持了可观的市场占有份额。

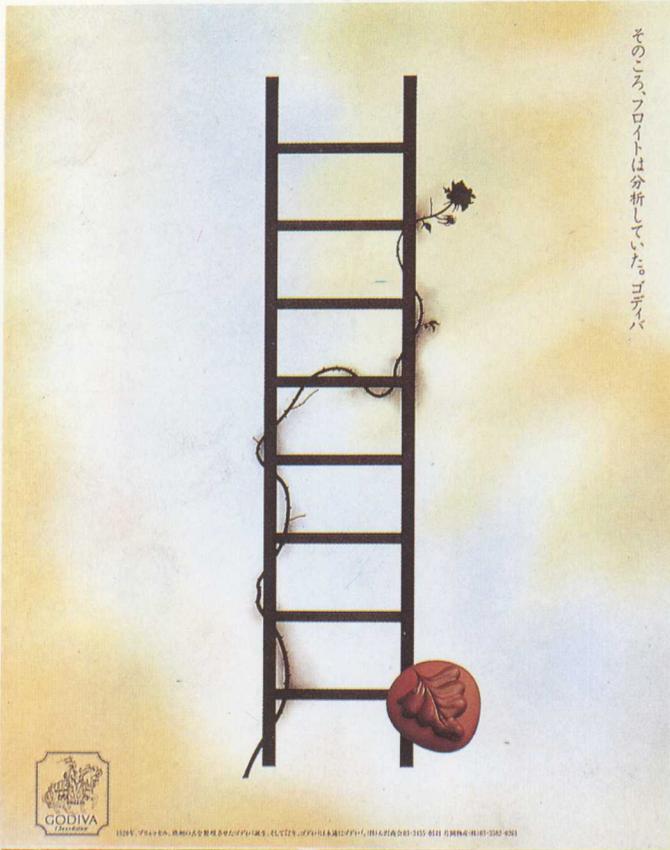
Picture Perfect...
Picture Permanent
with Janssen Gold.

Janssen Life Sciences Products
introduces an innovative probe
for light microscopy.

标题：“完美的图像……杨森技术——永恒的图像”

“杨森生命科学产品领导光显微镜学的新探索。”

图片表现的是一个新的诊断技术的模型——金黄色的分子附着在有选择的化学成分上，便于检验。这个导入性广告有效地传达出该公司改进实验技术这一信息，而又未透露太多的技术信息。图形简洁而具有劝诱性，能唤起受众对这一新产品的兴趣。该广告以点的聚散形式构成，像 Vasarely 的一幅抽象艺术作品。黄与蓝补色对比构成视觉上的愉悦。表现出杨森产品具有先进完美的科学技术。



そのころ、フロイトは分析していた。ゴディバ

标题：“那时，弗洛伊德正在研究精神分析学，GODIVA 诞生了。”

——巧克力广告

文案：轰动欧洲的 GODIVA 诞生至今已有 72 年的历史。

以名人的学说及其所处的年代来表明企业理念和悠久的历史，令人深思。画面中的梯子与向上攀援的玫瑰花，象征了企业不断进取的精神。



おしとやかなスポーツなんて、ない。

标题之一：“没有白费的功。”



おとなしい子供なんて、いない。

子供がどきどきするアコースティックギター、電子ピアノの「音のコントロール」に不可欠な高音質をどうするか

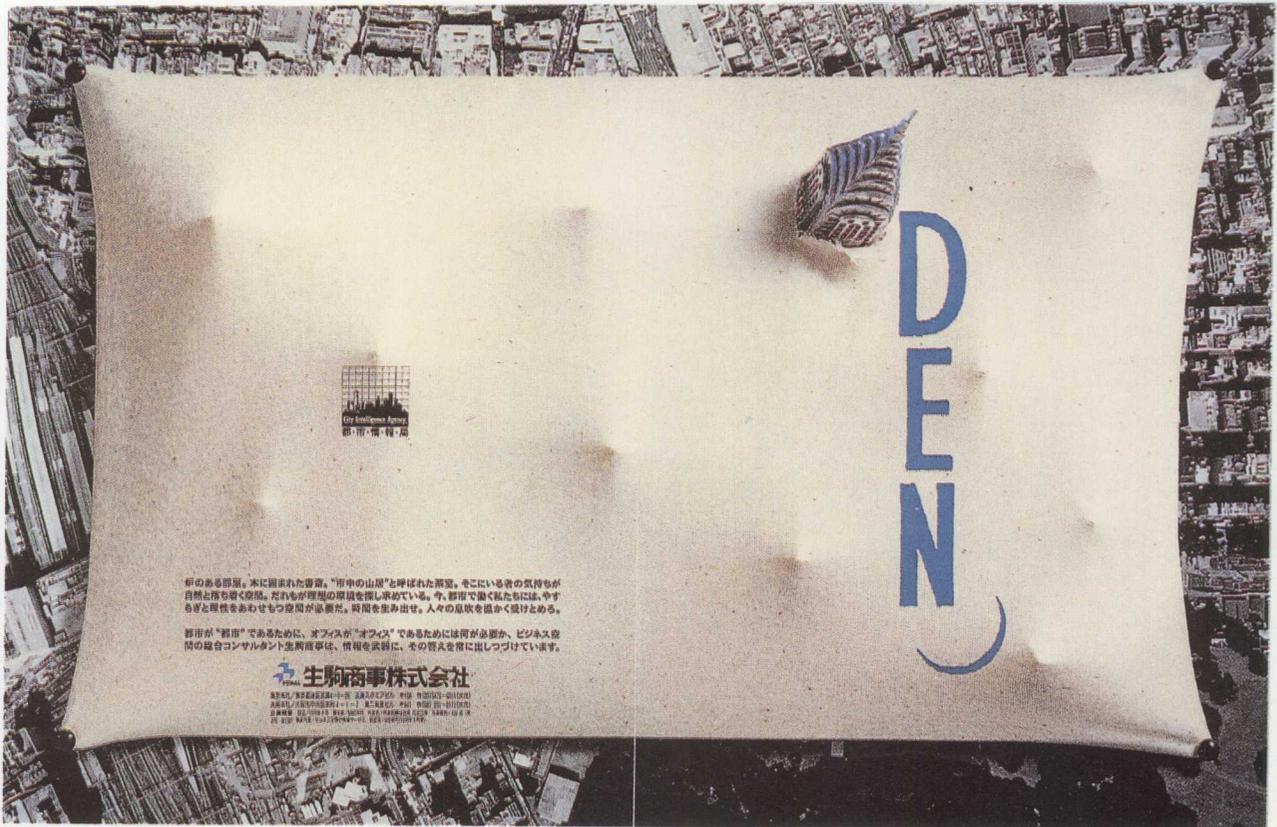
DAD SYSTEM は、そんな悩みを解決する高音質を実現する「音のコントロール」を実現するシステムです。

それは音楽に不可欠な「音のコントロール」を実現する「音のコントロール」を実現するシステムです。

● DAD SYSTEM は、そんな悩みを解決する高音質を実現する「音のコントロール」を実現するシステムです。

标题之二：“没有绝对听话的孩子。”

介绍隔音材料的性能



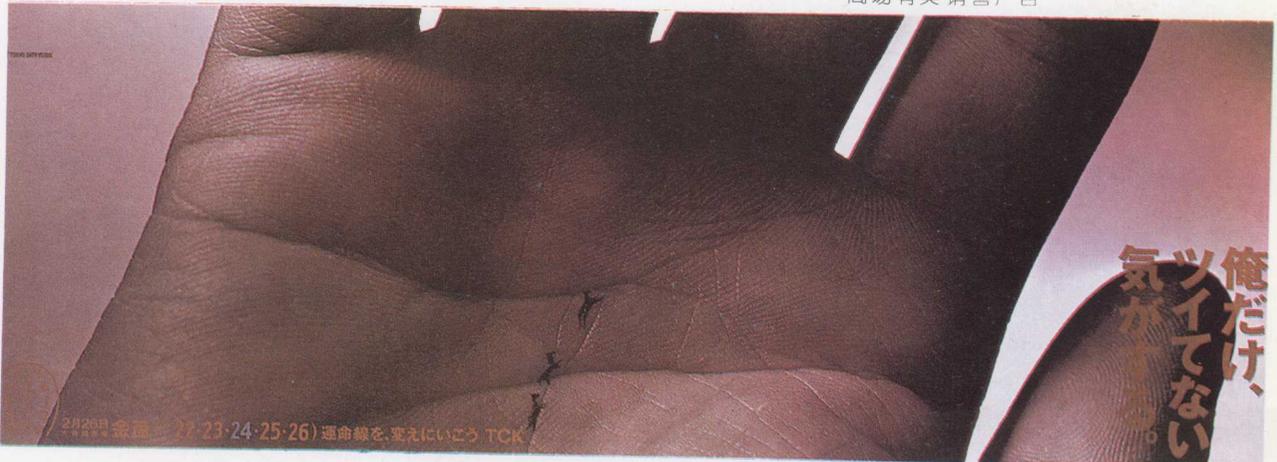
标题：“房”

—— 房地产咨询广告

文案：带有暖气的屋子，在这里人们心情舒畅自然。谁都希望寻求一个理想的环境，为满足人们的要求，生物商事将为各位提供信息，为您寻觅理想的都市家居和办公室。

标题：“单靠自己远远不够，TCK 将改变你的命运线。”

商场有奖销售广告



标题：“漂亮的头饰”



アタマのキレイなひと。フラウ。

标题：“漂亮的头饰”



アタマのキレイなひと。フラウ。

标题：“漂亮的头饰”

— 一 妇女杂志创刊系列广告 —



アタマのキレイなひと。フラウ。