

创意30 *Creativity 30*

选自世界四十个国家的
优秀广告设计作品



[美] 戴维·卡特 编
David E. Carter

世界图书出版公司



J 534 / 45

創意 30 *Creativity* 30

bright ideas in advertising and design
from 40 countries around the world
选自世界四十个国家的优秀广告设计作品

[美] 戴维·卡特 编
Ed. by D. E. Carter

世界图书出版公司

图书在版编目(CIP)数据

创意30/(美)卡特编;安中译. —北京:世界
图书出版公司北京公司, 2002.8

ISBN 7-5062-5167-1/J·75

I. 创... II. ①卡... ②安... III. 广告—
设计—世界 IV. J534.3

中国版本图书馆CIP数据 核字(2002)第055893号

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书 名: 创意30

编 者: [美] 戴维·E·卡特
译 者: 安 中
责任编辑: 高明让

出 版: 世界图书出版公司北京公司
发 行: 世界图书出版公司北京公司
(北京朝内大街137号 邮编 100010
电话 64077922)
销 售: 各地新华书店和外文书店
印 刷: 恒美印务(番禺南沙)有限公司

开 本: 280×215 毫米 / 24印张
字 数: 10千字
版 次: 2002年8月第1版 2002年8月第1次印刷
版权登记: 图字01-2002-3617

ISBN 7-5062-5167-1/J·75 定价: 280.00元

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翻印必究

什么是创意？

日复一日从事广告和设计创作的人很可能会回答说：创意是个孤独甚至可能是寂寞的过程。

构思从何而来？

很可能，每位创作人员都曾成百上千次地面对这个问题。

在现实中，出色的广告和设计常常是一人独自创作而成的，但创作人员需要灵感的源泉。许多业内人士的灵感来自《创意年鉴》这样的图书。

在我二十来岁的时候，我开始收集《纽约艺术策划人年鉴》(the New York Art Directors Annual)所有的年度卷。我很快就收集齐了。我把这些书当作我的灵感源泉。我也以同样方式使用《One Show》、《Graphis》及其它若干种年鉴。

我很快就明白了，不管是住在纽约市还是住在远离创作群体的小镇，创作人员都需要持续不断地了解业内同仁近日的优秀作品。

从我收集年鉴，培育自己的创作能力，迄今已有三十五年了。现在我开始编辑《创意年鉴》。从我收到的反映来看，本书正如我所希望的那样，大家都从中了解了全世界的创作人员的作品。


创意确实是种寂寞的工作。但是通过《创意30》这样的灵感源泉，世界上任何地方的创作人员都能接触到选自世界上四十个国家的优秀的广告和设计创意。

这是我们的目的，也是我们的使命。

3



[美] 戴维·卡特

本书奉献给读者《创意30》所收到的最佳作品。入选作品中不足20%是为出版而选用的。在收到的所有作品中，获得金牌的作品  不足2%。

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But when you get a really bright idea

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art director
Jane Kramer
copywriter
Kirk McDonald
client
Milwaukee Public Museum

creative firm
Thompson & Company
Memphis, (Tennessee)
USA
art directors
Richard Williams,
Pat Powell
copywriters
Alan Wolstencroft,
Lauren Ossolinski
client
Seabrook

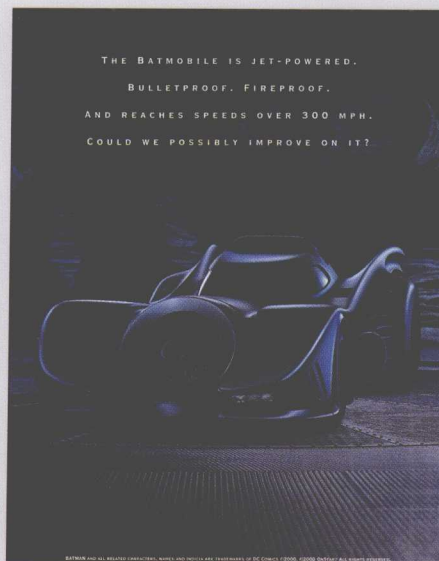
WE HAVE RALPH LAUREN IN A CAN.



In fact, we carry an extensive line of Ralph Lauren paints and accessories. So you can design faux finishes like leather, metallic, and denim. Whatever look you want, we've got the expertise to show you how to do it. Take a can of Ralph Lauren home. He's sure to create quite a site.

Seabrook

creative firm
Campbell Ewald Advertising
Warren, (Michigan) USA
creative people
Bill Ludwig, Jim Millis,
Nancy Wellinger, Stan Randall
client
OnStar



THE BATMOBILE IS JET-POWERED.
BULLETPROOF. FIREPROOF.
AND REACHES SPEEDS OVER 300 MPH.
COULD WE POSSIBLY IMPROVE ON IT?

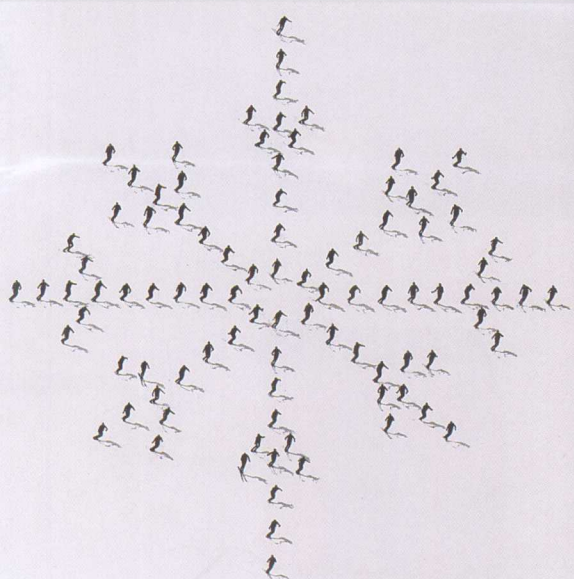
YES.



NOW THE VEHICLE THAT HAS EVERYTHING HAS ONSTAR. IF BATMAN'S AIR BAG DEPLOYS, WE'LL RECEIVE A SIGNAL AND CHECK ON HIM. IF A VILLAIN STEALS THE BATMOBILE, WE'LL TRACK IT RIGHT AWAY AND NOTIFY THE POLICE. WE CAN EVEN SEND REMOTE SIGNALS TO UNLOCK HIS DOORS OR DIAGNOSE HIS ENGINE WHILE HE'S DRIVING. YOU CAN'T GET YOUR OWN BATMOBILE, BUT YOU CAN GET ONSTAR ON YOUR NEXT VEHICLE. TO FIND OUT HOW, CALL 1-888-ONSTAR-7 OR VISIT WWW.ONSTAR.COM.

OnStar

5



Introducing Snow Cloud at Bachelor Gulch. These new residences will occupy the premier ski-in, ski-out location in Bachelor Gulch Village. The Bachelor Gulch Express lift is less than 50 yards away. The Ritz-Carlton, Bachelor Gulch is proposed for construction right next door. And, with the purchase of a Snow Cloud residence, a membership to the exclusive Bachelor Gulch Club is included - where you'll have access to the members' lounge, spa and fitness center in the Ritz-Carlton, and can enjoy



SNOW CLOUD
AT BACHELOR GULCH VILLAGE

the comforts of Zach's Cabin, a member-only, on-mountain dining facility. The spacious residences at Snow Cloud are just close enough - yet far enough away - to offer privacy amidst the amenities and activities that surround them. With your choice of two- to six-bedroom residences and extraordinary interior finishes, you're sure to find one that's perfect for your family. For floor plans and to arrange a tour, call Stiller Smith & Primm Real Estate at (970) 845-2500 or toll-free (888) 677-8380.

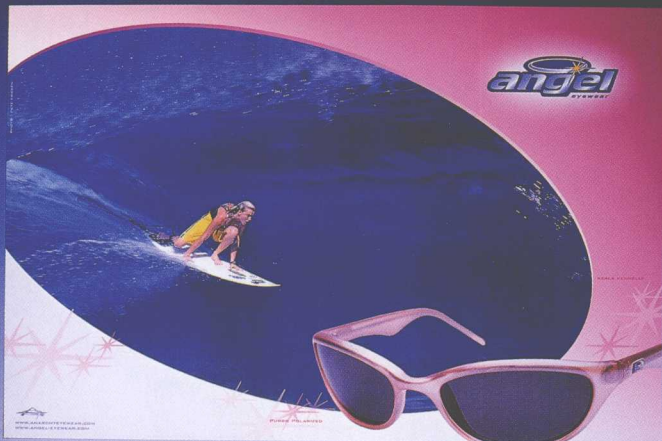
creative firm
Dieste & Partners
Dallas, (Texas) USA
executive creative director
Aldo Quevedo
senior art director
Jaime Andrade
senior copywriter
Alex Duplan
client
HBO

creative firm
Morgan & Partners
Jacksonville, (Florida) USA
creative director
Bryan Cox
art director
Ben Wayman
copywriter
Mike Morgan
client
Snow Cloud



CUANDO TIENES HBO, SE NOTA.

HBO
NO ES TV. ES HBO



creative firm
Alternatives
New York,
(New York) USA
art director
Julie Koch-Beinkie
designer
Shelley Batuyong
client
Gargoyles



creative firm
Dieste & Partners
Dallas, (Texas) USA
executive creative director
Aldo Quevedo
associate creative director,
art director
Roberto Saucedo
senior copywriter
Fernando Rubio
client
Frito Lay



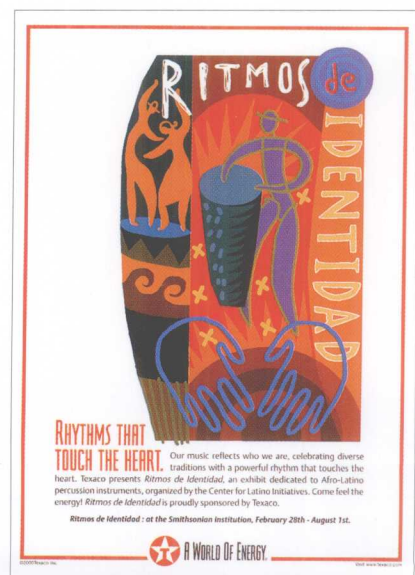
creative firm
McCann-Erickson Korea
Seoul, Korea
executive creative director
Simon Minchin
art directors
S.Y. Kim, Steve Keum
designer
S.J. Na
copywriter
J.K. Park
client
MD Foods Korea



creative firm
Odiorne Wilde
Narraway
& Partners
San Francisco,
(California) USA
creative directors
Jeff Odiorne,
Michael Wilde,
Erich Pfeifer,
Jim Lansbury
art directors
Mark Taylor,
Erich Pfeifer
copywriters
Tony Stern,
Jim Lansbury
client
Half



creative firm
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MARC USA
New York,
(New York) USA
creative people
Bob Needleman,
Neil Drossman
client
Frederick Wildman
& Sons



creative firm
The Chisholm-
Mingo Group
New York,
(New York) USA
executive creative director
L. Aarons
senior art director
C. Williamson
senior copywriter
A-Manning Dowd
client
Texaco

you
push
the
button



The Original
Kodak Brownie camera, 1900



The Future
"You're Still Pictures"
from America Online and Kodak, 1999

We still do the rest.™

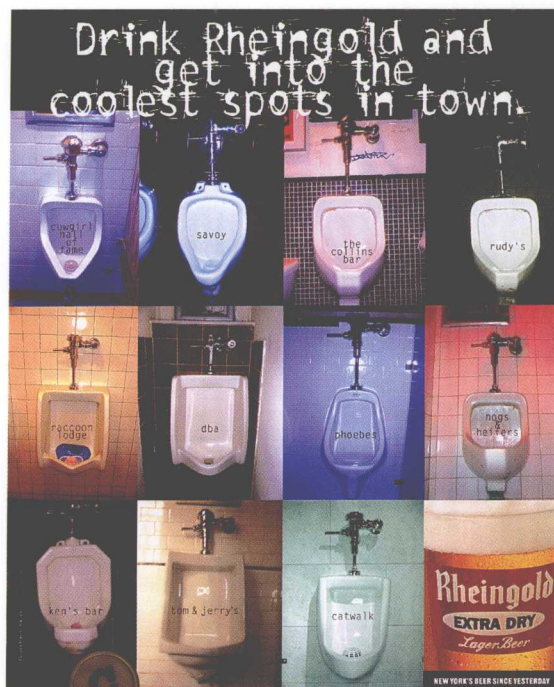
That same spirit of invention continues today,
and holds the promise of even greater developments in the century to come.

For a peek at the future of pictures, visit us at www.kodak.com

TAKE PICTURES. FURTHER™

creative firm
Forward Branding & Identity
Rochester, (New York) USA
creative people
Wendy Foster
client
Eastman Kodak Company

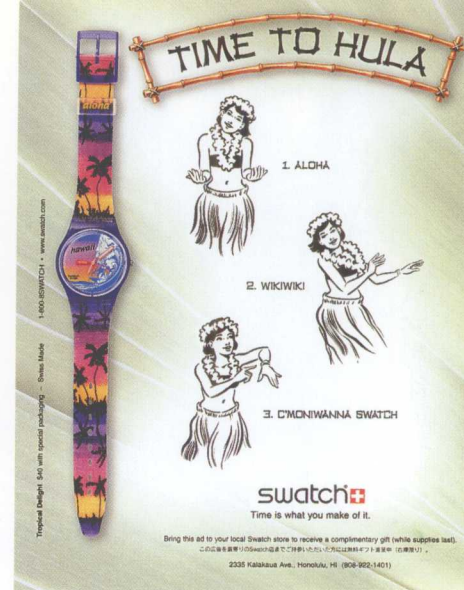
creative firm
Young & Rubicam Mexico
Mexico City, Mexico
creative directors
Enrique Laguardia,
Fernando Torres, Mauricio Castillo
art directors
Mauricio Castillo, Emiliano Vega
client
Danonino



creative firm
Ryan Drossman MARC USA
New York, (New York) USA
creative people
Bob Needleman, Neil Drossman
client
Rheingold Brewing Co., LLC



creative firm
Fermentation
New York, (New York) USA
creative director
Melvyn Sant
art director, copywriter
Fermin Guerrero
photographer
Scott Council
client
Harley-Davidson Bicycles

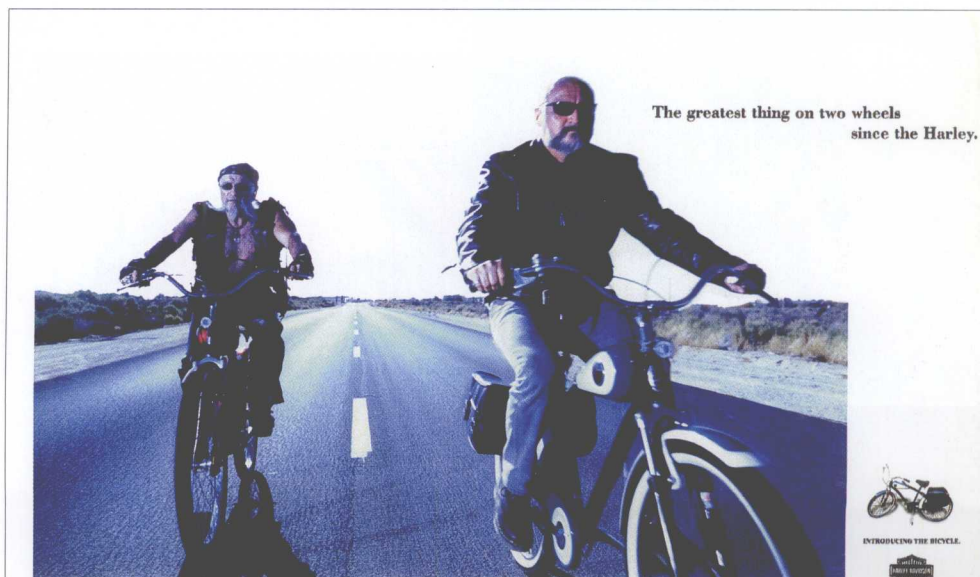


creative firm
Rise Agency, Inc.
New York, (New York) USA
creative people
Robert Zwaschka
client
Swatch

creative firm
McCann-Erickson Korea
Seoul, Korea
executive creative director
Simon Minchin
art directors
S.Y. Kim, Steve Keum
designer
S.J. Na
copywriter
J.K. Park
client
MD Foods Korea

headline
"Born to Nature,
Keep to Nature"

7



INTRODUCING THE BICYCLE.
Harley-Davidson
Bicycles

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USE OUR RADIO COMMUNICATIONS NETWORK
TO PUT OUT FIRES.



REAL ONES.

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He asked questions and listened to her needs. Then the geek built a customized system that did everything she desired—with no expensive extras. She felt fulfilled.

Her hands trembled. How much would this perfect computer cost? Was this geek another typical salesman, taking advantage of a young co-ed in need.

It was just \$979! A customized machine at an off the shelf price—she was in love.



"I promise to be here for you," he whispered. "We're a local company, that gives you all the technical support you need, without the hassle and wait you get from some other guys."

She left for school the next day with a great computer. She still talks to her geek, whenever she has a computer question. Sure she's dating the football captain now, but she'll always have a place in her heart for her computer geek at Inter Space.

ISC
Inter Space
Computers
Your Local Computer Geeks

Bluegrass Corporate Center 1810 Production Ct. 502.493.9882
Highlands 2107 Barktown Rd. 502.473.8800
Bashford Manor Mall 502.485.9600
800.303.2249 • www.interspacecomputers.com

THE GEEK PICK
OF THE WEEK

Back to School Special

- Intel 400 MHz Processor
- 64 MB PC100 Memory
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- A/OPEN 48X CD ROM
- Windows 95
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- Keyboard, mouse, speakers.
- Warranty: 2 years labor, 1-year parts
- Unlimited tech support

ALL FOR ONLY:

\$979⁰⁰

creative firm
Power Creative
Louisville, (Kentucky) USA
creative director
Dick Pruitt
art director
Dave Pender
copywriter
J.P. Ford
client
Inter Space Computers

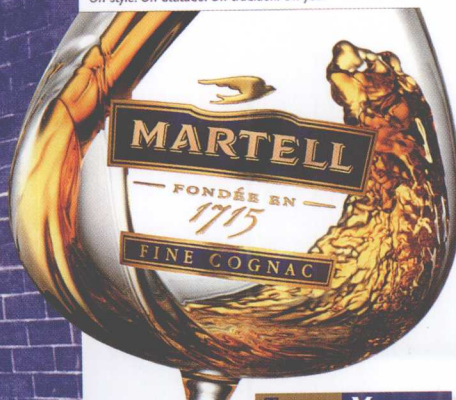
creative firm
Saint-Jacques Vallée
Young & Rubicam
Montreal,
(Quebec) Canada
creative director
Caroline Jarvis
art director
François Vaillancourt
producer
Studio I
copywriters
Alexandre Gadoua,
Ron Caplan
client
Ericsson

8

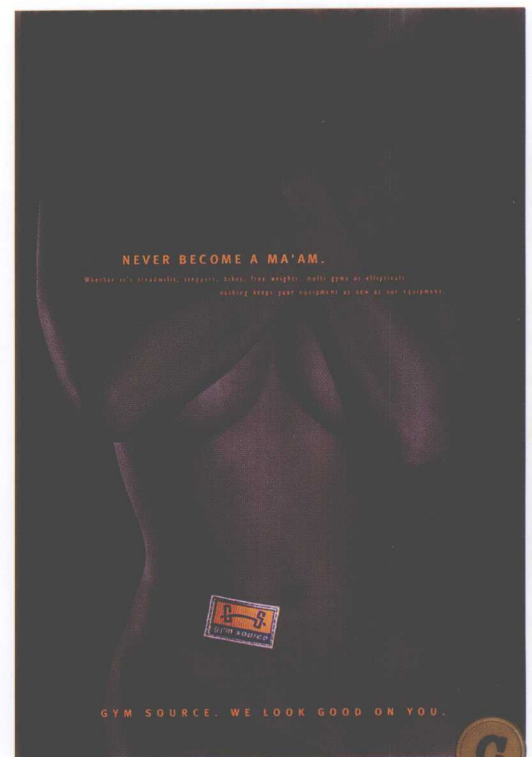
creative firm
The Chisholm-Mingo Group
New York, (New York) USA
executive creative director, art director
Lawrence Aarons
senior copywriter
Yvonne Durant
client
Seagram-Martell

"Beaucoup
de cool."

Laurent Martell.
Player, tastemaker, ninth generation cognac maker.
On style. On attitude. On tradition. On you.



TELL IT MARTELL.



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New York, (New York) USA
creative people
Bob Needleman, Neil Drossman
client
Gym Source

Peppercorn
Truffle
Lemon Garlic
Mesquite Barbecue
Honey Mustard
Apple Cinnamon
Southwest
Mango Chutney
Onion & Garlic

fork tenderloin

Preparing a mesquite barbecue pork loin fillet that's rich, tangy and moist is always tough. Unless, of course, it's ALWAYS TENDER® pork. And ours is. Guaranteed!

Hormel
Always Tender® pork

creative firm
BBDO Minneapolis
Minneapolis, (Minnesota) USA
art director
Steven Michels-Boyce
photographers, illustrators
Ron Crofoot, Mike Newman
copywriter
David Schutten
client
Always Tender Pork

Barilla

te invita
a disfrutar
de los Simpson

(8:30 p.m. Canal 7)

creative firm
Young & Rubicam Mexico
Mexico City, Mexico

creative directors
Ignacio Zeleny, Yuri Alavrado
art director
Paolo Coppola

copywriter
Ignacio Zeleny
client
Pastas Barilla

Batman

OnStar

CALL ONE, CALL THE OTHER.
IT'S THE SAME THING.

BOTH WILL RESCUE YOU FROM MOST ANY SITUATION, BUT ONLY ONSTAR® IS AS EASY AS PRESSING A BUTTON IN YOUR CAR. OUR ADVISORS ARE ALWAYS READY TO TRACK YOUR CAR IF IT'S BEEN STOLEN. CHECK ON YOU IF WE RECEIVE A SIGNAL YOUR AIR BAGS HAVE GONE OFF. SEND FOR EMERGENCY HELP. UNLOCK YOUR DOORS BY REMOTE. OR OFFER DIRECTIONS. IN GOTHAM CITY, CALL BATMAN. ANYWHERE ELSE, JUST PRESS THE ONSTAR BUTTON. TO LEARN MORE, CALL 1-888-ONSTAR-7 OR VISIT WWW.ONSTAR.COM.

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Warren, (Michigan) USA
creative people
Bill Ludwig, Jim Millis,
Nancy Wellinger, Stan Randall
client
OnStar

Descuidar la línea puede ser fatal.

DANONE
Vitalinea
0% GRASA

El único yoghurt con 0% grasa.

creative firm
Young & Rubicam Mexico
Mexico City, Mexico
creative directors
Enrique Laguardia,
Fernando Torres, Mauricio Castillo
art directors
Mauricio Castillo, Emiliano Vega
client
Danonino

text
"Off shape could be fatal.
The only yoghurt 0% fat."

creative firm
Leo Burnett Co. Ltd
Toronto, (Ontario) Canada
art director
Sean Davison
copywriter
Denise Rossetto
client
Kellogg Canada

you got locked in at work.

at least you don't have to hear your roommate and her boyfriend.

the lighter side of life:
the lighter side of snacking.

RICE KRISPIES
ORIGINAL

now at your local corner store. enjoy.



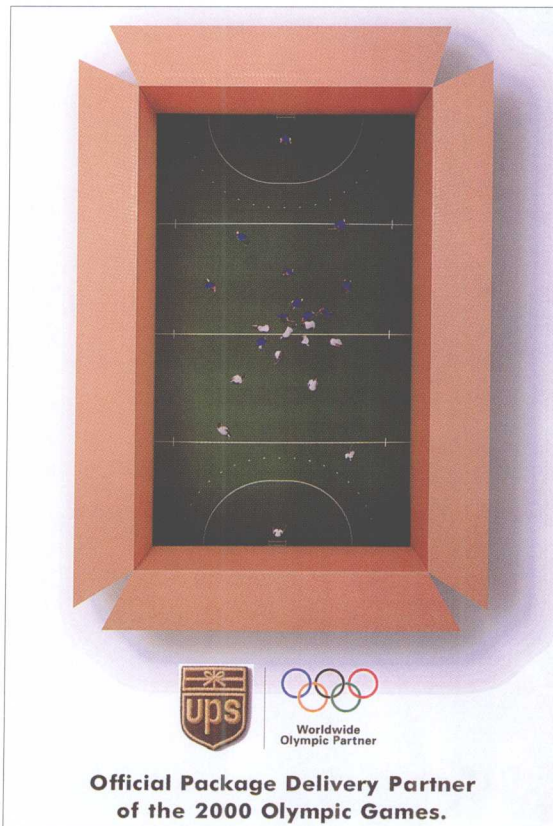
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New York, (New York) USA
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Cheryl Heller
copywriter
Geoff Carrier
client
Louis, Boston

10



Official Package Delivery Partner
of the 2000 Olympic Games.

creative firm
McCann-Erickson
North Sydney, Australia
creative people
Angeline Ebejer, Sam Begg
client
UPS

creative firm
Odiorne Wilde Narraway & Partners
San Francisco, (California) USA
creative director, art director
Geordie Stephens
illustrator
Clayton Bros.
copywriter
Pete Crosby
client
My Play



Can you find
the squirrel
in this ad?

myplay

If you got that, you'll get this. Digital music made so easy to get into it's laughable. AOL Keyword: myplay

My daddy is bigger and stronger than any other Dad.

He can fly.

He can fix anything.

Mommy is smarter than any other person I know —
even Daddy.

She knows **everything** about me.

I think she even knows how to see through walls.

Baptist Pediatric Services

When your superhero powers run out, come to us.

You do so much for your kids. But in medical situations, you can only do so much. That's why Baptist cares so much about caring for kids. Each Baptist Memorial hospital is prepared for children's conditions that even superparents can't handle. We also have a kid-friendly web site for health and safety tips you can visit at www.pdpainet.org. In other words, we're here to help save the day.

1.800.4Baptist — www.baptistonline.org

BAPTIST SmartMedicine. InspiredCare.
Pediatric Care

creative firm
Chandler Ehrlich
Memphis, (Tennessee) USA
creative director
Randall Rohn
art director
Jamie Thomas
copywriter
Mike Yue
client
Baptist Memorial Health Care

Simple Green Cleans.



My recently re-carpeted new home and on a new job, I accidentally tipped over the bottle of Simple Green and it landed on the carpet. My husband and I were both in a panic. We had to replace the carpet! I grabbed the bottle of Simple Green and applied it to the stain. ...my life is a mess up and the carpet looks like new again. Thanks for your help and saving my marriage!

My daughter recently took her first job of painting. She and her friends were there to clean and paint every corner of the house. She needed the cleanest Simple Green. I thought, "That's right! This is a cleaning job for the win!" I used a full strength on all the walls, ceiling, and floor. And there she was in the water for my daughter's first job. She was so proud!

I just wanted to tell you how much I love your product. I use Simple Green every day and it's the best for getting rid of stains and smells. My dog likes to hang out in my car. Since I washed up the car I used to wash the dog, but the smell would come out. I just told them and they just didn't wash. I really love Simple Green and it works on the first try!

Non-Toxic Biodegradable
simple green
All-Purpose Cleaner
Concentrated


And Shines.

People who use Simple Green are about Simple Green. Why? First, because it works. Second, because it works safely. Third, because it works safely on almost anything. When you need a tough all purpose cleaner that's non-toxic, biodegradable and concentrated, choose Simple Green. The safe solution with a spotless reputation.


creative firm
Simple Green Design
Huntington Harbour, (California) USA
creative director
Mike Brower
art director
Russ Scott
photographer
Kevin Reimers
copywriter
John Kuraoka
client
Simple Green

creative firm
J. Walter Thompson/New York
New York, (New York) USA
creative director
Michael Hart
art directors, copywriters
Michael Hart,
Anders Carlsson, Rick Streed
client
Scheffelin & Somerset/
J+B Scotch

beer?

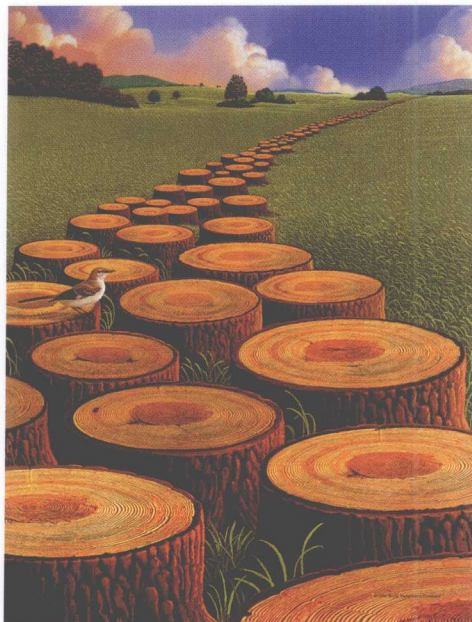


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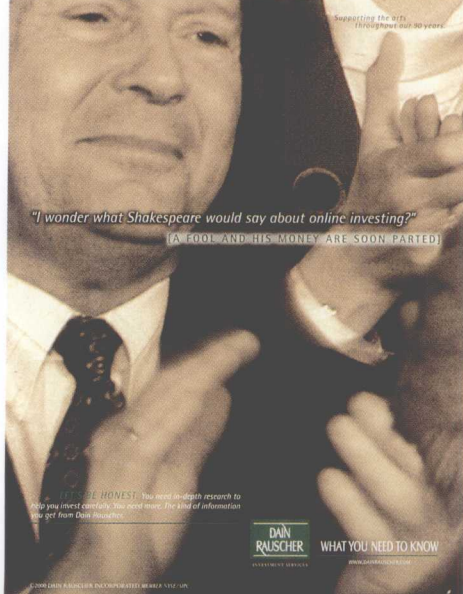


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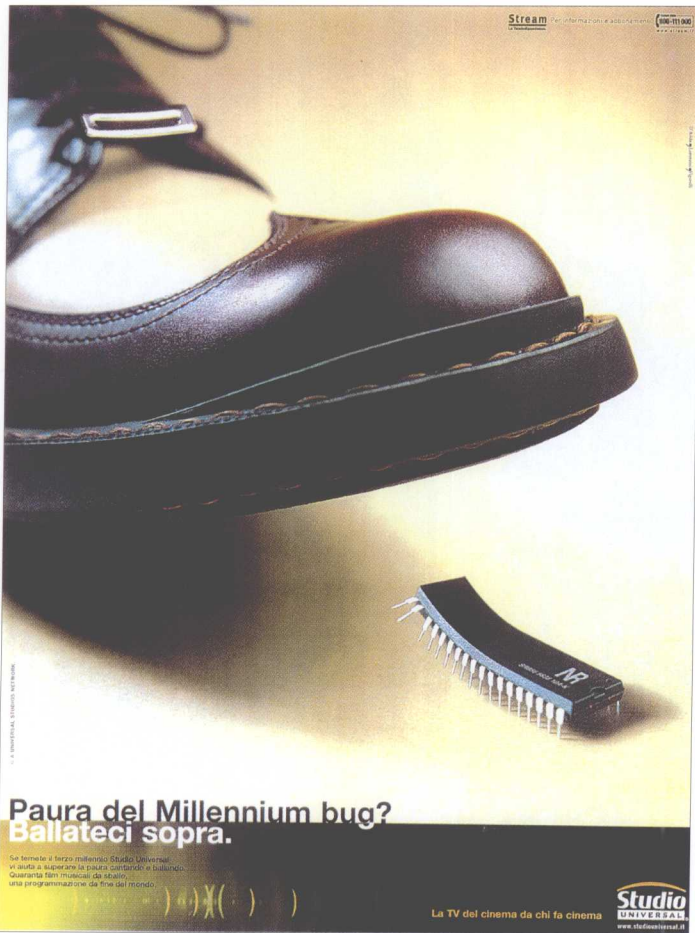
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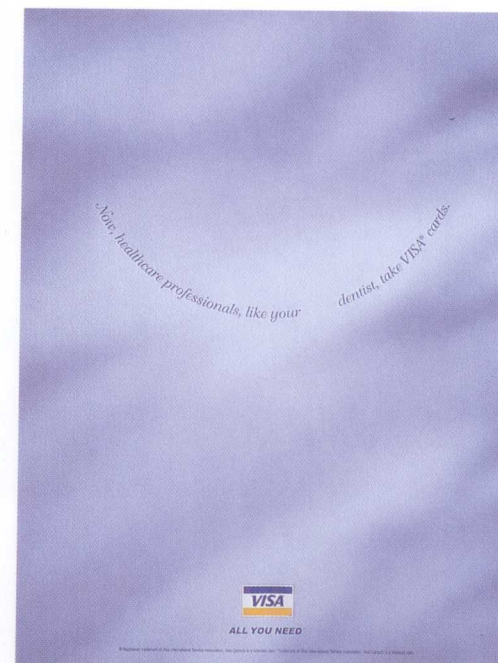
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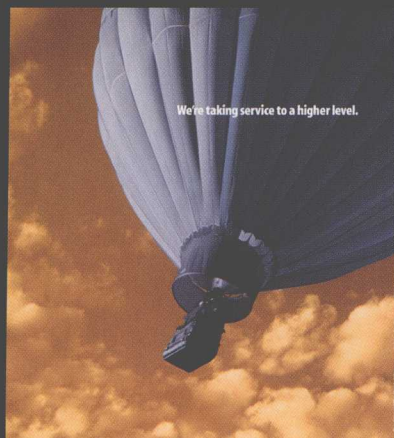
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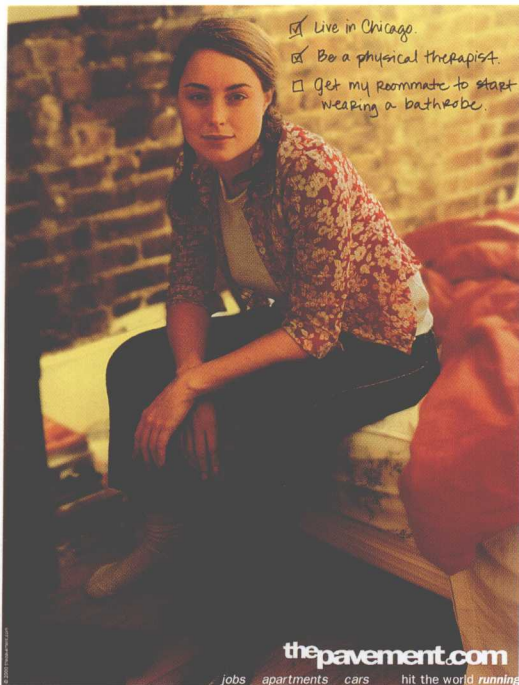
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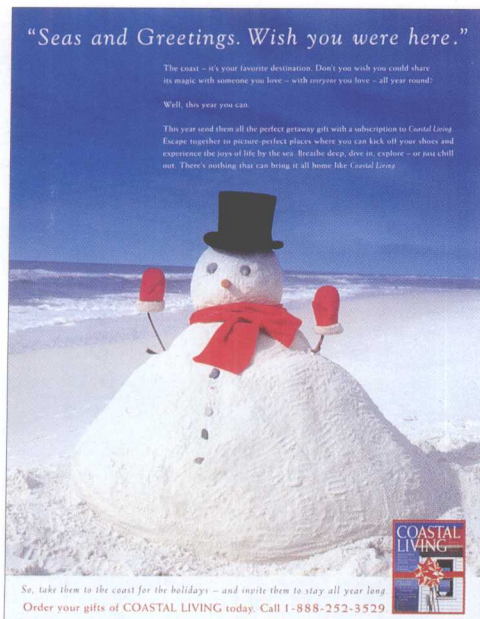
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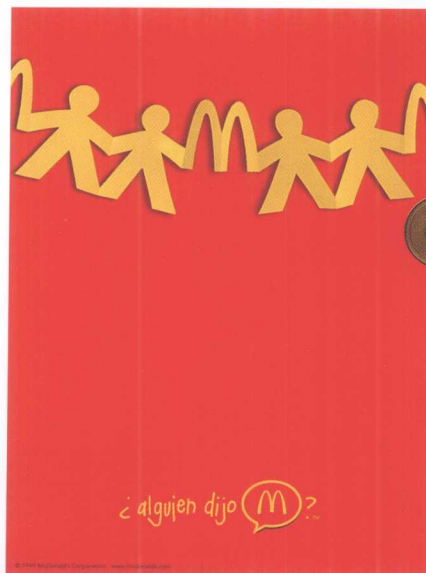
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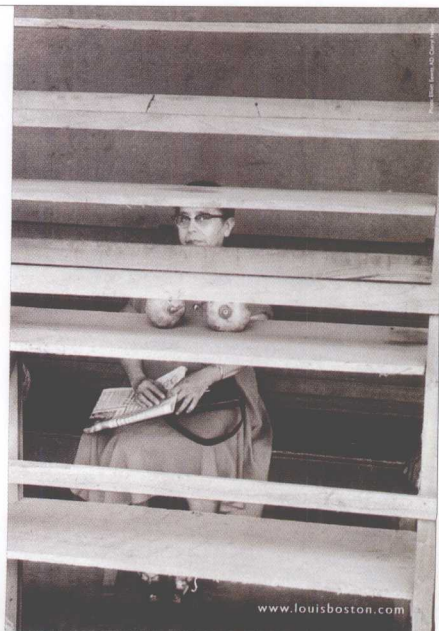
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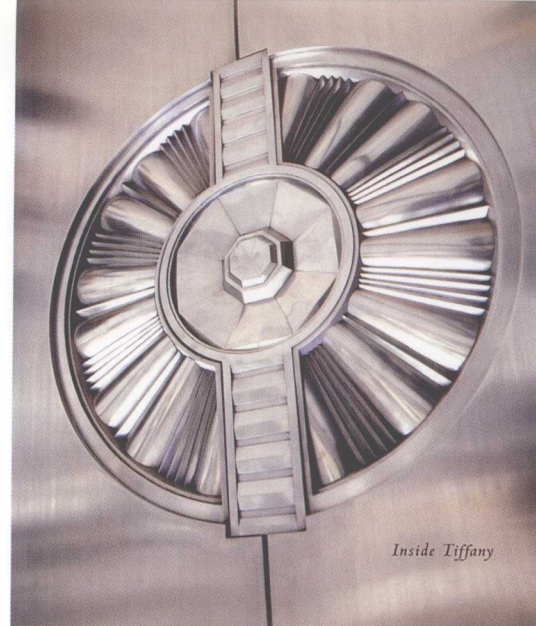
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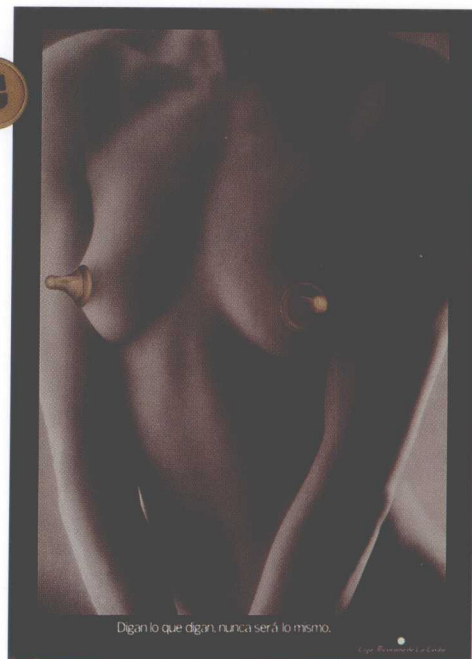
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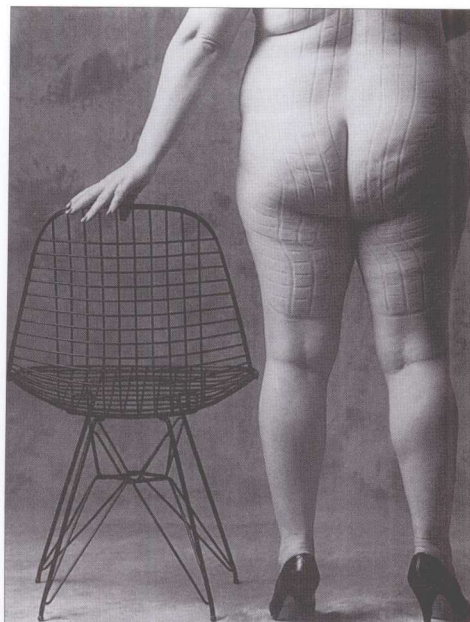
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