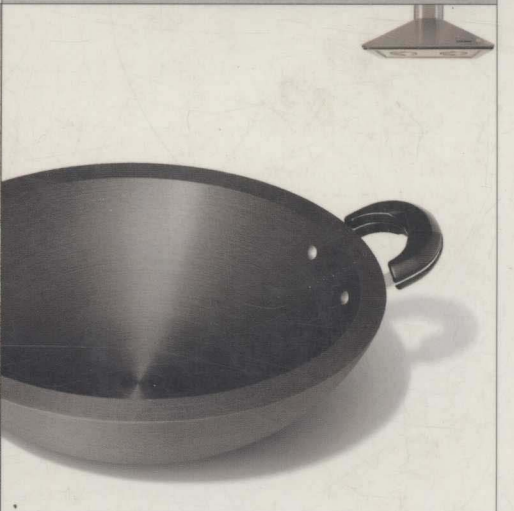
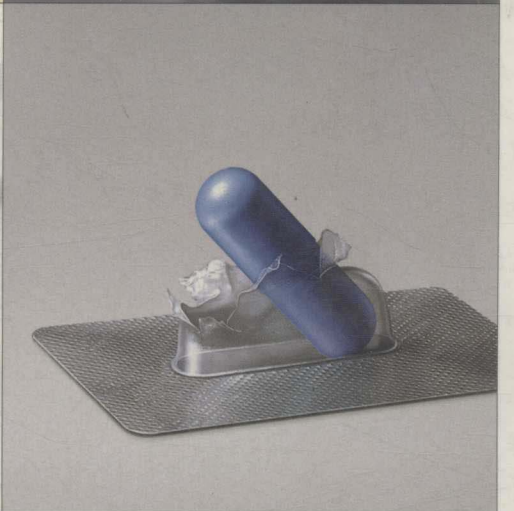
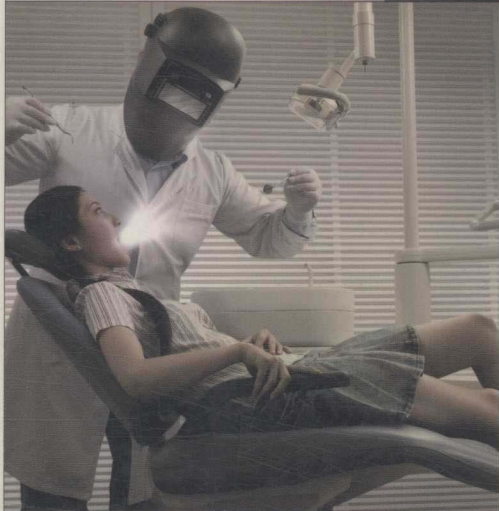
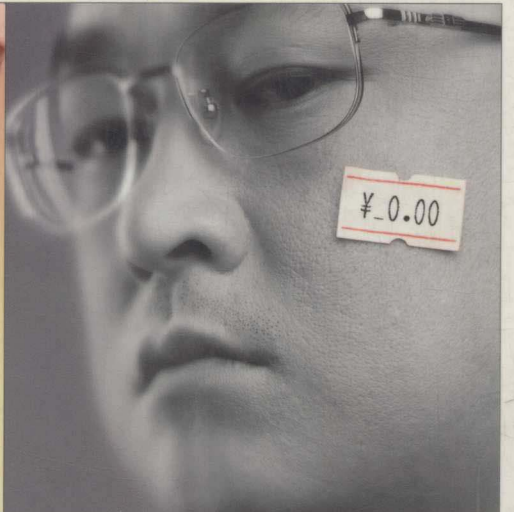
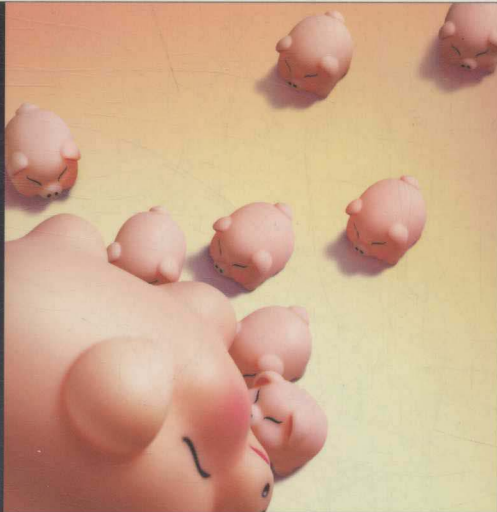
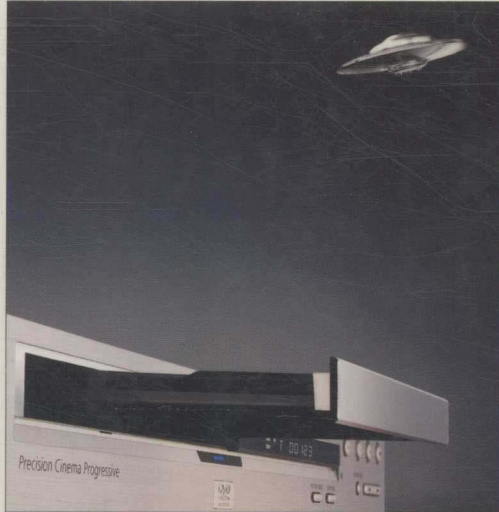


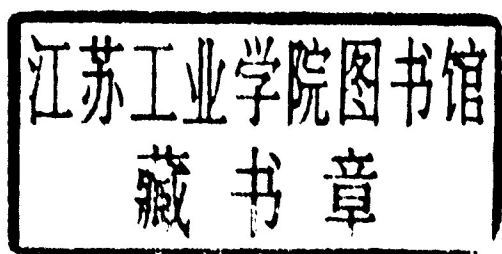
ADVERTISING ANNUAL 2004 广告年鉴

CHINA GRAPHICS



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图书在版编目(CIP)数据

广告年鉴.2004/深圳百页传媒编. —昆明:云南美术出版社,2004.7

ISBN 7-80695-144-X

I.广... II.深... III.广告—作品集—中国—2004

IV. J524.3

中国版本图书馆CIP数据核字(2004)第072542号

责任编辑:林维东

装帧设计:百页传媒



广告年鉴(2004)

百页传媒 编

出版发行:云南美术出版社

分色制版:深圳市百页分色制作中心

印刷装订:东莞市彩天印刷有限公司

开本:889×1192 1/16

印张:15

印数:3000册

版次:2004年8月第1版第1次印刷

ISBN 7-80695-144-X/J·44

定价:128.00 元

符号说明：客户 广告公司 创意总监 文案 摄影 设计 插画 制作

CONTENTS 目录

序言 Prologue	002
公益广告 Public Services	003...022
医疗保健 Medical Care	023...034
电器用品 Electrical Products	035...052
交通运输 Transportation	053...088
金融保险 Financial & Insurance	089...094
电脑网络 Computer Network	095...106
食品饮料 Food & Beverage	107...142
生活用品 Daily Articles	143...162
通讯服务 Communication Services	163...178
广告媒介 Ad & Media	179...208
服装饰品 Apparel & accouterments	209...220
其它产品 Other Products	221...233
作品单位索引 Index of Companies	234...235

CHINA 需要 GRAPHICS

C H I N A N E E D S G R A P H I C S

“21世纪是中国的世纪”，意味着是中国的加工世纪，还是中国品牌世纪？

多年来，中国政府一直实行“外资主导”型经济路线。

试想，如果有一天，当中国的廉价劳动力优势不复存在时，你的企业和国民又何以为生？几乎同时发展的拉美国家和邻邦南韩的截然不同经济结构及其现状似乎不能教会我们明白些什么。

“外国汽车厂商提供技术以及专门技术为与中方的合资工‘添加价值’。与此相对比，当前他们的中国合作伙伴除了提供低成本劳动力和销售渠道外，对实际经营和管理的贡献几乎为零。”也许日产汽车总裁卡洛斯·戈恩这番话并不能让那些依赖政策保护的中国汽车行业大佬们汗颜，但肯定让这个国家的其他经济人羞愧。

没有品牌，我们永远只能沦落为别人后院加工厂的结局，拉美国家的现状就是中国的将来。

品牌当然不是简单的一个Logo加一句Slogan，但肯定要做好这些准确传达品牌的内涵和定位的元素符号。

从上世纪末始，中国的Graphics界经过对国外作品的学习，积累了自己的经验。到现在，虽然还很稚嫩，但已经不是简单的模仿了。

在与世界愈加接近的今天，设备技术我们已经和世界同步（不象其他行业，可以此为落后的理由），需要的是我们与同行及世界交流的机会和平台。

希望China Graphics这系列年鉴能帮助推动中国品牌的成长，见证Graphics在中国走过的路。

品牌，可能不只是企业经营者和广告推广人的责任，它应该是全社会都要共同关注并给予成长支持的大事。Graphics的从业人士要身先士卒，走好第一步。

"The 21st century is a century for China." But what does it mean exactly? A century for China's processing industry or China's brands?

The Chinese government has been pursuing a foreign investment-oriented economic policy for ages.

What will the Chinese people and companies turn to if someday the cheap labor is no longer an advantage to make use of? China, the Latin Americas and our neighborhood Republic of Korea developed almost at the same period. But their different economic mix and national situations serve no reference to China.

Foreign automakers provide techniques, but their Chinese partners provide nothing but the cheap labor and outlets and make no contribution to the management. The remarks of Carlos Ghosn, the CEO of Nissan, might failed to make the big shots of Chinese auto industry who have long been protected by government policy feel ashamed. But it surely will make some economists feel ashamed.

If we don't have our own brands, we'll be reduced to a workshop at the courtyard of the others: the status quo of Latin Americas will be the future of China.

Of course brand is not a simple combination of a logo and slogan, but it'll have to communicate the connotation and the elements of positioning.

Those who are engaged in the graphics industry have learned much from foreign works and thus gained their own experience. Green as they are, they have transcended the sheer imitation from the foreign works.

We are closer and closer from the world, especially in technique terms (unlike other industries which can make outdated equipment a good excuse). What we need is a chance and forum for communicating with our overseas counterparts.

The annual of China Graphics is expected to promote and witness the growth of Chinese brands and graphics.

It's up to not just the management and advertising people but also the whole society to show the due concern and to support. But those who are engaged in the graphics industry have to take the lead.

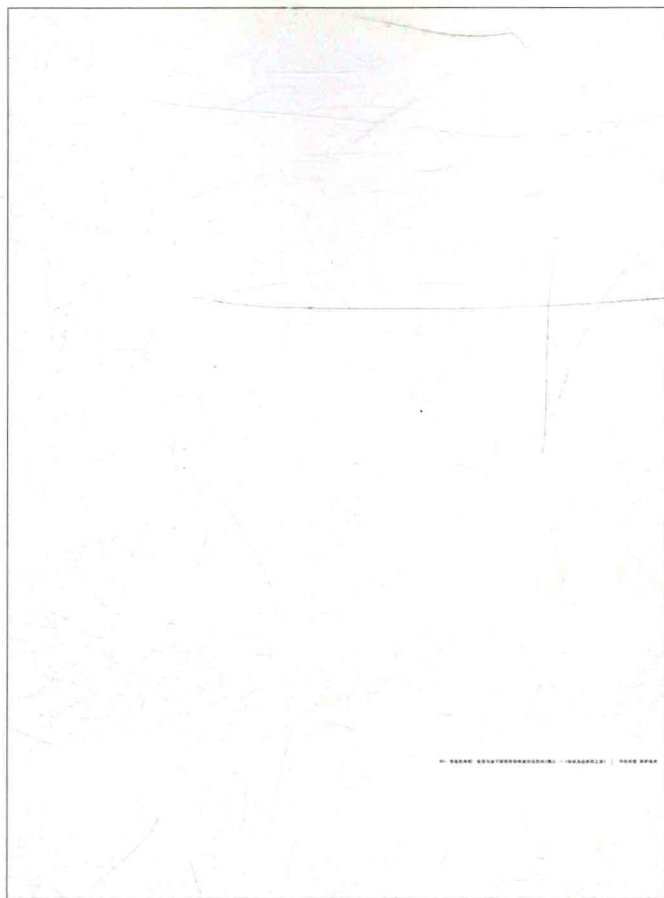
编者 The Editor 2004.7.10

所以 请停止污染水源



So, stop polluting water.

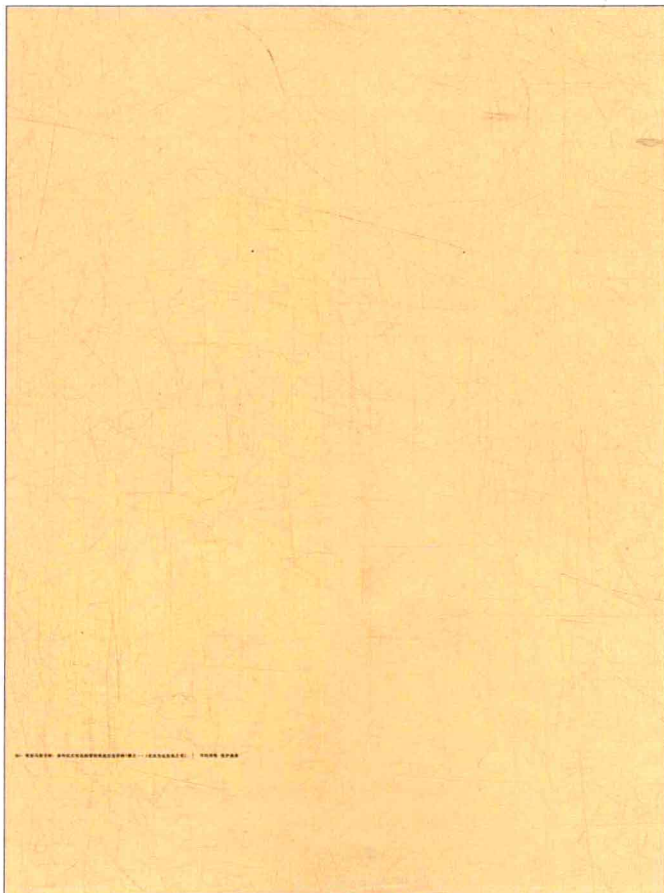
蓝色火焰广告 Blue Flame Ad. 郑大明 Daming Zheng 林寒松 Hansong Lin 郑大明/麦智彬 Daming Zheng, Zhibin Mai 董万军 Wanjun Dong



Hi, I'm Milky-Mulerry, one of the last 2 Milky-Mulerry trees in tropical rainforest on the lower reaches of Amazon.(Before being made into this piece of paper) Saving paper, protecting forest.



Hi, I'm Tetracentron Sinense, one of the last 11 Tetracentron, Sinense trees in virgin forest in Mid-Finland.(Before being made into this piece of paper) Saving paper, protecting forest.



Hi, I'm Mahhokah, one of the last 7 Mahhokah trees in tropical rainforest on Java Island, Indonesia.

蓝色火焰广告 Blue Flame Ad. 郑大明 Daming Zheng

林寒松 Hansong Lin 自 郑大明 / 麦智彬 Zheng Daming, Zhibin Mai

董万军 Wanjun Dong

| 创作人语 | WORDS FROM CREATOR

“嗨！”，亲切的问候之后，三张特种纸向你诉说了自己的生平遭遇。现在，你读懂了他们的心声没有？三张纸的独白，发自它们内心的话语，其力量之重，震撼力之强，胜于任何人为它们代言，更胜于那些所谓“惊心动魄”的口号、标语。

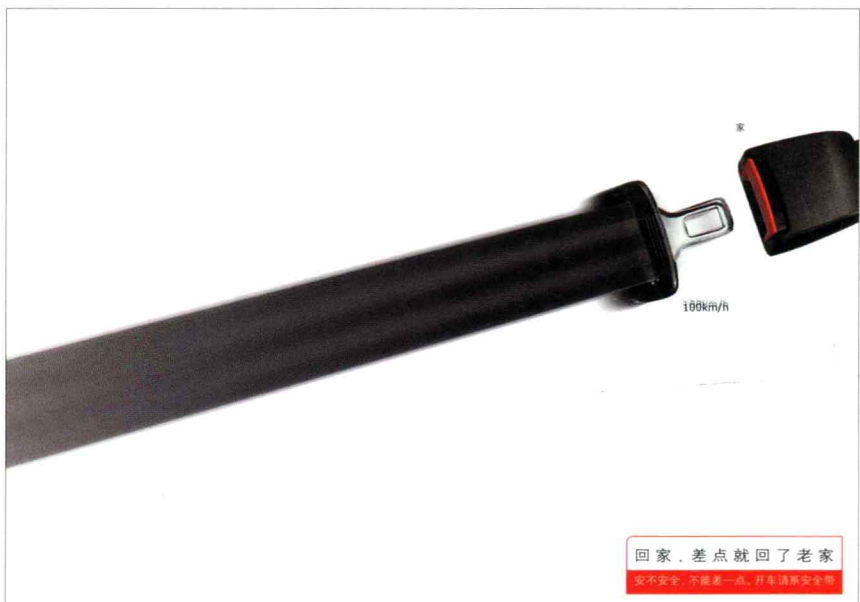
After gently greeting "hello", these three special papers talk about each other's experiences. Now, do you understand what they said? Their monologues come out of their heart. The power and shock of their words move people much more than anybody's behalf and any great slogan or catchword.



Going home is all but going west.



Going to work is all but going to hell.



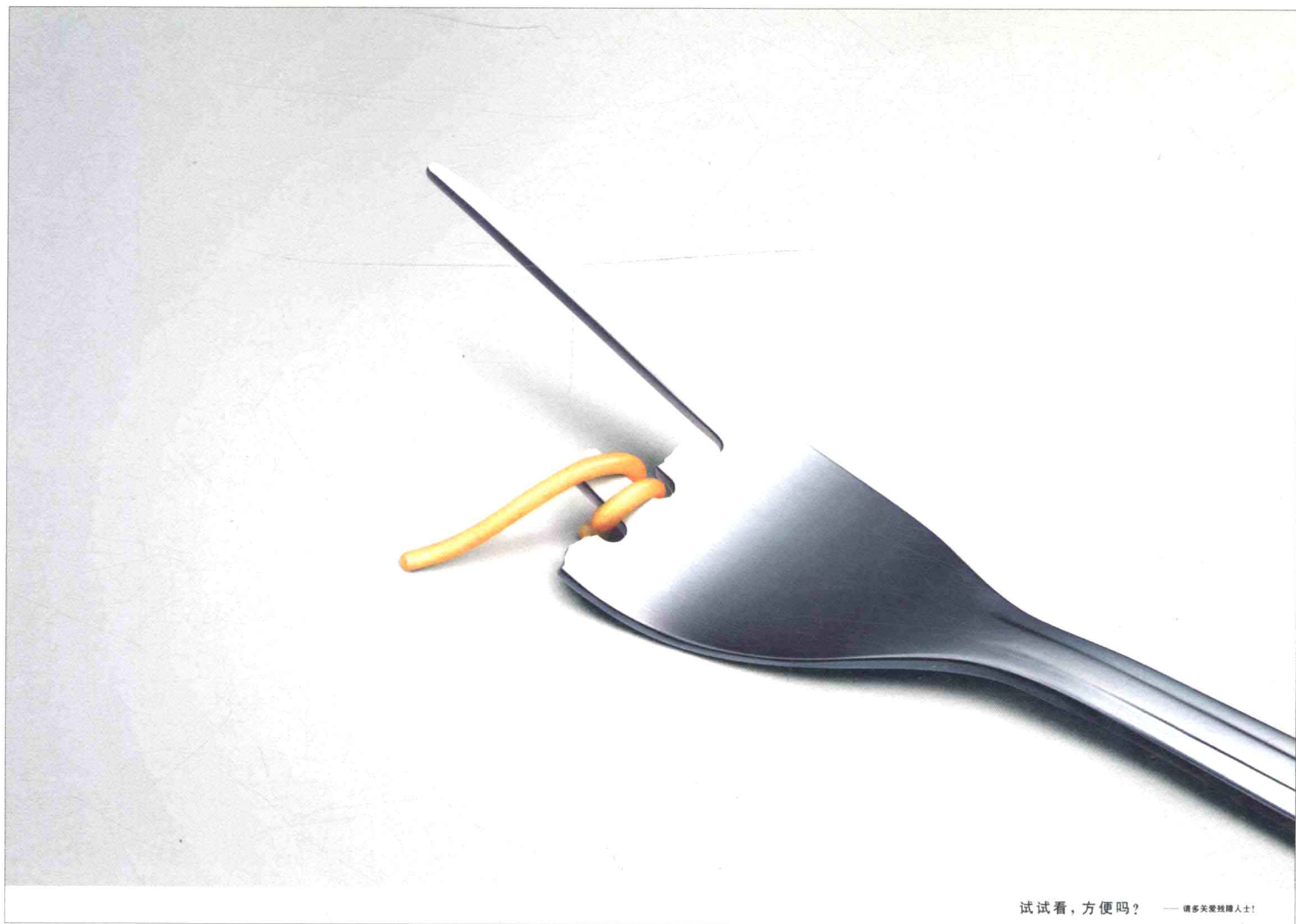
The family reunion is all but a funeral.

💡 电扬伟门 · 上海 DYR/Wunderman Shanghai

✍ 杨绍鸿 Maurice Yang

👁 谢建文 Elex Xie

👁 杨蔚岚 Elaine Young



试试看, 方便吗? —— 请多关爱残障人士!

Try and look if it is convenient.

广东省广告 Guangdong Ad. 张团新 Tuanxin Zhang 顿如海 Ruhai Dun 张团新/顿如海 Tuanxin Zhang, Ruhai Dun 李伟斌 Weibin Li 顿如海 Ruhai Dun



2050年的杯子……
想想将来 请节约用水

The cup of 2050. Conserve water for the future.

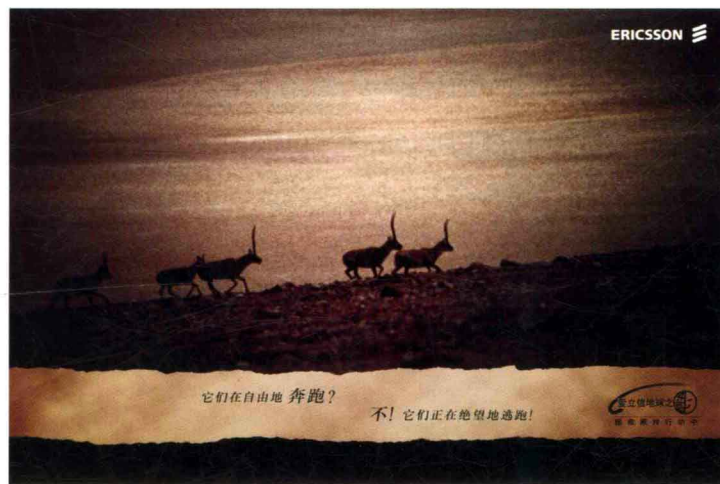
广东省广告 Guangdong Ad. 张团新 Tuanxin Zhang 招献春/龙卫华 Xianchun Zhao, Weihua Long

张团新 Tuanxin Zhang 李伟斌 Weibin Li 肖志鹏 Zhipeng Xiao

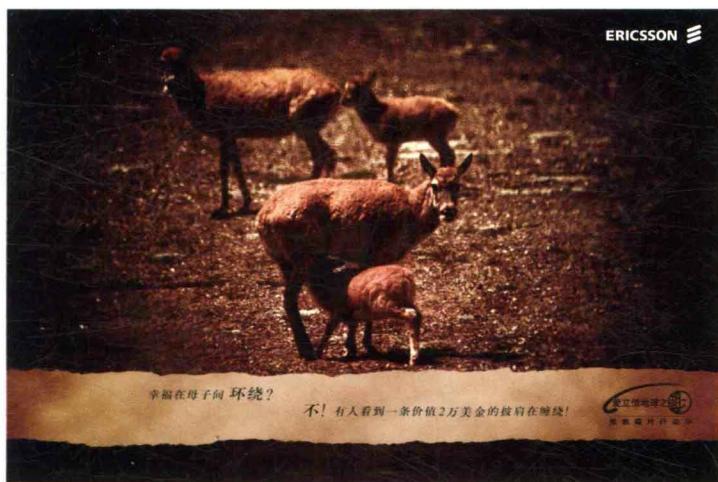
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It's looking for a meal? No! It's becoming others' meal!

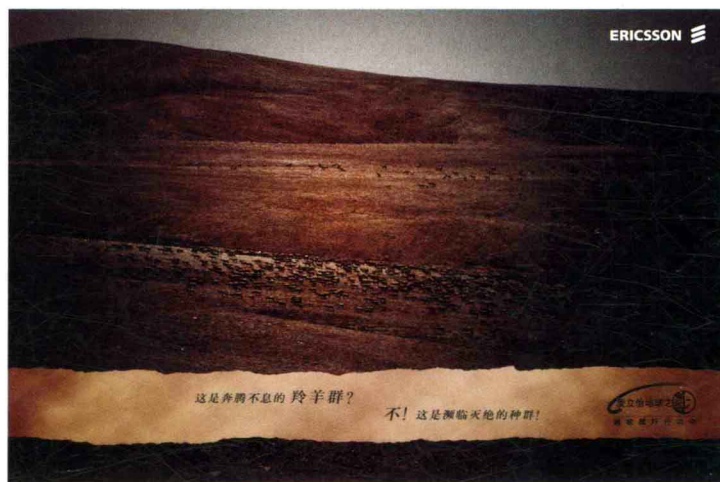


They are running in freedom? No! They are running in desperation!



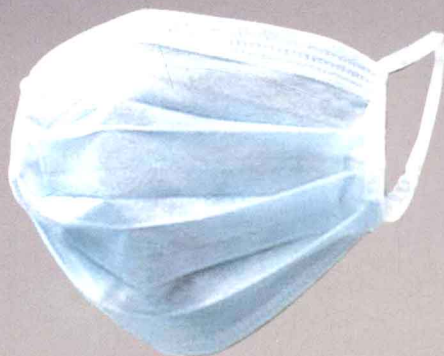
Happiness is all around the mothers and sons? No! Someone sees a 20,000-dollar cape around her neck!

Ⓛ 电扬伟门 · 上海 DYR/Wunderman Shanghai Ⓜ 琳玲娟 Lengkuan Lin
Ⓞ 张越 Yue Zhuang Ⓜ 叶青竹 Bamboo Ye



It's a group of vigorous antelopes? No! It's a species on the verge of extinction!

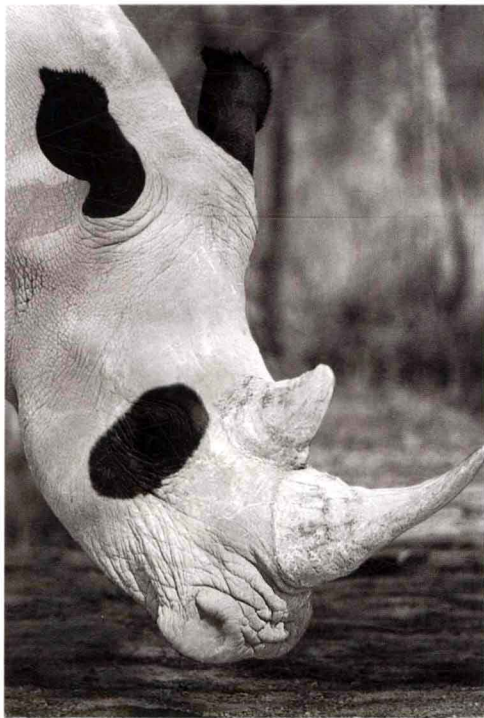
戴上它
SARS找不到你



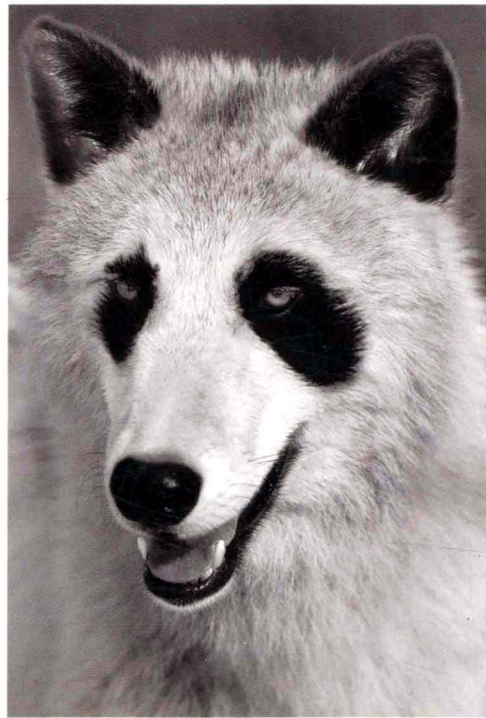
预防非典，从戴口罩开始

Put it on, and SARS can't see you!

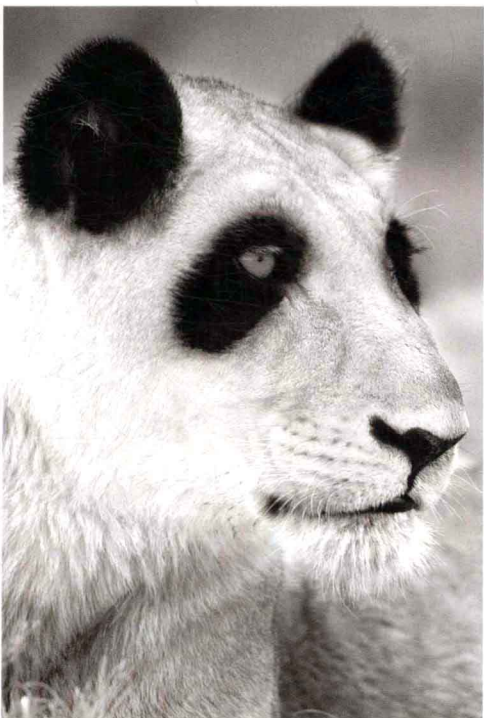
广旭广告 Guangxu (ASATSU) Ad. 杨海标/李岭 Billy, Leslie 邓建权 Adam 鍾岳龙 Russell 何涛 Tonlly



象保护熊猫一样保护其它野生动物 WWF



象保护熊猫一样保护其它野生动物 WWF



象保护熊猫一样保护其它野生动物 WWF

Protect other wildlife like you protecting the Panda.

北京MPI 李岱艾·上海 TBWA Shanghai
 黄国雄/吴天赋 Eddie Wong, Tif Wu 吴天赋 Tif Wu STOCK
 吴天赋/钟鸣 Tif Wu, Steven Chung 钟鸣 Steven Chung

| 创作人语 | WORDS FROM CREATOR

保护野生动物是一个被做过太多次的主题，但用心去想，还是会发现一些会被不同肤色的人共同认可的东西。就像熊猫一样，我们的创意是中国的，也是世界的。

Wildlife preservation is a topic that has been talked about too much. But we can still find something shared by people of all colors, just like pandas. Our creativity belongs to China as well as the whole world.



母亲节, 带妈妈来哈根达斯甜蜜一下

Häagen-Dazs

Mom, let it rest on May 11th. Take your mom to Haagen-Dazs to have a good day on Mother's Day.

哈根达斯 Haagen-Dazs 李岱艾 · 上海 TBWA Shanghai 黄国雄 Eddie Wong

况剑 Jim Kuang 倪炎 Yan Ni 李时先 Leo Lee 李时先 Leo Lee

| 创作人语 | WORDS FROM CREATOR

用最不经意的手法, 给世界上最伟大的人, 一个最甜蜜的祝福, 带给客户最好的回报, 是我们觉得最惬意的事。

It's a great pleasure of us to give the greatest person a sweetest blessing or give our clients the best reward in a least deliberate manner.



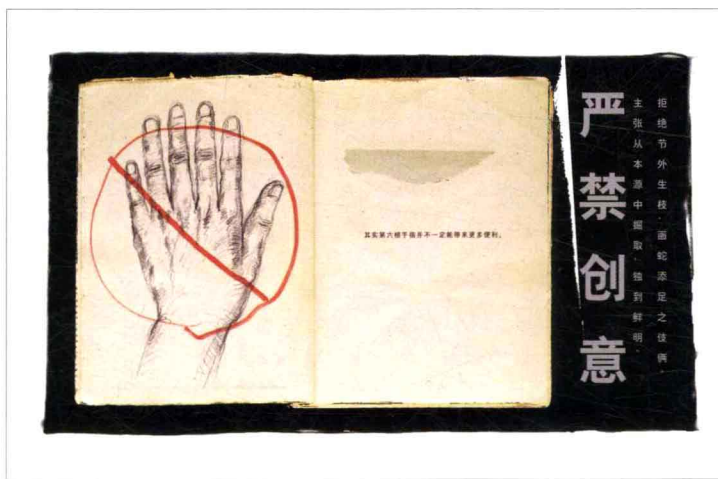
Communication is strictly prohibited.



Characterism is strictly prohibited.

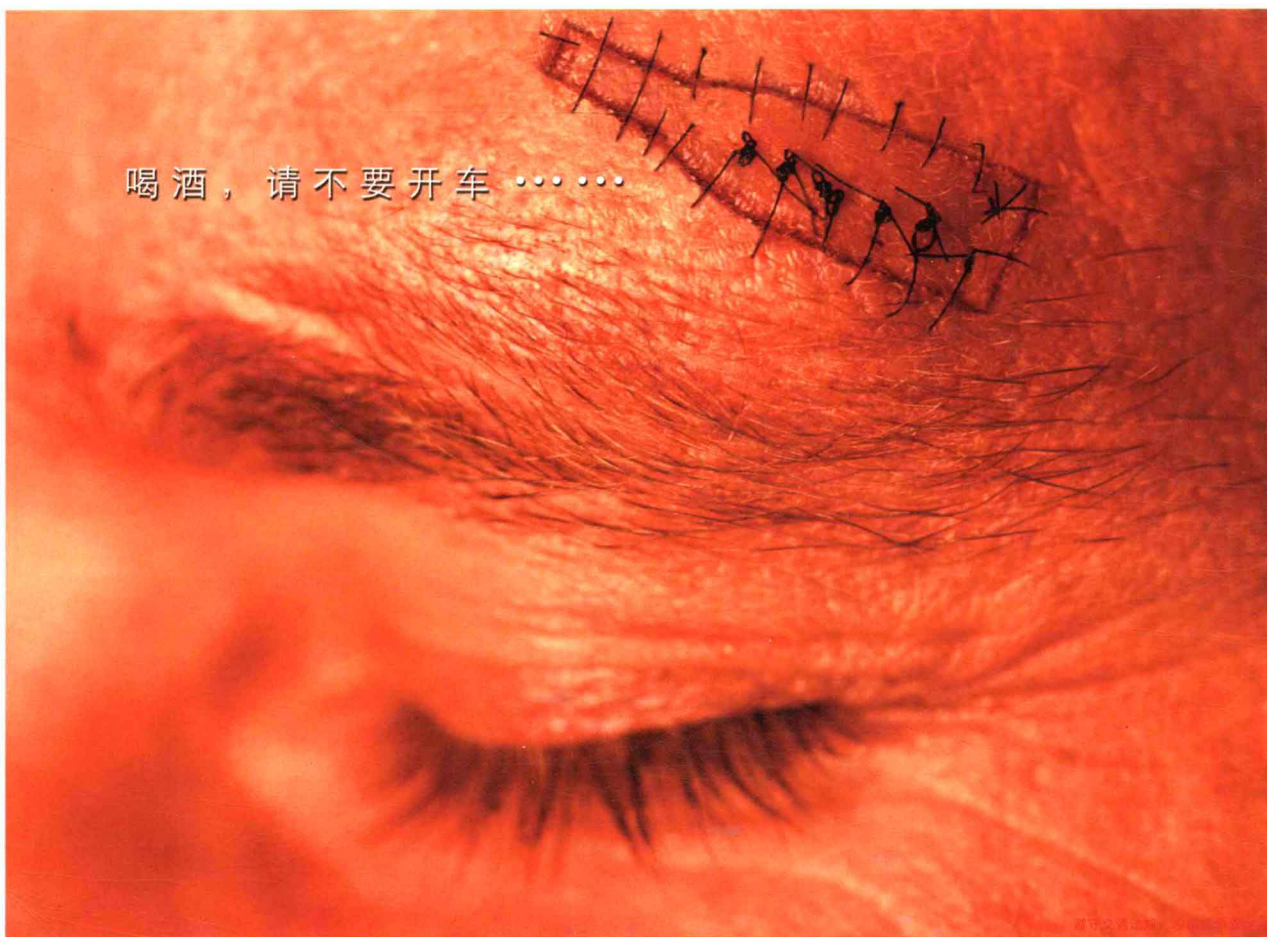


Group is strictly prohibited.



Creativity is strictly prohibited.

天昊润蓝广告 Teamline Ad. 张小龙 Dragon Zhang 许强 Kanigula
 许强 Kanigula 林永晓 Wilson lynn 高幸 Jessica



喝酒，请不要开车……

Don't drive after drunk.

广东省包协设计委员会 Guangdong package Design Committee 至尚名扬广告 Top famous Ad. 许越荣 Yuerong Xu

许越荣 Yuerong Xu 许越荣 Yuerong Xu 许越荣 Yuerong Xu



“克星！” 切勿酒后驾车

The liquor is a killer while driving

广东省广告 Guangdong Ad. 张团新 Tuanxin Zhang 招献春 Xianchun Zhao 招献春 Xianchun Zhao

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