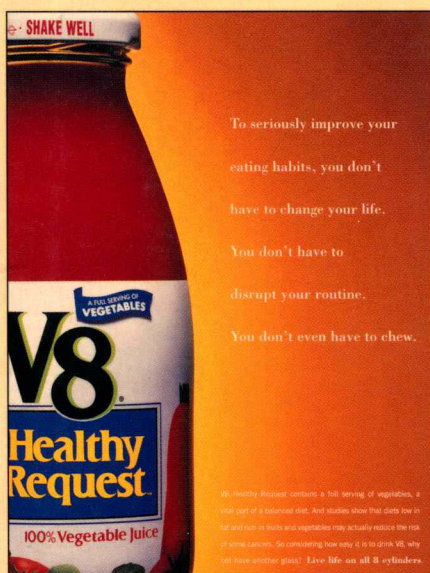


USADREVIEW

ART DIRECTION

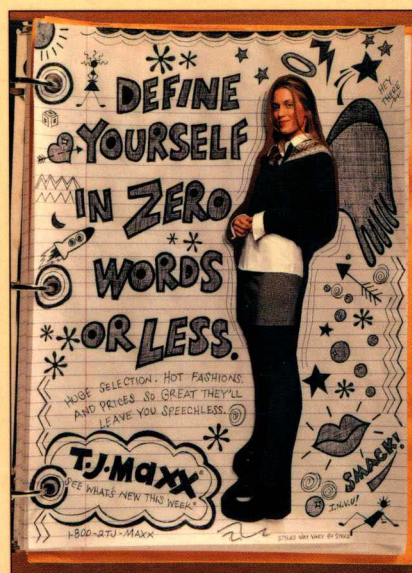


SHAKE WELL

To seriously improve your eating habits, you don't have to change your life. You don't have to disrupt your routine. You don't even have to chew.

V8 Healthy Request 100% Vegetable Juice

88 Healthy Request contains a full serving of vegetables, a true part of a balanced diet. And studies show that diets low in fat and rich in fruits and vegetables may actually reduce the risk of some cancers. So considering how easy it is to drink V8, why not have another glass? Live life on all 8 cylinders.



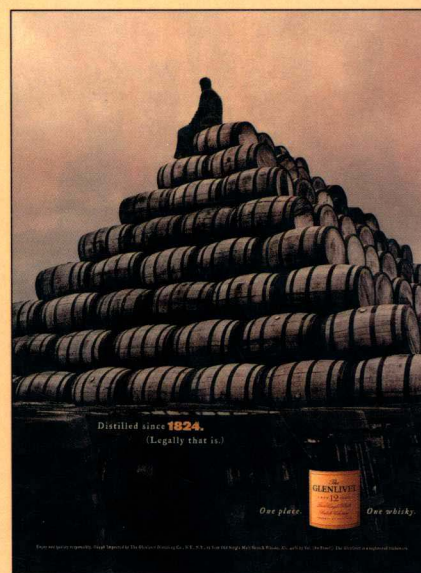
DEFINE YOURSELF IN ZERO WORDS OR LESS.

HUGE SELECTION. HOT FASHIONS. AND PRICES SO GREAT THEY'LL LEAVE YOU SPEECHLESS.

TJ Maxx

SEE PRICES NEW THIS WEEK

1-800-2TJ-MAXX



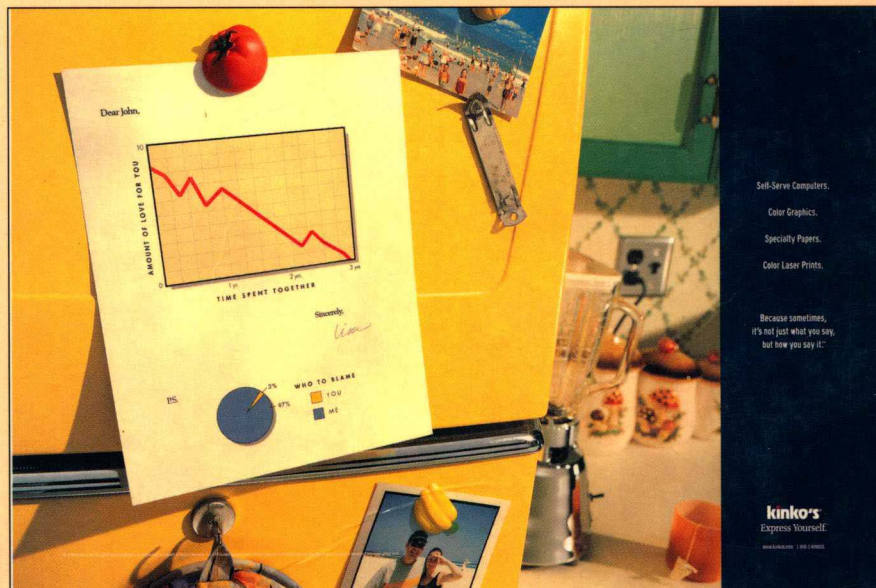
Distilled since 1824. (Legality that is.)

Glenlivet

One glass. One whisky.



AS THE ENGINEER LISTENED, THERE WAS A NOTE HE'D NEVER HEARD COME FROM THE PIANO BEFORE. NOT A SHARP OR A FLAT, BUT MORE A FAINT SNEEZE FROM SOMEWHERE IN ROW THREE.



Dear John,

AMOUNT OF LOVE FOR YOU

TIME SPENT TOGETHER

WHO TO BLAME

YOU

ME

Self-Serve Computers. Color Graphics. Specialty Papers. Color Laser Prints.

Because sometimes, it's not just what you say, but how you say it.

kinko's Express Yourself

No. 30

THE BEST AMERICAN PRINT ADVERTISING

USADREVIEW



THE BEST AMERICAN PRINT ADVERTISING

VISUAL REFERENCE PUBLICATIONS, INC.
302 Fifth Avenue, New York, NY

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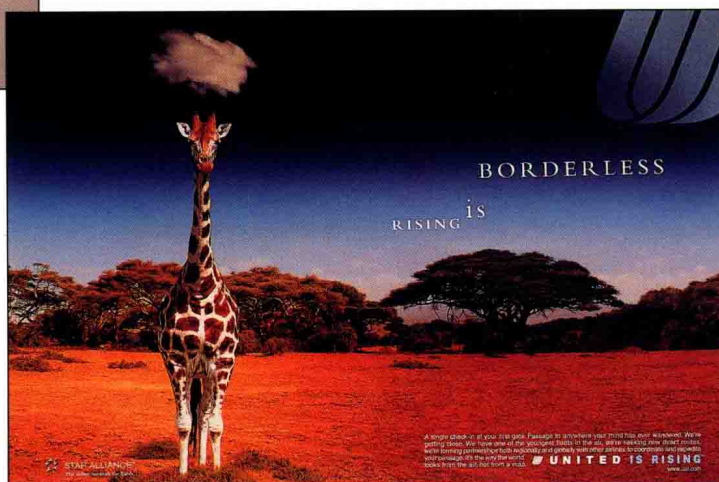
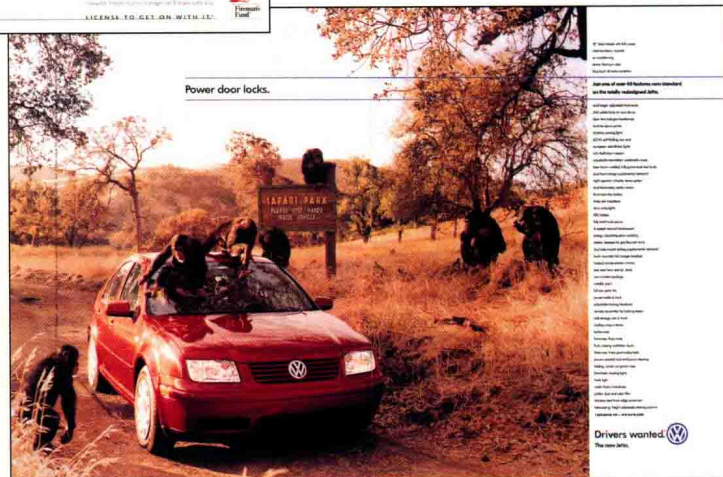
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US AD REVIEW (USPS-010-274 ISSN-1070-9096) is published four times a year, January, April, July and October, by Retail Reporting Corp., 302 Fifth Ave., New York, NY 10001.
Annual subscription: \$199.00, U.S. and Canada;
\$349.00, internationally (includes airmail postage);
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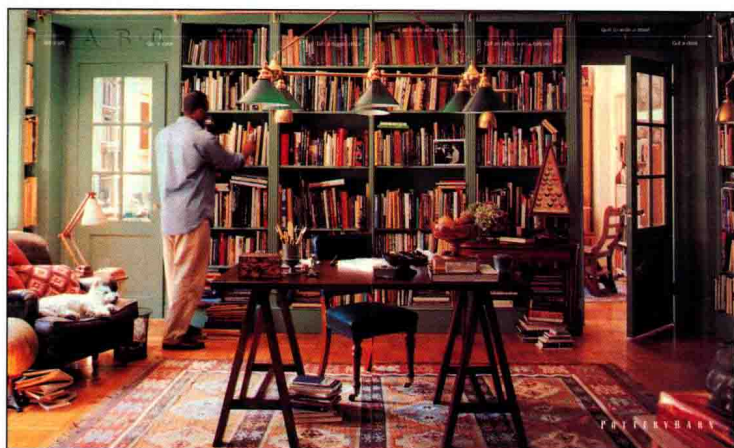
CREATIVE SPOTLIGHTS

[illegible]

Top row: V8 Vegetable Juice, 52;
T.J. Maxx, 80; Glenlivet, 6
Bottom row: Wraith Speakers, 32; Kinko's, 162

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45

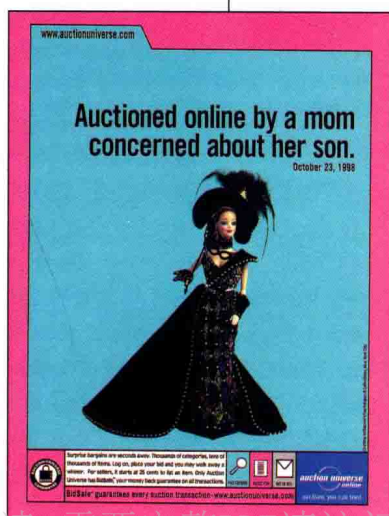


Bayer's technology
The treatment is one
of the most effective
ways to control pain
ever developed.
Bayer
Changing the world
with great care.

60



192



139

AD CATEGORIES

DEER/WINE/LIQUOR	6
TOBACCO	14
AUTOMOBILE	16
HOME ELECTRONICS/CAMERAS	32
Home Theater, Car Stereos, Cellular Phones	
HOME FURNISHINGS	38
Appliances, Furniture, Home Accessories	
HOUSEHOLD SUPPLIES	48
FOOD	50
HEALTH CARE PRODUCTS	60
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COSMETICS	68
Skin Care, Make-up, Fragrances	
FASHION	72
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SPORTS SHOES	98
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Destinations, Airlines, Hotels	
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Magazines, Music, Movies, TV, Restaurants	
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BUSINESS-TO-BUSINESS	162
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NEWSPAPER ADVERTISING	180

USADREVIEW



THE BEST AMERICAN PRINT ADVERTISING

VISUAL REFERENCE PUBLICATIONS, INC.
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CREATIVE SPOTLIGHTS

FEAR OF LOSING

SHOULD BACK OFF AND LET

JOY OF HAVING

GO ABOUT ITS BUSINESS.

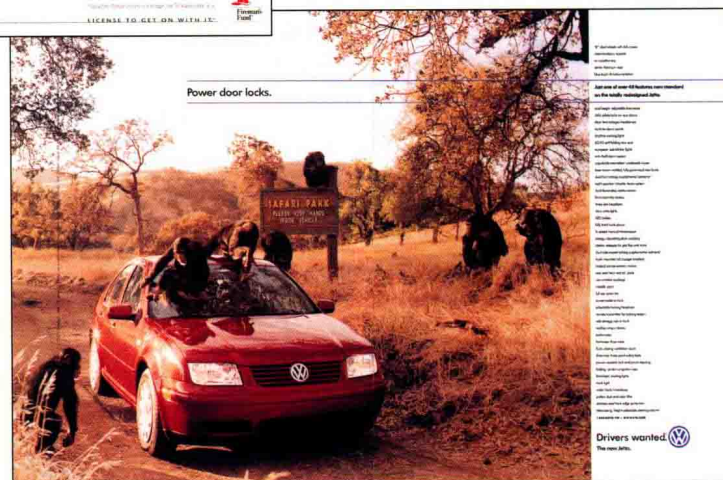
The back cover of this magazine should be regarded as something in excess of 100% "off the back."

Repeat these words in reverse for maximum effect.

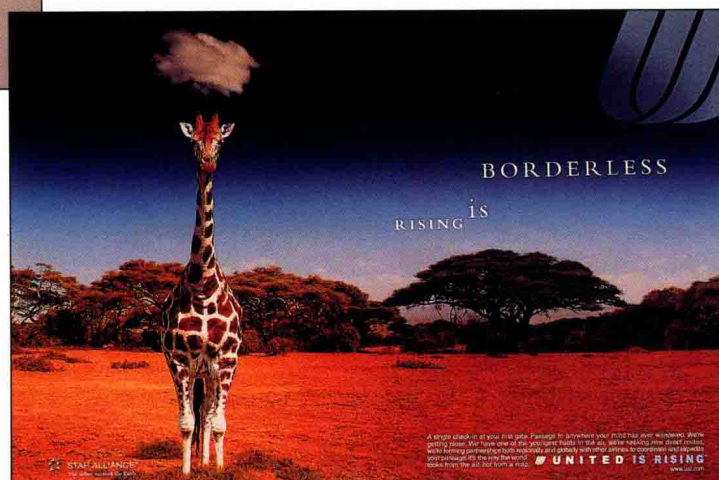
LICENSE TO GET ON WITH IT.

© 1999

100%



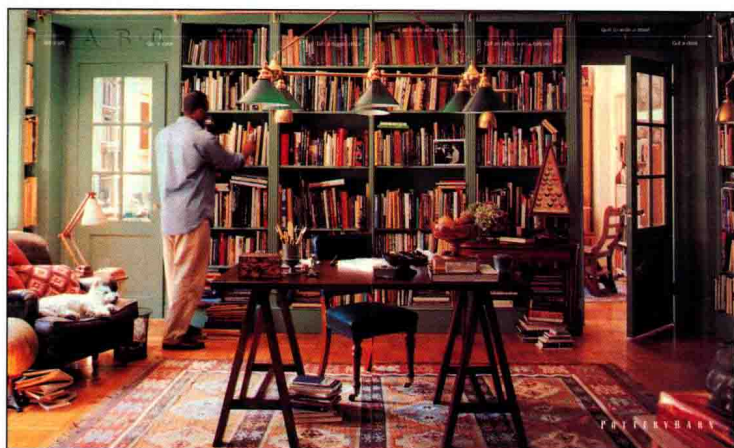
20



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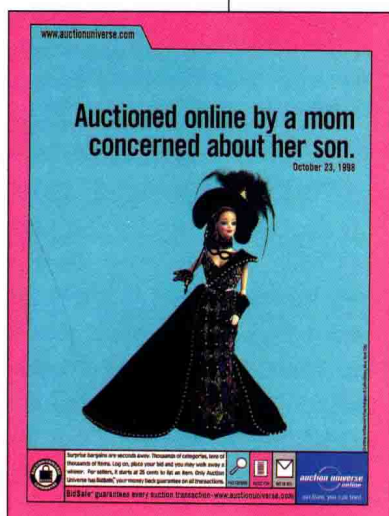
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60



192



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Printed in Hong Kong

DUCTION

Less precious, but similar in its never-saw-it-coming benefit is Wrangler boot leg jeans (85 E): "Our jeans will make you taller. If you wear them with boots."

Auction Universe (Spotlight, 139) practically ridicules anyone, or at least any male, who might buy the Barbie it sold last October. That'll get an ad-viewer's attention. It makes more sense when you realize that, unlike most "stores," its inventory is one-time-only.

Rhode Island Transit Authority (124 C) tries a similar tack when it leads with a no-parking knock on Newport tourism. In this case, though, I have to wonder if they're crossed the line to biting the hand that feeds.

Other strangely disguised benefits? How about Sony Playstation (34 A) telling readers "if he's at home, he can't cheat on you"? Is this really targeting women? My hunch is that its secret audience is men, secretly telling them that playing video games is fully as manly as playing the field.

Harder to describe and easier to debate is some understated art directing seen this issue. None leave any doubt that they're ads, yet something in their design, to me, anyway, whispers "trust me"; Boca Burger (55 E), Bayer (Spotlight, 61), Merrill Lynch (168 A) and, most subjective of all, Sprint (37 E). Would you agree, or am I imagining, that even after a second look, after you know—you *really* know—it's an ad, Sprint still basks in the unbiased aura of official pronouncement?

Companion to this layout trend is the continuing push for "photojournalistic" pictures, seen in, for examples, adidas (102 B) and VW (Spotlight, 20). (Is "photojournalistic" the new "slice-of-life"?)

But enough ad philosophy. Allow me one more snide question, then on to our quarterly awards.

Is it intentional, subconscious or merely coincidence that all three mixer ads (page 46) look like font file chop suey? Vita-Mix perhaps a bit less than the others, but... digital drop shadows under elegant script over a roman text face and a sans serif logo? Come on, guys. Blenders blend things into a unified whole. These blender-type layouts are like vacuum cleaner ads layered in dirt because some smart AD said, "that's what vacuum cleaners *do*."

Take a look instead at the handsome typography of Mr. Coffee across the spread. No, don't. I take that back. Make that two snide questions. Maybe I'm getting way over-picky here but couldn't there have been just a wee bit of copyfitting to keep "New Look" and "Series" together on one line?

So forget type. Move your eyes down (page 47

still) to the season's **best front-and-back tableware photo**. The edgeless glass is a marvelous *trompe l'oeil* setting. It'd work on its own, but combine it with the flip-page payoff and you've got yourself one smart dish ad.

Best use of "suck" in a headline: Amstel Light (13 F). Or is this getting old? Replace that with **best use of "did":** Dennis P. Levin (126 B).

Best heritage detailing: Mustang (25 D).

Best charts 'n' graphs, with a nod to former *Art Direction* ad cartoonist extraordinaire, Amy Krause Rosenthal: Moen (38 C).

Best headline layout: Pinehurst Candles (40 A).

Best headline attempt to sell home cooking to a frazzled demographic that is clearly going the other way: McCormick (55 C).

Best moiré: Jil Sander (75 D,E).

Most mistaken identity: tie. Is that a young Leona Helmsley sipping Cask & Cream (10 B), or an old Governor Ventura working extra hard to remember who he's supposed to be endorsing (B.U.M., 107 D)?

Best color separator portfolio piece: Phoenix (115 E,F).

Best bifurcated layout (just look, you'll get it): Four Seasons (116 A).

Best comic relief from James Earl Jones: Jon Lovitz for the Yellow Pages (125 D,E,F).

Best Christmas spirit for products that have none: Multiple winners, or did you already guess that this award is nothing but a shameless plug for our second annual Christmas idea collection? Ziploc (133 D). Virginia Slims (and how much farther from the Christmas spirit can one possibly get than lung cancer?) (133 F). Heineken (135 E).

Best photo-directing idea: Snyder Healthcare (166 A).

Best fractured financial fairy tale: Dun & Bradstreet (167 C).

Best real and unclichéé emotional product insight: MasterCard (176 B).

Most fun with underwear and, a double category, **best first-name, and hence, unpaid, product endorsements:** UnderWearhouse (181 G,H).


And finally, a topic we may need to explore ourselves after offering the preceding unsolicited commentary, **best fine print legal:** Amtrak (190 A-D).

Enjoy.

—Dan Barron

Located in the same
REMOTE highland glen
for nearly 100 years.

Great for making **WHISKY**.
Not so good for meeting **WOMEN**.

One place.  *One whisky.*

Enjoy our quality responsibly. ©1998 Imported by The Glenlivet Distilling Co., N.Y., N.Y., 12 Year Old Single Malt Scotch Whisky, Alc. 40% by Vol. (80 Proof). The Glenlivet is a registered trademark.

They say that your first brainstorm of a campaign idea should almost invariably be tossed. If a few more spirits advertisers adhered to that rule, there'd be a few less spirits campaigns based on the endearing place (especially to the distiller) where the spirits are distilled.

"There must be a dozen [single malt scotch] brands," TBWA Chiat/Day Copywriter Chris Ford says, "that all do the same thing. Change the typeface and you can't tell them apart. It's some hokey picture of a guy playing bagpipes, and a line like 'we make fine, handcrafted whisky,' or whatever. It feels empty, or more to the point, it doesn't make you feel anything about the brand."

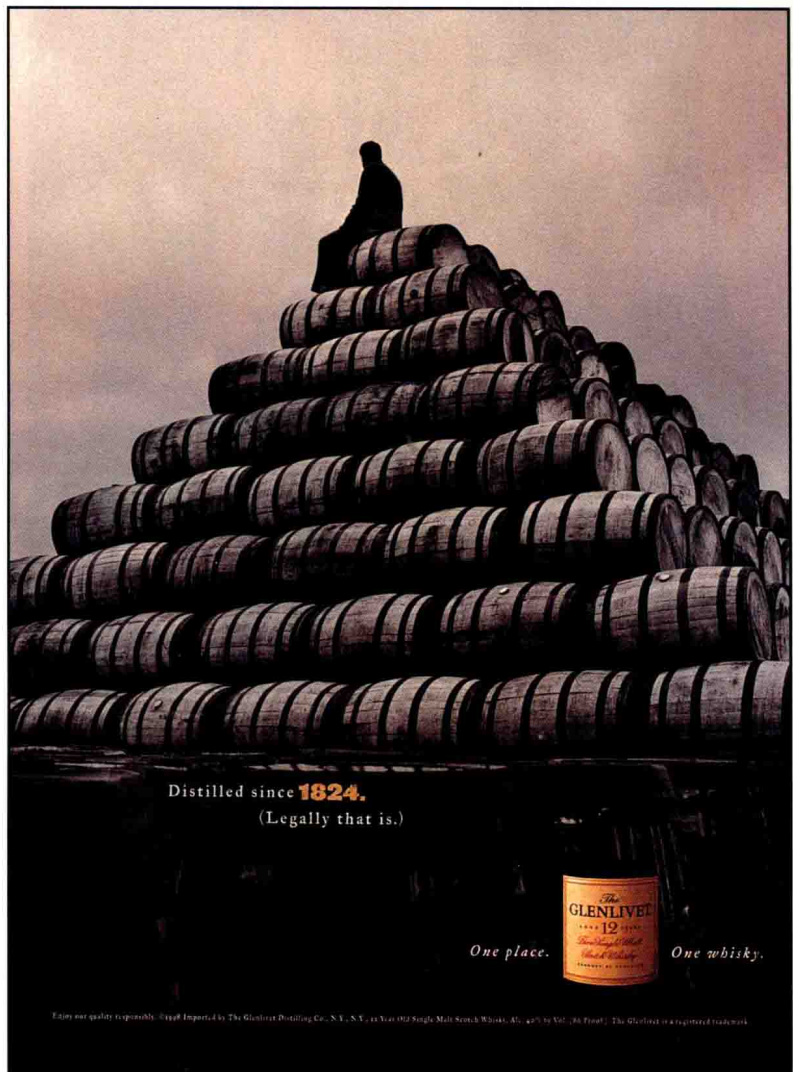
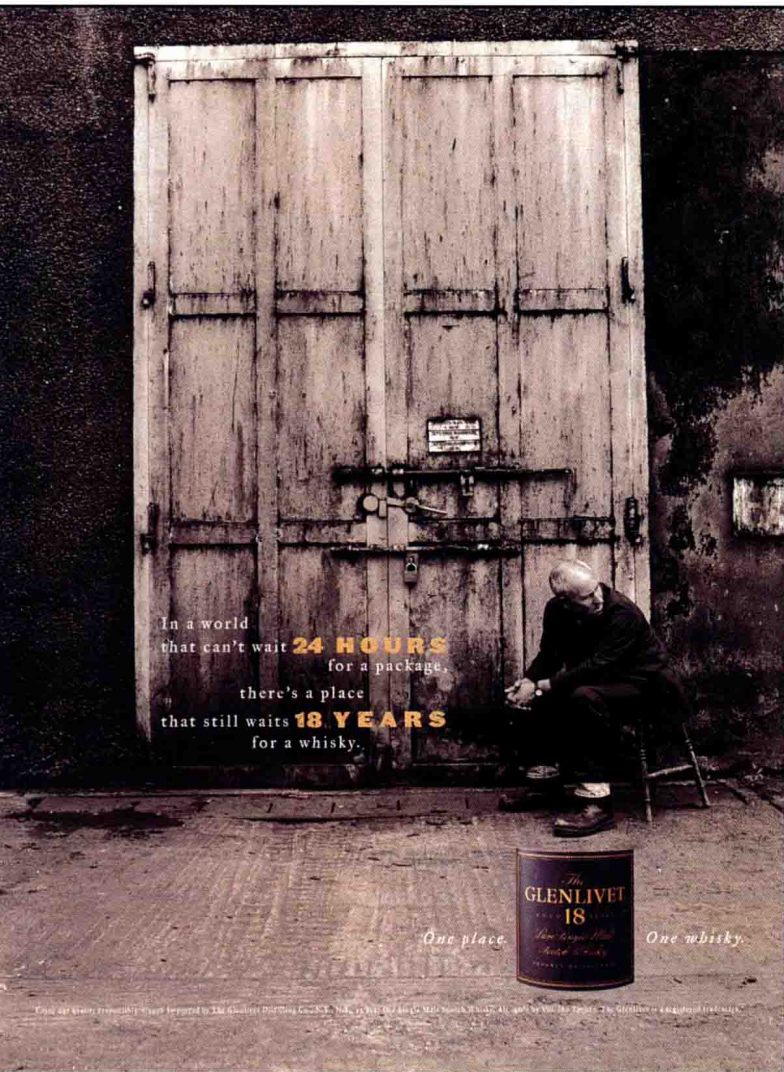
When Ford and his Art Director partner David Carter went fact-finding last March at the client's Scottish highland distillery, you can bet your haggis that a campaign based on Scotland was not what they had in mind. What changed?

"It's an amazing place. There's this amazing, grey, moody sky. And

the people there—we spent some time with them; the town of Glenlivet is a pretty small place—the people are remarkably unaffected by the revolutionary pace that life has taken on in the larger population places. There's no cineplexes, no 7-11s. A few pubs, a few stores, a few farmhouses. A lot of them work for the distillery in some capacity. They have this good-natured humor: proud, but self-effacing at the same time."

Ford was obviously taken with the local color. But so are many liquor advertisers. What steps were taken to help Glenlivet pull off what so many others had failed at?

"One," the first one Chris Ford mentions, "was to get Nadav Kander to shoot it. He's an



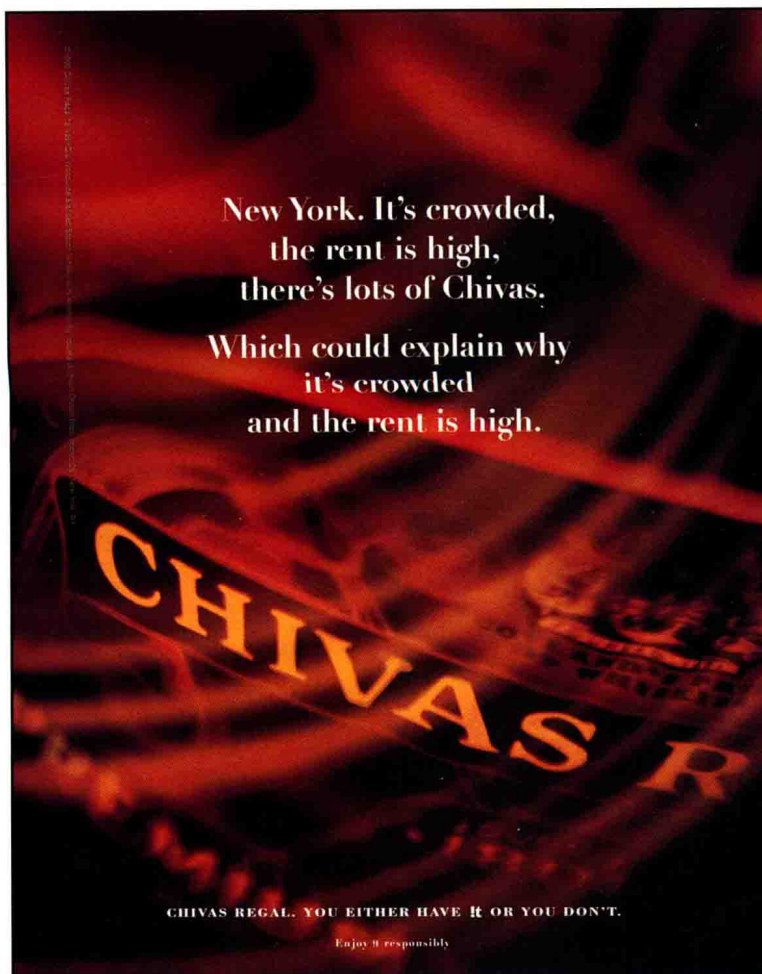
amazing photographer. David Carter had shot with him before, on Saturn, and was very impressed. He is always thinking. Some of the shots were conceived in advance, but a lot we didn't think of till we got there. Like the dance hall. The composition of that shot, getting the guys in there is cool. And just the way Nadav would stop, see something, take a picture. He had kind of a photojournalistic approach. That was our brief.

"The other thing," Ford continues, "it just seemed no one was capturing the spirit, the history of the place. The highlands are a harsh, out of the way place. A couple hundred years ago it became a bootlegging area—there are still maybe 40, 50 distilleries within a hundred mile radius—originally because there was no way the English excise men could get up there to enforce any kind of tariff [remarkably similar to the Kentucky and Tennessee distilling history]. The Glenlivet, we can't say it's the first distillery, but in 1824, it became the first legal distillery, and the first you could ask for by name, when the owner made a deal with the English. A lot of

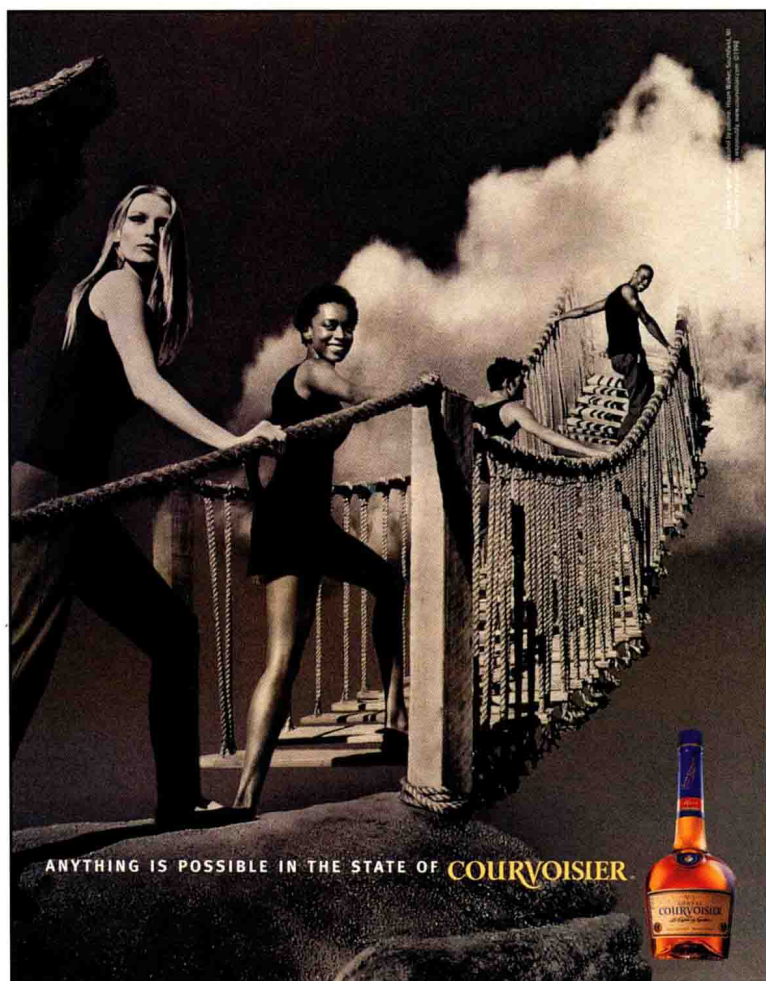
people felt he was caving in. He had to carry pistols around to protect himself.

"But face it, there's only so many facts about scotch you can use. I'm trying to develop a strong voice, a character to the campaign. Single malt scotch has such a stodgy reputation here in America. If you could see the people there who make it and drink it," Ford connects the 'Scottish flavor' concept to the underlying marketing demographics, "it's such a difference. [Rather than keep talking about 'finest scotch quality'] I wanted to give the brand some of Scotland's personality, its humor, so that we could coax some of the people who now drink blended scotches or other premium spirits to try it. It's a much bigger pool to draw from."—db

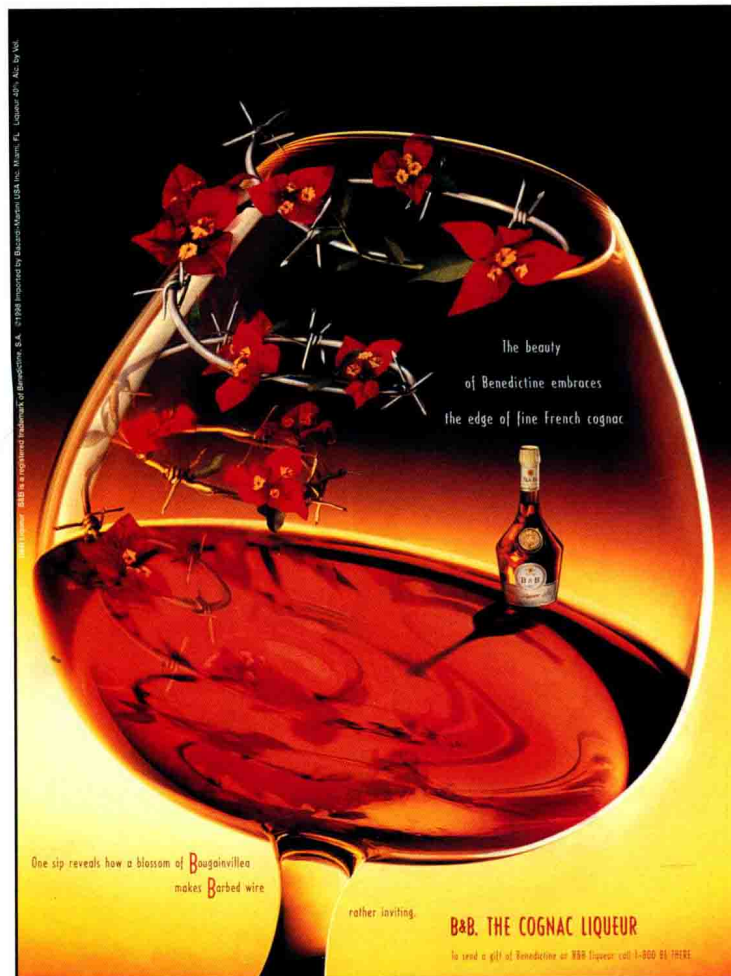
Agency: **TBWA Chiat/Day NY**, New York, NY
 CD: **Eric McClellan**
 AD: **David Carter**
 CW: **Chris Ford**
 Photo: **Nadav Kander**
 Client: **Glenlivet Distilling Company**



A



C



B

A

Agency: **TBWA Chiat/Day NY**, New York, NY
 CD: **Toby Barlow, Marc Klein**
 AD: **Hajime Ando**
 CW: **Chris Ford, Matt Ian**
 Photo: **Michelle Clement**
 Client: **Chivas Regal**

B

Agency: **Amster Yard**, New York, NY
 CD: **Jeff Weiss**
 AD: **Alex Goldsmith**
 CW: **Tony DiPietro**
 Photo: **Hans Neleman**
 Client: **Bacardi-Martini USA Inc./B&B Liqueur**

C

Agency: **Weiss Stagliano & Partners, Inc.**, New York, NY
 CD: **Marty Weiss**
 AD: **Jens Orillo**
 CW: **Rick Condos**
 Photo: **Guzman, Dennis Blachut**
 Client: **Hiram Walker/Courvoisier**

D-E

Agency: **Gyro Advertising**, Philadelphia, PA
 CD: **Rosh Nort**
 AD: **Billy Ghoad**
 CW: **Jerry**
 Photo: **Steve Belkowitz**
 Client: **William Grant & Sons/Glenfiddich**

F-G

Agency: **Simons Durham**, St. Louis, MO
 CD: **Tim Halpin, Mark Ray**
 AD: **Brad Henderson**
 CW: **Brad Fels**
 Photo: **Scott Ferguson, Mark Katzman; Jim Braddy**
 Client: **Jack Daniel Distillery/Single Barrel;Tennessee Whiskey**


 SOME FAMILIES HUG.
We make Scotch.



111 YEARS OF OBSTINACY EQUALS INTEGRITY.
Glenfiddich
 SINGLE MALT

40% ALC. BY VOL. IMPORTED BY WILLIAM GRANT & SONS NEW YORK, NY. MATURITY IMPROVES EVERYTHING YOU DRINK.


 MADE THE SAME DAMN
 WAY Since 1887.




111 YEARS OF OBSTINACY EQUALS INTEGRITY.
Glenfiddich
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D

E


 IT'S NOT WHAT YOU GET AWAY FROM.
 IT'S WHAT YOU GET AWAY TO.

JACK DANIEL'S SINGLE BARREL WHISKEY
 A SINGULAR EXPERIENCE


 Jack Daniel's

F

★ EVEN IF YOU DON'T ★
CRACK JACK'S SAFE,
 AT LEAST YOU'LL LIVE TO TELL ABOUT IT.



OLD SAFE PROVES UNDOING OF MR. JACK DANIEL
 Lynchburg, TN — An infection incurred during a run-in with his office safe has given the best of Mr. Jasper Newton Daniel. A few years back, the old safe refused to cooperate with the renowned distiller, who thought he knew the combination well. Mr. Jack lost his temper and kicked the safe hard enough to break his big toe, resulting in an infection which has now run its full course. Mr. Jack founded the distillery which bears his name in 1866. His whiskey took first prize at the...

WIN A CHANCE TO CRACK JACK'S SAFE.
 YOU COULD WIN A TRIP TO LYNCHBURG, TENNESSEE AND A SHOT AT WHAT'S INSIDE MR. JACK'S SAFE, OR OTHER PRIZES. LOOK FOR DETAILS ON JACK DANIEL'S DISPLAYS AT PARTICIPATING RETAILERS OR AT WWW.JACKDANIELS.COM.

Void where prohibited or restricted. No purchase necessary. See official rules for details. Must be 21 years or older. Tennessee Whiskey • 40-43% alc/vol (80-86 proof) • Distilled and Bottled by Jack Daniel Distillery, Lem Motter, Proprietor, Route 1, Lynchburg (Pop. 361), Tennessee 37352 • Placed in the National Register of Historic Places by the United States Government.

G


Alcohol 17% by volume (34 proof brandy and cream liqueur). ©1998 L.F. Distillers, Modesto, California.



SEEM A BIT INDULGENT?
NOW YOU'RE CATCHING ON.

Cask & Cream LIQUEUR

DISCOVER DELICIOUS CREAM SWIRLED INTO FINE BRANDY.




A
Agency: **TBWA Chiat/Day**, New York, NY
CD/AD/CW: **Geoff Hayes**
Illus: **Alton Kelley**
Client: **V&S Vin & Spirit/Absolut**

B
Agency: **Foote, Cone & Belding**, San Francisco, CA
GCD: **David Hunter**
AD: **Ben Wong**
CW: **Douglas Schiff**
Photo: **Alan Kaplan**
Client: **E&J Distillers/Cask & Cream**

C-D (postcards)
Agency: **Fallon McElligott, Inc.**, Minneapolis, MN
CD: **Scott Vincent**
AD: **Thom Sandberg**
CW: **Mark Wirt**
Illus: **Patrick Roberts**
Client: **John DeKuyper & Son**

E-H
Agency: **The Martin Agency**, Richmond, VA
CD: **Mike Hughes**
CD/AD: **Jamie Mahoney**
CW: **Raymond McKinney**
Photos: **Chris Shorten, Steve Vaccariello, Rodney Smith, John Goodman**
Client: **Brown-Forman Beverages Worldwide/Finlandia Vodka**


A Better Way
To Get Someone To
Pucker Up. Pucker.
The Sweet & Sour
Drink Sensation.



Featuring Sour Apple and ~~New~~ Watermelon.
Also Cheri-Beri and Grape.

Do you believe in
love at first sight;
or should I walk
by again?

A Better Way
To Get Someone To
Pucker Up. Pucker.
The Sweet & Sour
Drink Sensation.



Featuring Sour Apple and ~~Watermelon~~ Watermelon.
Also Cheri-Beri and Grape.

D

*In a past life, I was a pigeon in Central Park.
I thought humans were my slaves since they fed me all the time.*



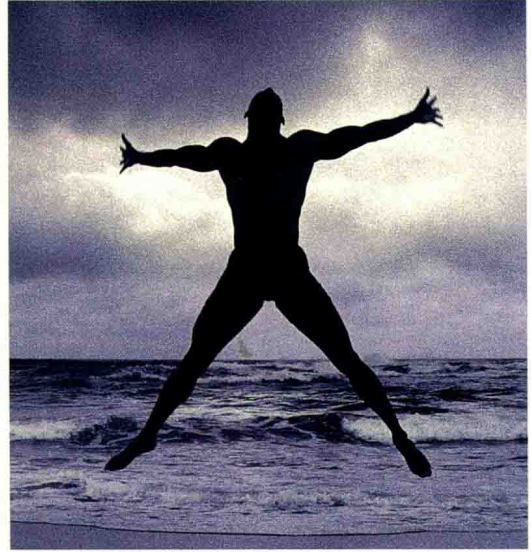
In a past life I was pure, glacial spring water



Enjoy Finlandia responsibly.
Finlandia Vodka 40% ALC/VOL. Imported by Brown-Forman Beverage Worldwide, Louisville, KY ©1999 B&W GROUP LTD.

E

*In a past life, I was Nostradamus.
Nothing, I mean nothing, surprises me.*



In a past life I was pure, glacial spring water



Enjoy Finlandia responsibly.
Finlandia Vodka 40% ALC/VOL. Imported by Brown-Forman Beverage Worldwide, Louisville, KY ©1999 B&W GROUP LTD.

F

*In a past life I was a Merchant.
I used to trap the wind in bags
and sell them to sailors.*



In a past life I was pure, glacial spring water



Enjoy Finlandia responsibly.
Finlandia Vodka 40% ALC/VOL. Imported by Brown-Forman Beverage Worldwide, Louisville, KY ©1999 B&W GROUP LTD.

G

In a past life, I was Mrs. O'Leary's cow. Sorry, Chicago.



In a past life I was pure, glacial spring water




Enjoy Finlandia responsibly.
Finlandia Vodka 40% ALC/VOL. Imported by Brown-Forman Beverage Worldwide, Louisville, KY ©1999 B&W GROUP LTD.

H



A

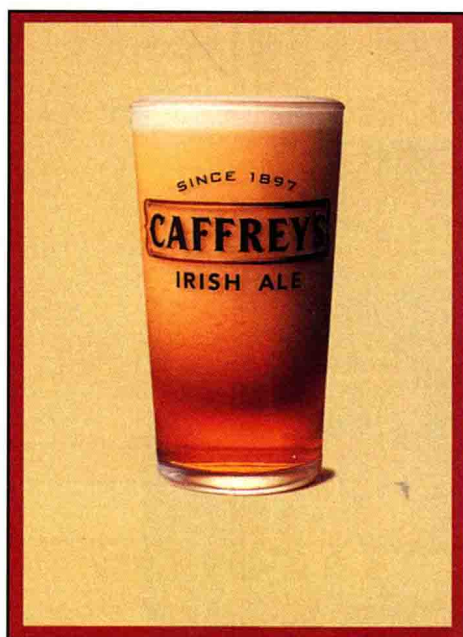


DE L'EXCEPTION LA RÈGLE.

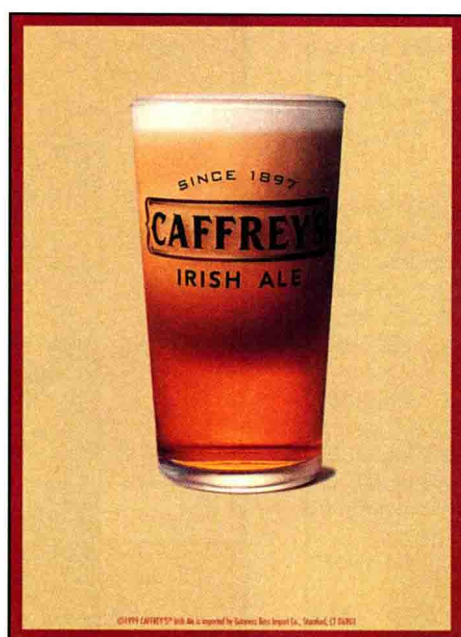
THE EXCEPTION IS THE RULE... SUSTAINING EACH EFFORT UNTIL THAT MOMENT OF PERFECT HARMONY WHICH MARKS THE CULMINATION OF ALL ENDEAVORS... SEEKING OUT THE EXCEPTIONAL BECAUSE NOTHING LESS WILL DO... ALWAYS SEARCHING, NO STRANGER TO DOUBT... EMBRACING EACH DAY WITH PATIENCE ANEW... FOR TWO HUNDRED YEARS NOW, SUCH HAS BEEN THE DESTINY OF THE HOUSE OF LOUIS ROEDERER.

LOUIS ROEDERER
CHAMPAGNE

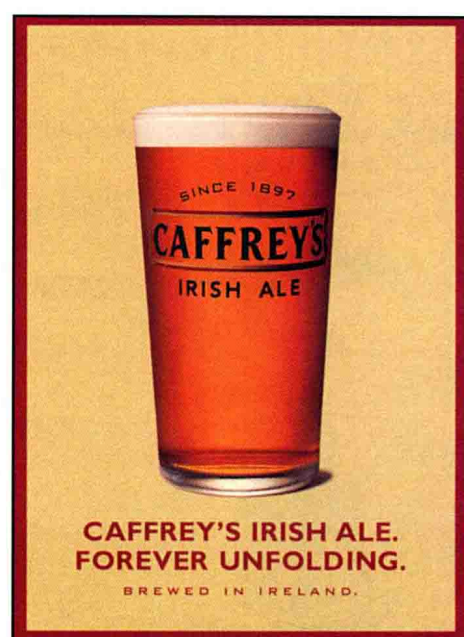
B



C



D



E

A
Agency: **Brian Loomis & Associates,**
Oakville, CA
CD/CW: **Brian Loomis**
CD/AD/CW: **Lynda Fiesel**
Photo: **Philip Salaverry**
Client: **Classic Wines of California/
Forest Glen**

B
Agency: **Les Ouvriers du Paradis,**
Paris, France
Client: **Louis Roederer**

C-E (ran on consecutive pages)
Agency: **Weiss Stagliano & Partners, Inc.,**
New York, NY
CD: **Marty Weiss**
AD: **Todd Gallentine**
CW: **Mark Mendelis**
Photo: **Michael Lavine**
Client: **Guinness Import Co./
CAFFREY'S Irish Ale**