

Best of Graphis ADVERTISING I



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ADVERTISING I

In the case of some of the reproductions in this book it proved impossible to locate the originals, despite careful research. They were, however, considered to be of such importance that the decision was taken by the present publisher to reproduce from other published sources.

Coverphotographer : Annie Leibovitz

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Distributed worldwide by Könemann Verlagsgesellschaft mbH, Bonner Str. 126, D-50968 Köln

Designed by Peter Feierabend, Berlin
Text: Peter Macho, Cologne
English translation: Michael Hulse, Cologne
French translation: Michèle Schreyer, Cologne

Printed in Singapore
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Foreword

Advertising is the culture of consumer society. It is omnipresent, a basic component in our system. It exaggerates, lies, bores us, and sometimes entertains us. But first and foremost, it is there, a fact of life, unmissable and unavoidable.

We can learn a great deal from advertising. About the current state of consumer society, the needs and images that are addressed and encouraged. About the state of technology in the consumer goods sector, and about design (advertising is itself a part of the overall pattern of reality design). And about stupidity.

Advertising's box of tricks is open for all to see, but few ever bother to take a close look. Exposés of the mechanics of advertising are considered old hat, good for school at best. Advertising is a thing of surfaces, and that is how people prefer to register it: as a pretty, aesthetic shimmer.

A vast amount of money is spent on advertising. The consumer pays for it – sometimes. Does advertising really fulfil its purpose? The industry itself tends to be sceptical nowadays, and others had their doubts long ago. Henry Ford is often quoted as saying that half the money spent on advertising is wasted – it's just that no one can tell which half. And as long as this unclarity remains, advertising will continue to attract investment. The trade naturally welcomes this uncertainty. And scholars have done little to shed light on the question.

The main growing trend in advertising has been humour: the number of intelligent, ironic advertisements has been increasing in recent years. It's fun for the consumer, particularly for the housewife, who was used to being addressed in quite different tones as recently as a decade ago. A guide to writing effective advertising copy notes that the writer "should think himself into the addressee's position and write from his or her point of view. [...] Short sharp statements, powerful punches to the housewife's mind, linguistic upper cuts, are what's needed." How nice to find advertising banking increasingly on the impact of visual images.

American Express advertising, for instance, has gone a long way toward visual predominance. The ads tend to be just portrait photos of famous people. Advertisements for clothing, drinks and cigarettes are generally just as economical with words. What counts is identification, the creation of an image. Shigeo Fukuda's combination of an aircraft cockpit, with its hi-tech array, and

Leonardo da Vinci's Last Supper (p. 60), is impressive in its economy: there is no need to spell out the implied parallel between great cultural achievements past and present. Part of the fun for us, looking at the ad, is the business of working out what it is saying. And for us to be occupied with the image for a few seconds is precisely what the designers want.

Advertising has to be good – or at least good enough to be noticed. Given the tidal wave of images that engulf people today, being noticed is not so easy, and the creativity departments in advertising have to be on their toes imaginatively – especially when products can only be distinguished from rival products by purely imaginary qualities. In such cases, the advertising has to be plausible enough for the consumer to decide to buy the product because he or she likes the advertising. Some of the international ads in this book may well have been conceived in this spirit.

Vorwort

Werbung ist die Kultur der Konsumgesellschaft. Sie ist allgegenwärtig, ist elementarer Bestandteil des Systems. Sie übertreibt, langweilt, lügt. Manchmal ist sie auch unterhaltsam. Doch zunächst ist sie eine unübersehbare und unvermeidliche Tatsache.

Von der Werbung kann man viel lernen. Über die aktuelle Verfassung der Konsumgesellschaft, über Bedürfnisse und Images, die angesprochen und gefördert werden. Über den Stand der Gebrauchsgübertechnik, über Design (Werbung ist selbst Bestandteil des umfassenden Wirklichkeitsdesigns). Und über Dummheit.

Die Trickkiste der Werbung liegt offen vor uns. Aber es scheint die wenigsten zu interessieren, einen Blick hineinzuworfen. Aufklärung über Werbung? Ein alter Hut! Nur in der unbeliebten Schule kümmert man sich noch um dieses Thema. Werbung ist Oberfläche, und als solche wird sie am liebsten wahrgenommen: als schöner ästhetischer Schein.

Für Werbung wird viel Geld ausgegeben. Der Konsument zahlt es zurück. Manchmal. Erfüllt Werbung überhaupt ihren Zweck? Einige Leute vom Fach sind skeptisch geworden. Andere waren es schon früher. Gerne wird in diesem Zusammenhang Henry Ford zitiert: „Die Hälfte des Geldes, das für Werbung ausgegeben wird, ist zum Fenster hinausgeworfen – unklar ist nur, welche Hälfte es ist.“ Solange darüber Unklarheit besteht, wird weiter in Werbung investiert. Die Werbebranche begrüßt diese Unsicherheit. Auch die Wissenschaft scheint wenig Licht in die Verhältnisse der Werbewirksamkeit bringen zu können.

Seit einiger Zeit behauptet sich in der Werbung der Trend zum Humor. Besonders intelligente Werbung setzt auf Selbstironie. Da freut sich der Konsument – und vor allem die Hausfrau, die man vor zehn Jahren noch ganz anders anzusprechen empfahl. In einer Anleitung zum wirksamen Werbetexten heißt es: Der Werbetexter „muß sich in die Lage des Umworbenen hinein-denken, von dessen Standpunkt aus texten (...) Harte kurze Sätze – kraftvolle Stöße ins Hirn der Hausfrau – sprachliche Upper-cuts – da liegt's.“ Wie schön, daß Werbung zunehmend auf die Wirkung von Bildern setzt.

Weit fortgeschritten in puncto Bilddominanz ist beispielsweise die Werbung für American Express. Man beschränkt sich weitgehend auf Porträtfotos berühmter Personen. Werbung für

Kleidung, Getränke, Zigaretten wird in der Regel ähnlich wortkarg präsentiert. Es geht um Identifikation, um Imagebildung. Interessant ist in diesem Zusammenhang auch Shigeo Fukudas Kombination eines Flugzeugcockpits mit beeindruckender High-Tech-Ausstattung und Leonardos Abendmahl als Fenster-ausblick (S. 60). Die gedanklich nahegelegte Verbindung „kulturelle Gipfelleistungen einst und heute“ explizit zu machen erübrigt sich. Es gehört mit zum Vergnügen des Betrachters, die Botschaft des Bildes selbst in dieser Weise zu entschlüsseln. Genau dies ist von den Werbemachern intendiert: sich für einige Sekunden mit dem Bild zu beschäftigen.

Werbung muß gut sein. Zumindest so gut, daß sie überhaupt wahrgenommen wird. In Anbetracht der Bilderflut, der die Menschen heute ausgesetzt sind, ist dieses Ziel gar nicht so leicht zu erreichen. Die Kreativen der Werbebranche müssen sich einiges einfallen lassen. Um so mehr, wenn sich die Produkte nur aufgrund „illusionärer“ Eigenschaften von denen der Konkurrenz abheben. In diesem Fall muß die Werbung dem Konsumenten so überzeugend erscheinen, daß er sich sagt: „Ich kaufe dieses Produkt, weil dafür diese großartige Werbung gemacht wird.“ Einigen der internationalen Werbebeispiele, die in diesem Band gezeigt werden, ist eine solche suggestive Wirkung ohne weiteres zuzutrauen.

Préface

La publicité est la culture de la société de consommation. Elle est omniprésente, un élément essentiel du système. Elle exagère, elle trompe et elle ment. Parfois elle est distrayante. Mais elle est tout d'abord un fait flagrant et inévitable.

Elle peut nous apprendre beaucoup de choses. Sur l'état actuel de la société de consommation, sur des besoins et des images de marque qui sont visés et encouragés. Sur la situation de la technique des biens de consommation, sur le design (la publicité est elle-même un élément du vaste design de la réalité). Et sur la bêtise.

Nous connaissons ses tours de passe-passe, mais la plupart d'entre nous ne semble pas s'y intéresser de très près. Informer les gens des dangers de la publicité? Un thème rebattu. Il n'y a qu'à l'école, la mal-aimée, qu'on se soucie encore de cela. Qui dit publicité dit superficialité et c'est ainsi qu'on la perçoit le mieux: comme une belle illusion.

La publicité coûte cher. Le consommateur en rembourse les frais. Quelquefois. La publicité remplit-elle au moins la tâche pour laquelle elle est conçue? Certains spécialistes sont devenus sceptiques. D'autres l'étaient déjà. Dans ce contexte on cite volontiers Henry Ford: «La moitié de l'argent dépensée pour la publicité est jetée par la fenêtre – seulement, on ne peut pas dire exactement de quelle moitié il s'agit.» Tant que le doute subsiste, les producteurs continuent à investir dans la publicité. Ce manque d'assurance est apprécié du secteur publicitaire. Quant à la science, elle ne semble pas non plus pouvoir apporter la preuve de l'efficacité de la publicité.

Depuis quelques temps, la publicité joue la carte de l'humour. Quand elle est particulièrement intelligente, celle de l'autodérision. Cela réjouit le consommateur et surtout la ménagère que l'on conseillait d'aborder tout autrement il y a dix ans. Dans une introduction à un ouvrage sur la publicité efficace, on lit: «Le concepteur doit se mettre dans la situation de celui qu'il veut atteindre, et écrire un texte du point de vue de ce dernier (...) des phrases dures et courtes – des coups puissants dans la cervelle de la ménagère – des uppercuts linguistiques – c'est ce qu'il nous faut.» Heureusement que la publicité joue de plus en plus sur l'efficacité des images.

La publicité pour American Express est, par exemple, très en avance sur le plan de la dominance de l'image. On se limite dans l'ensemble à montrer le portrait de personnalités célèbres. La

publicité concernant les vêtements, les boissons, les cigarettes est en général aussi laconique. Il s'agit d'identification, du développement d'une image de marque. Intéressant dans ce contexte est aussi le travail de Shigeo Fukuda qui combine le poste de pilotage high-tech d'un avion avec une vue sur La Cène de Léonard de Vinci (p. 60) Expliquer l'association suggérée mentalement «Les meilleures performances culturelles hier et aujourd'hui» devient inutile. Décoder dans ce sens le message de l'image devient un élément du plaisir de l'observateur. C'est exactement l'intention des publicitaires: que les gens concentrent leur attention quelques secondes sur une image.

La publicité doit être bonne, si bonne qu'on puisse au moins la percevoir. Si l'on songe au flot d'images auquel les gens sont confrontés aujourd'hui, cet objectif n'est pas si facile à atteindre. Les concepteurs doivent être très imaginatifs. Et plus encore si les produits ne se différencient de ceux de la concurrence que par des qualités illusoires. Dans ce cas la publicité doit être si persuasive que le consommateur se dise: «J'achète ce produit parce que sa publicité est formidable.» On concèdera sans hésitation un tel pouvoir suggestif aux exemples de publicité internationaux qui sont présentés dans cet album.



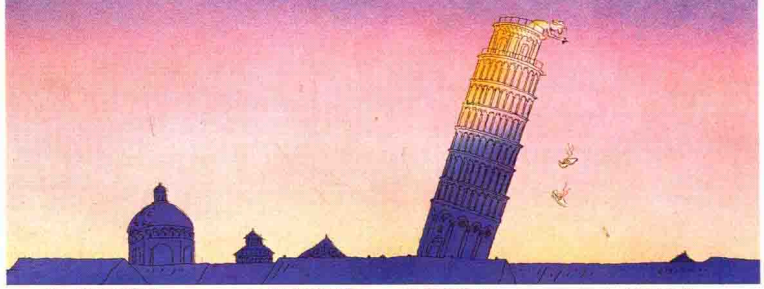
HELPING PROMOTORS GET BACK ON THEIR FEET.

It's important to get back on your feet as soon as possible after a fall. The best way to do this is by using a shoe that provides extra support and stability. This will help you get back on your feet faster and with less pain.



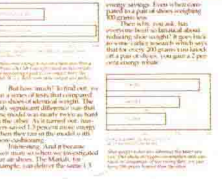
When you fall, you can injure your foot. This can be a painful and embarrassing experience. To help you get back on your feet faster, we've designed a shoe that provides extra support and stability. This will help you get back on your feet faster and with less pain.

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NEVER JUDGE A SHOE BY ITS WEIGHT.

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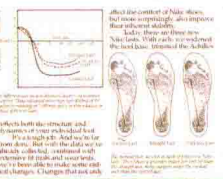


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A NEW SHOE WILL NEVER FIT BETTER THAN THE LAST.

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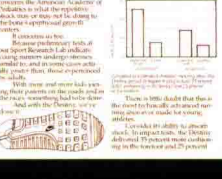


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TOO MANY YOUNG RUNNERS MAY BE HEADED FOR A PHOTO-FINISH.

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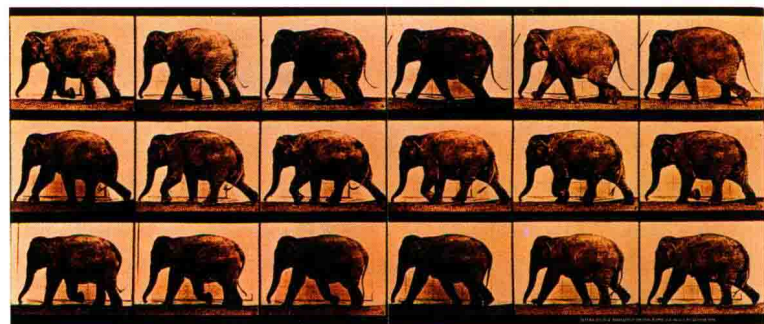
ALL FEET ARE NOT CREATED EQUAL.

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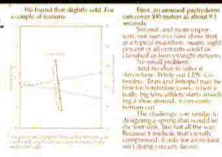
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THE BIGGER YOU ARE, THE HARDER THEY FALL.

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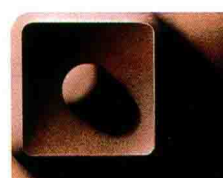


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WHEN IN DOUBT, WAFFLE.

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IT'S THERE FOR ANYONE WHO WANTS IT.

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Art Director
David Kennedy
Creative Directors
David Kennedy
Dan Weiden
Copywriter
Dan Weiden
Illustrator
Daniel Maffia
Agency
Weiden & Kennedy

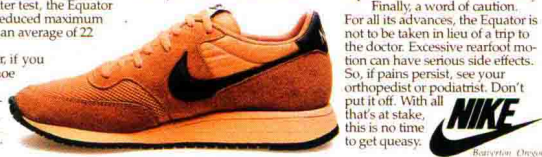


**TAKE TWO FOR
MOTION SICKNESS.**

It's not surprising we treat the Equator as serious medicine. It is. And we'll tell you right now—keep it out of the reach of rigid feet. They don't need it. And they're better off without it. But for runners who suffer from chronic rearfoot motion, this is one over-the-counter shoe that can provide fast, effective relief. In test after test, the Equator has actually reduced maximum pronation by an average of 22 percent. However, if you expect this shoe to look like a medical wonder, you're going to be disappointed.

What makes it so innovative is something you can't see. Placed beneath the Spenco® sockliner is a soft orthotic that coils around the heel to help cushion and control any rocking motion. The Equator is also built to accept the most unusual orthotics. Simply remove ours and slip them into place. One of the few visual clues as to what this shoe is about is the external arch support that works in conjunction with our Variable

Width Lacing System™ to automatically cinch up the medial side of the foot. There is also a small ridge surrounding the bottom of the extended heel counter. It's called the Stability Saddle, and acts as a foundation for the heel counter giving added support. With so much emphasis on stability, it was only natural that we board last the Equator. But we only did it in the rear. Up front, it's slip lasted for maximum flexibility. Finally, a word of caution. For all its advances, the Equator is not to be taken in lieu of a trip to the doctor. Excessive rearfoot motion can have serious side effects. So, if pains persist, see your orthopedist or podiatrist. Don't put it off. With all that's at stake, this is no time to get queasy.



Art Director
David Kennedy
Creative Directors
Dan Weiden
David Kennedy
Copywriter
Dan Weiden
Illustrator
David Davis / Art Farm
Agency
Weiden & Kennedy

Art Director
David Kennedy
Creative Directors
Dan Weiden
David Kennedy
Photographer
Aaron Jones
Agency
Weiden & Kennedy

Art Director
David Kennedy
Creative Directors
Dan Weiden
David Kennedy
Photographer
Edward Muybridge
Agency
Weiden & Kennedy



**PUT AN END TO
WOMEN'S SUFFERAGE.**

There is no such thing as the gentle sex. When it comes to battering the body, women runners are every bit men's equal. With each step, they send a shock wave roaring through the bones of their foot, up the skeleton to the brain—at over 200 miles per hour. And you wonder why proper cushioning is so important? Without it, runners are flirting with stress fractures, tendinitis, lower back pain and migraine headaches. If you're the female of the species, the best place to cool your heels may well be in our new Aurora.

It is the only woman's shoe that features the full-length NIKE-Air™ midsole. In tests at our Sport Research Lab, we found the simple addition of the NIKE-Air midsole will automatically increase a shoe's cushioning ability a full 12 percent. And the Aurora will take all the abuse you can dish out. Whereas most EVA midsoles can lose a good fourth of their cushioning after just 500 miles, the NIKE-Air midsole shows no loss

whatsoever. Even after 10,000 miles. NIKE-Air™ midsole

We should point out, however, that this shoe discriminates on the basis of sex. It is strictly for women. Made on our new woman's curved last. Compared to its male counterpart, the Columbia, the new Aurora is more narrow in the forefoot, more trim at the instep and more snug at the heel. Of course, that doesn't mean the Aurora is functionally superior to the men's Columbia. We don't think women want those sort of special favors. We just want to make sure they're on equal footing.



Art Director
David Kennedy
Creative Directors
Dan Weiden
David Kennedy
Copywriter
Dan Weiden
Photographer
Harry DeZitter
Agency
Weiden & Kennedy

Art Director
David Kennedy
Creative Directors
Dan Weiden
David Kennedy
Copywriter
Dan Weiden
Photographer
Dennis Manarchy
Agency
Weiden & Kennedy

"WE'RE THE NEW STANDARD FOR BANKING SERVICES IN ATLANTA THAT'S A PROMISE"

We know you've heard all of this before. We know you have a hard time believing any of it, or even understanding why a bank would bother saying it.

So many banks make monumental, chest-beating claims,

then turn out to be just like all the other banks.

So when we make a claim, we're going to give you a reason to believe it. First things first. First National Bank of Cobb County is now Barnett Bank. It's

the same people, with a new name. Okay, here's the first promise.

Barnett will offer you a unique range of products. Here's your reason to believe it. Premier Account. You get your own Personal Banker. One individual who will handle all

your banking needs. A CreditLine account from \$5,000 to \$90,000 accessible simply by writing a check. And you get our Premier VISA® with a minimum credit line of \$5,000. All for less than you'd normally pay for a gold card alone.

You can give our Customer Service Center a call at (404) 429-3802 if you have questions about the merger or the new services you'll receive as a customer of Barnett.

We want to be your bank in a

big way. But we know you're skeptical. So for now we'll keep the promise we've made and earn your trust. And one day, we'll earn your business.



We'll Keep Our Promises.

"WE AT BLAH, BLAH, BLAH NATIONAL BANK PROMISE YOU BLAH, BLAH, BLAH, BLAH AND BLAH."

It's hard to distinguish the claims made by one bank from the claims made by another. So when we make a promise, we make sure you can't miss it. We're going to give you a reason to believe it.

When we say "We'll keep our promises," we mean it. We're going to give you a reason to believe it. We're going to give you a reason to believe it.

position to make you promises others can't make, and to back all these promises with services that others don't offer. Take Senior Savings. It's one of the most successful programs in the country for people 55 or

over, and we're now offering it here for the first time. It gives you a package of financial services, including free checking, free checks, free transfers, and a lot more. A great deal on our

banking services and more. We have other new services that are equally impressive, and we're going to give you a reason to believe it. We're going to give you a reason to believe it.

And we're going to give you a reason to believe it. We're going to give you a reason to believe it. We're going to give you a reason to believe it. We're going to give you a reason to believe it.



We'll Keep Our Promises.

"WE PROMISE TO BRING YOU BANKING SERVICES YOU'VE NEVER HAD, AND WE MEAN BUSINESS."

If only banks knew exactly how you feel when they make big promises. The ones that turn out to be empty promises that every other bank makes. The ones that turn out to be empty promises that every other bank makes.

We're going to give you a reason to believe it. We're going to give you a reason to believe it. We're going to give you a reason to believe it. We're going to give you a reason to believe it.

bank now has a new name. Here's the promise. We're going to give you a reason to believe it. We're going to give you a reason to believe it. We're going to give you a reason to believe it.

Partners a financial package that gives free checking and other special banking privileges if you're 55 or over. There's a lot more you can expect from Barnett Bank as well. Like our Customer Service

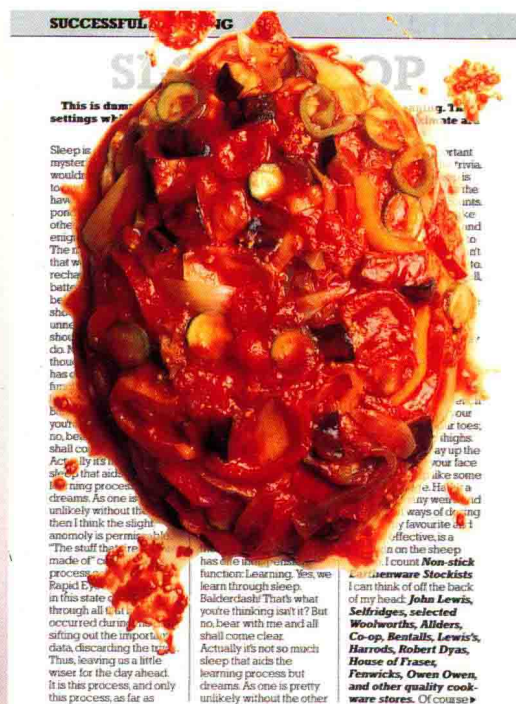
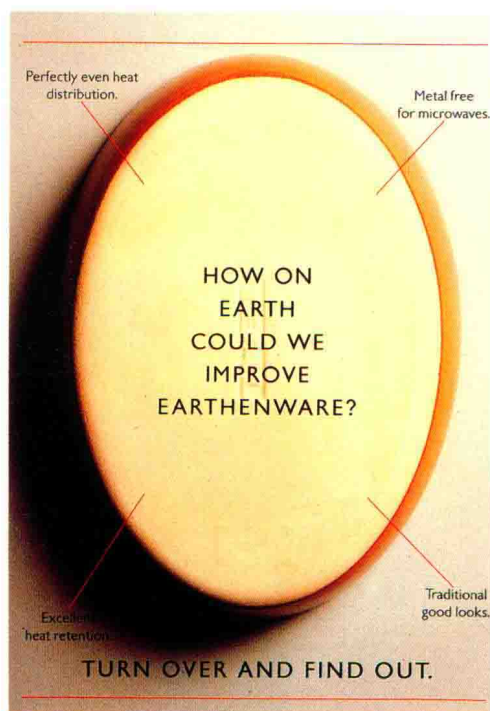
Center you can call at (404) 429-3802 if you have any questions about the merger or about the services we'll offer.

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We'll Keep Our Promises.

Client
Barnett Banks
Art Director
Cabell Harris
Copywriter
Daniel Russ
Photographer
Dean Hawthorne



Client
Tefal UK Ltd.
Art Director
Mark Greenwood
Copywriter
Mark Foster
Photographer
James Stewart
Agency
Holmes Knight Ritchie /
WRG Ltd.

Client
Barnett Banks
Art Director
Cabell Harris
Copywriter
Mike Hughes

Client
Barnett Banks
Art Director
Cabell Harris



"I'LL PARK IT FOR YOU, SIR?" "I'LL PARK IT FOR YOU, SIR?" "I'LL PARK IT FOR YOU, SIR?" "I'LL PARK IT FOR YOU, SIR?"

Alright, we're exaggerating that the Volvo 740 really is a pleasure to drive, even on the shortest journey.

(Although if the doorman gets his hands on it, the trip to the car park may well be via the scenic route.)

Just sitting behind the wheel gives you a sense of being in the car.

There's an air of spaciousness about the car, and all the controls seem to fall naturally to hand.

Each front seat has adjustable lumbar support, and both are electrically heated.

Even the rear seat is wider than average, because the wheel housing doesn't intrude.

The 740 is a big car, but its turning circle of 12.5m is smaller than a Volkswagen Golf's.

And thanks to power steering, it's as effortless for you as it is for the car.

Which probably explains why even after driving all day, you're perfectly happy to park the car yourself.

To Volvo, Springfield House, Pinewood St., Bristol BS3 4EF. For a brochure, phone (0272) 257082 or post the coupon.

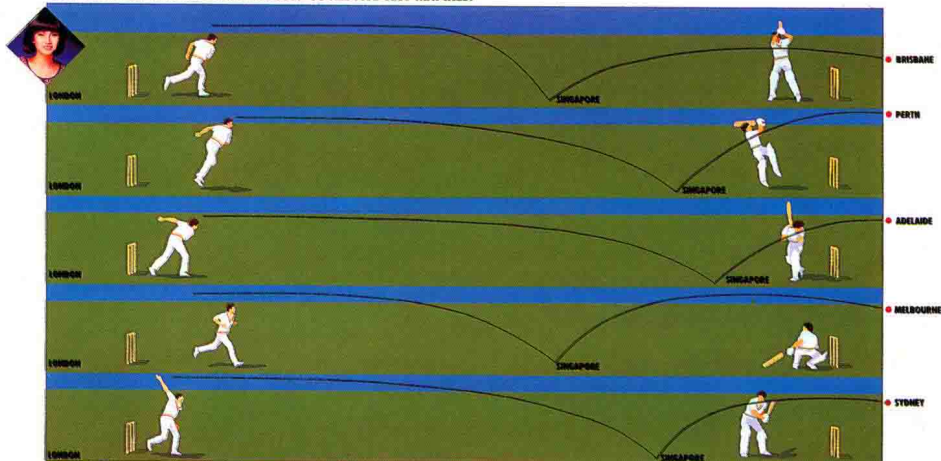
Mr/Ms/Mrs _____

Address _____

Postcode _____

THE VOLVO 740. FROM £10,374.

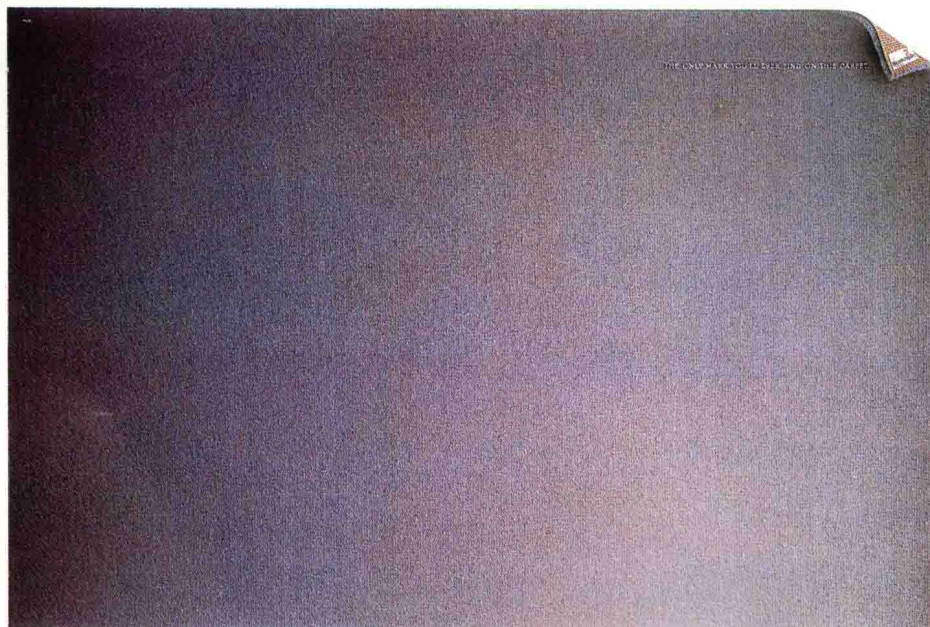
ONLY SINGAPORE AIRLINES FLIES ONE-STOP TO ALL FIVE TEST MATCHES.



We're still the only airline which flies non-stop to Singapore every day. With 14 onward 747 non-stop flights that flies one stop to Brisbane, Perth, Melbourne, Adelaide and Sydney. Our

stop flights to Australia, we fly down under more times than any other visiting airline. And we've flights and England's cricketers seem to have left the Aussies hopping.

SINGAPORE AIRLINES
A great way to fly.



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HOLD A BUSINESS MEETING IN PALM BEACH COUNTY AND YOU'LL WANT TO BRING YOUR BEST SUIT.



Don't misunderstand us. Palm Beach County has always taken the affairs of business very seriously indeed.

With meeting and convention sites that can accommodate 15 people to 1500. And 12,700 superb rooms available in hotels that understand how to cater to the special needs of business people.

But business must eventually give way to pleasure. And pleasure is something that we also understand. Palm Beach County has 47 miles of white sandy beaches, more than 120 world-renowned golf courses, deep-sea and freshwater fishing, plus sightseeing and shopping experiences the most hardened business traveler will respond to. But why read about what Palm Beach County

offers the convention or business meeting goer when you can see it all in glorious color?

For all the information about how accessible, affordable and convenient Palm Beach County is, all you have to do is call us collect at the Palm Beach County Convention and Visitors Bureau. The number is 305-471-3995.

Or if you wish, simply send us the coupon below. Just suit yourself.

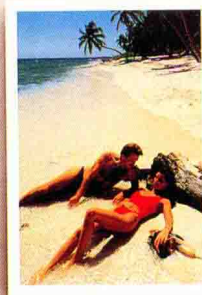
Send to: Director of Sales, Palm Beach County Convention and Visitors Bureau, 1555 Palm Beach Lakes Boulevard, West Palm Beach, Florida 33401.

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Palm Beach County, Florida
The Best Of Everything

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IT'S NO SURPRISE HOW GOOD PALM BEACH COUNTY LOOKS IN COLOR.



THE SURPRISE IS HOW GOOD IT LOOKS IN BLACK AND WHITE.

Average room rate, double occupancy:
April - November, 1987

Luxury Resort	\$80
Deluxe First Class	\$64
Moderate	\$48

If all the beauty, facilities and recreational activities available from April thru November don't convince you to bring your meeting or convention here, perhaps all the green you'll save will. For your free Meeting Planner's Guide, fill out the coupon or call collect 1-305-471-3995.

Name _____
Title _____
Name of Company _____
Address _____
City _____ State _____ Zip _____

Send to: Director of Sales, Palm Beach County Convention and Visitors Bureau, Suite 201, 1555 Palm Beach Lakes Blvd., West Palm Beach, FL 33401

Palm Beach County, Florida
The Best Of Everything

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John Mahoney
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IT'S SURPRISING HOW MUCH YOU HAVE TO PACK TO ENJOY A VACATION IN PALM BEACH COUNTY.

IT'S ALSO SURPRISING HOW MUCH YOU DON'T HAVE TO PACK.

During the summer all there is to do and see in beautiful Palm Beach County will cost you a lot less than you could ever imagine. A typical first-class hotel room averages only about \$60 per day.

Call 1-800-952-0600 and we'll show you everything we have in summer packages. Better yet, call your travel agent. And find out how you can do more in Palm Beach County. And how little it will cost.

Name _____
Address _____
City _____ State _____ Zip _____

Palm Beach County, Florida
The Best Of Everything

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Peta

If you liked pulling the wings off flies as a kid, you may be cut out for a career in animal experimentation.

Think of the cruelest thing you can do to an animal and you may qualify for a big government grant.

Think that's an exaggeration? Well, here are just a few of the experiments your tax dollars paid for recently.

Surgically crippled monkeys (one of the monkeys is pictured here) were burned and electro-shocked in a Maryland lab to force them to use their deadened arms.

This experiment cost taxpayers \$1.5 million. Until we stopped it.

Conscious, unanesthetized baboons had their heads locked into a hydraulic device at the University of Pennsylvania.

At the flip of a switch, these baboons had their brains scrambled.

This cost U.S. taxpayers \$12 million, for almost a dozen years. Until we stopped it.

Immobilized dogs were scheduled to be shot at close range in a Washington, D.C. military test.

It would've cost taxpayers \$1.1 million. But we stopped it.

The few atrocities you've read here are just a drop in the bucket of blood that goes by the name "animal research."

Each year, cats, monkeys, dogs, pigs, rats and other lab animals suffer and die by the millions in American laboratories.

The cost to taxpayers is in the billions. If you think these kinds of experiments have no place in the 20th century, please help us stop them.

People for the Ethical Treatment of Animals (PETA) works with medical and legal professionals, the media, members of Congress, and people like you to expose animal abuse and tax waste in the animal experimentation industry.

We've brought an end to many horror stories, but there are thousands of other cruel experiments being conducted even as you read this ad.

So please join us today.

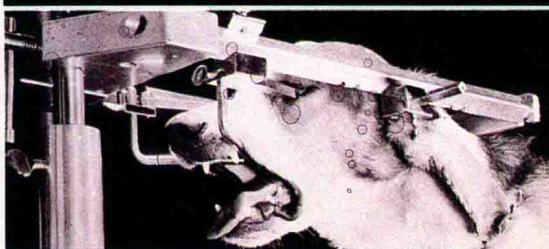
We need to help stop the abuse of animals in experiments.

Name _____
Address _____
City _____ State _____ Zip _____
Please accept my tax deductible contribution of \$10 _____
\$20 _____ \$50 _____ \$100 _____
Contributions of \$10 or more receive a letter copy of the book, *Animal Abuse*.

People For The Ethical Treatment Of Animals
P.O. Box 6218, Washington, D.C. 20060-0218



If you can't look at these pictures, look at the coupon.



Animal experiments are crude, cruel and scientifically unnecessary.

Yet each year \$4 billion in our taxes helps kill tens of millions of animals in laboratories hidden all across the country.

Your taxes paid to put this dog in a painful stereotaxic device, after which he was killed.

Your taxes paid to have this monkey's eyes sewn shut and electrodes sunk into her brain. (A monkey we later managed to save.)

Your taxes paid to have electrodes sunk into this cat's brain. (We managed to save her, too.)

The few atrocities you've read here are just a drop in the bucket of blood that goes by the name "animal research" in America today.

Each year, cats, dogs, pigs, rats, monkeys and other animals suffer and die by the millions. The cost to taxpayers is in the billions.

If you believe these kinds of experiments have no place in the 20th century, please help us stop them.

Your tax deductible donation can help us to stop this barbaric and useless cruelty.

People for the Ethical Treatment of Animals (PETA) is America's number one organization supporting the rights of animals.

By working with the media, medical and legal professionals, members of Congress and people like you, PETA has been able to halt funding to some of the country's most sadistic and horrifying animal experiments.

But, even as you read this ad, thousands of atrocities are still being conducted.

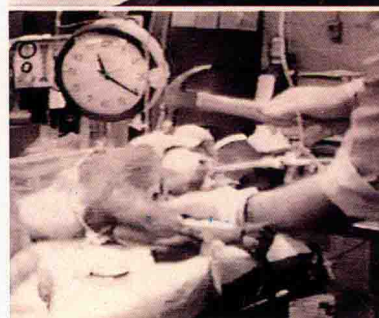
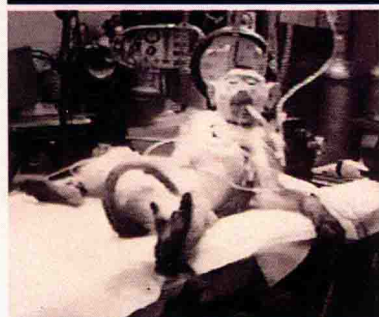
Please join us today.

We need to help stop the abuse of animals in experiments.

Name _____
Address _____
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Please accept my tax deductible contribution of \$10 _____
\$20 _____ \$50 _____ \$100 _____
Contributions of \$10 or more receive a letter copy of the book, *Animal Abuse*.

People For The Ethical Treatment Of Animals
P.O. Box 6218, Washington, D.C. 20060-0218

Thanks to a \$12 million government grant, scientists have conclusive proof that monkeys die when their skulls are crushed.



Did you know what other "experiments" that you've helped underwrite with your hard-earned tax dollars?

You paid to have a group of seven men keep a group of cats awake for a week straight.

Cats that were then placed on a rising piece of wood to see how long the cats' fear of falling would keep them awake. Proving exactly what? Anything?

Can't you do better? To test the effectiveness of the Heimlich maneuver (already well documented as effective) can other federally funded labs wanted to do with one dog.

Fortunately, the scientists were drowsed with letters instead thanks to our effort by our organization and the experiment was called off.

That experiment isn't the only one we've managed to have had scrapped.

We helped raise such an outcry over the head injury research in the monkeys you see in these pictures, that it was closed down.

But for every sadistic and scientifically worthless experiment we've shut down, there are literally thousands we haven't.

People for the Ethical Treatment of Animals (PETA) works with medical and legal professionals, the media, members of Congress, and people like you to help expose animal abuse and tax waste in this horrible animal experimentation industry.

We've brought an end to many horror stories, but thousands of cruel experiments are being conducted even as you read this ad.

That's why we're asking for your help. Because our opponents don't listen to moral arguments or pleas of mercy.

They have to be pinned down in court. So please, send us your tax deductible contribution today. And thank you.

We need to help stop the abuse of animals in experiments.

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Please accept my tax deductible contribution of \$10 _____
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Contributions of \$10 or more receive a letter copy of the book, *Animal Abuse*.

People For The Ethical Treatment Of Animals
P.O. Box 6218, Washington, D.C. 20060-0218

Imagine having your body left to science while you're still in it.

Three animals die every second in U.S. laboratories.

The monkey pictured here was surgically crippled and then forced to use his deadened arm.

Other animals, including rabbits, dogs, and cats are routinely blinded, shocked, mutilated, decapitated and force-fed poisons in tests which could easily be replaced with modern and more reliable alternative tests.

These sadistic animal tests are being conducted by the government, universities, medical associations, and profit-making corporations.

And always behind closed, locked doors. Pigs, rats, chickens, horses and other laboratory animals suffer by the millions.

The cost to U.S. taxpayers, however, is in the billions.

If you think these kinds of cruel experiments have no place in the 20th century, please join us: People for the Ethical Treatment of Animals.

PETA is America's leading animal rights organization. By working with medical and legal professionals, the media, members of Congress, and people like you, PETA has been able to stop some of the most horrifying animal experiments, including the one pictured here.

Even as you read this ad, there are thousands more lab experiments being conducted without your knowledge, but with your tax dollars.

So please join us today.

We need to help stop the abuse of animals in experiments.

Name _____
Address _____
City _____ State _____ Zip _____
Please accept my tax deductible contribution of \$10 _____
\$20 _____ \$50 _____ \$100 _____
Contributions of \$10 or more receive a letter copy of the book, *Animal Abuse*.

People For The Ethical Treatment Of Animals
P.O. Box 6218, Washington, D.C. 20060-0218



IRMA'S FASTLINK TRANSMITS DATA AT 10,000 BPS WITHOUT A GLITCH.

IRMA's Fastlink, the new high-speed asynchronous modem for your IBM or compatible PC, can send your data more than eight times faster than ordinary 1200 bps modems.

And, thanks to a new version of the popular Crosstalk XVI software called "Crosstalk-Fast", it can transmit data at 10,000 bps over dial-up lines.

But one thing's even more important than speed. And that's accuracy.

Whether it's transmitting at 10,000 bps or poking along at a much slower speed, as a communications manager, Fastlink can send and receive data hour after hour over almost any kind of line without making a single error.

Fastlink's accuracy is the result of an innovative technology that packages, transmits, and verifies everything sent. If there's noise or interference on the line that does require Fastlink to transmit your data at a slower rate, the adjustment is made automatically.

Of course, other modems adjust their speed too, but they typically have to cut their speeds in half. From 10,000 bps, for example, to 4800 bps. In fact, under some conditions, other modems will actually decrease to mid-transmission.

Fastlink, on the other hand, adjusts its speed a few bps at a time, so you can still maintain maximum speed at all times during transmission.

What if you're down to the wire? With IRMA's Fastlink, you can now count on getting the data you need, getting it as accurately and most importantly, getting it right. And you can get all this from Fastlink without having to pay for expensive, undedicated, dedicated lines available both as a PC card and as a stand-alone unit. Fastlink's comparable with both 212A and 803 type modems.

And it comes from the people who gave you IRMA's the most successful PC-to-mainframe communications link in the world.

Call 1-800-241-IRMA to find out more about the new modem that's leaving all the other modems in the dust.

FASTLINK

IRMA'S FASTLINK TRANSMITS DATA AT 10,000 BPS WITHOUT A GLITCH.

IT'S THE NEW 10,000 BPS DIAL-UP MODEM THAT'S BREAKING ALL RECORDS FOR SPEED AND ACCURACY.

You didn't read that number wrong. IRMA's Fastlink, the new high-speed asynchronous modem for IBM and compatible PCs, can send data at 10,000 bps, more than eight times faster than ordinary 1200 bps modems.

Available both as a plug-in card and as a stand-alone unit, Fastlink is both 212A and 803 compatible. That means it will slow down automatically to accommodate Hayes modems.

But Fastlink won't just slow down. It's also accurate. Its unique technology gives you error-free transmissions over all types of lines, even those lines with high noise levels.

In fact, if receiver line quality does necessitate a lower transmission rate, Fastlink does something other high-speed modems can't do: it adjusts its speed incrementally a few bps at a time. So you can continue to transmit at the highest speed possible. Other modems slow on the market drop their speeds dramatically, or even worse, stop transmitting altogether.

What's more, Fastlink works with the new Crosstalk-Fast, an enhanced version of the popular Crosstalk XVI software that has established itself as a leader in communications.

So you don't have to experiment with new communications software. Finally, Fastlink comes to you from the people who gave you IRMA's the most successful PC-to-mainframe communications link in the world.

In short, Fastlink is fast, accurate, and easy to use. And it's compatible with your way of working.

Technician law is that Fastlink lets you reduce transmission costs while you increase your productivity.

Call 1-800-241-IRMA to find out more about the new modem from IRMA that's leaving the competition in the dust.

FASTLINK

IRMA'S FASTLINK TRANSMITS DATA AT 10,000 BPS WITHOUT A GLITCH.

IRMA'S FASTLINK STAYS ON COURSE EVEN WHEN THERE ARE PROBLEMS WITH THE LINE.

IRMA's Fastlink, the asynchronous modem that will plug into your IBM or compatible PC, can transmit data at 10,000 bps, more than eight times faster than ordinary 1200 bps modems.

And it varies every bit for accuracy. In fact, it varies every bit for accuracy. It actually measures noise level on the line and automatically adjusts to eliminate errors in the transmission.

Fastlink's high-speed data transfer process is constantly checking transmission conditions. Whenever it's in error, Fastlink will automatically adjust its transmission rate to the fastest, error-free speed possible.

As you know, some other modems will adjust themselves to transmit at slower speeds, but there's a significant difference. Other modems drop their rates dramatically in the big jump from 10,000 bps, for example, to 4800 bps—even though there's a minimal decrease in line quality.

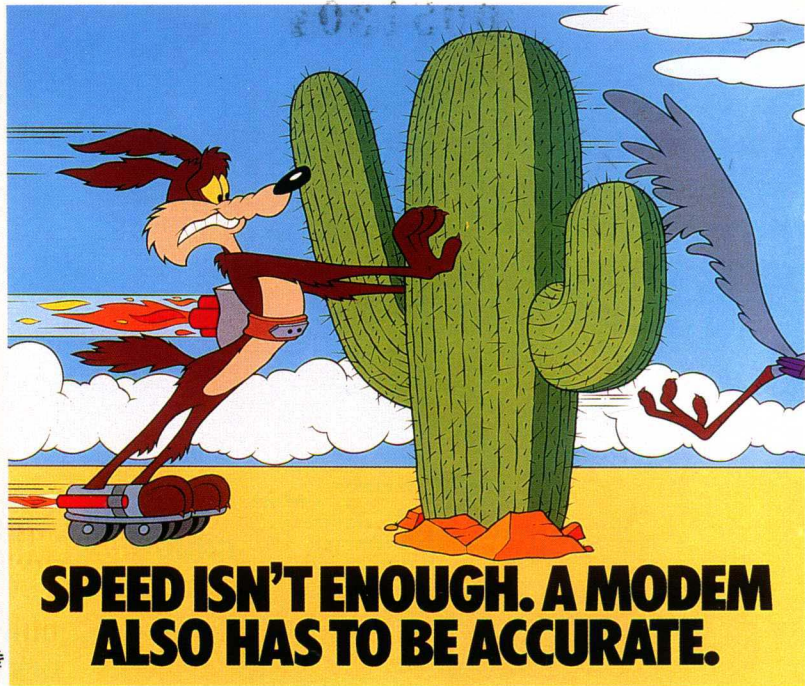
Fastlink will dynamically adjust its speed a few bps at a time to 10,000 bps if appropriate. Or to 4800 bps, or whatever it takes to ensure giving you maximum speed without giving up on accuracy.

Fastlink does, however, give you more than just speed and accuracy. It gives you flexibility. It's compatible with both 212A and 803 type modems. That means it slows down automatically to work with your Hayes modems.

What's more, it's both in PC card and stand-alone versions. Fastlink also has the advantage of all the advanced features of Crosstalk-Fast, an enhanced version of the popular Crosstalk XVI software. Finally, it comes from the people who gave you IRMA's the most successful PC-to-mainframe communications link in the world.

Call 1-800-241-IRMA to find out more about IRMA's Fastlink.

After all, in the race to bring you a more productive modem, nothing else comes close.



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Art Director
Wayne Gibson
Copywriter
Mike Hughes
Photographer
Reid Icard