

Modern China Advertising Comprehensive view

Corporate Identity Display of Modern Enterprise

現代企業機構形象設計博覽

當 代 中 國 廣 告 縱 橫

'98

發展廣告產業
促進市場繁榮

劉維明

九四年正月

發展廣告產業，
促進市場繁榮。

劉保孚

九四・十一

弘揚
民族
文化

傳揚
企業
精神

賀
當代中國廣告弘揚
出版

劉斯奮



鳴謝

一部反映當代中國廣告市場發育狀況，體現中國經濟改革十五年國泰民安，物阜民豐的大型廣告畫冊歷時六年編輯，今天終於面世了。在我們編輯這本畫冊的六年中，慶幸得到了全國衆多廣告同仁的鼎力協助與支持，並為我們提供了寶貴的，不可多得的資訊與材料，才得以使今天展現給讀者面前這本畫冊具有充實的內容和可讀性。

我們認為，這本畫冊從廣義上講，它應屬於中國兩萬余家廣告企業及近三十萬廣告從業人員集體智慧與創造的高度結晶。畫冊中每幅作品都溶入了原創意者、制作者及發布者的血與汗，溶入了他們對發展中國廣告文化的一片赤誠之心，意濃之情。

在畫冊編輯過程中，采編組冒七月酷暑，頂三九嚴寒，每到一處都得到了手足般的熱情接待，這使我們深深感受到一種榮譽感與強烈的責任感。歷史呼喚一部當代中國廣告史的出台，時代造就中國廣告人的使命感。正是在這樣一種巨大的壓力所產生的動力下，使這本書在六年的編輯過程中開創了許多可歌可泣的動人軼事。使我們倍感難過和遺憾的是我們的攝影顧問，廣州華視總編、我國著名攝影家李漢南先生曾於九〇年、九三年在廣州及順德對畫冊的攝影及編輯給予了多日的指導。就在去年春天畫冊即將問世之際，華先生却因病過逝離開了我們，……所幸，我們還有李先生的親筆，終於在中央、省、市各級政府的關心與支持下與珠海出版社攜手推出了這本沉重但又年輕的史冊，致此，請允許我們向六年來曾支持、關心、協助我們編輯工作的全國各省市廣告公司致以崇高的敬意，並深深的感謝！

向李漢南先生及協助創作創意制作者致以深深的謝意！

向全體廣告同仁致以誠摯的問候並深深的謝意！

編者

一九九五年六月十八日

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HAK 14/02

美的別化展示廣告的風貌和魅力。以
其豐富的內容、翔實的材料顯示這
本省冊的特點。

據悉，此省冊的編者用長達六
年的時間，走遍大江南北廿個有八十
多個城市，搜集整理了圖片資料
三千五百八十餘幅，耗資百餘萬元，
工程量之大，可謂空前。

省冊中的廣告融多種形式于一
體，集多種媒體于一身，融牌、電、紅

《序》作者

廣東省工商行政管理局副局長
廣東省廣告協會會長

李藍田

序

一部反映改革开放以来中国广告
创作水平的大型画册——《当代中
国广告精英》即将问世。这不仅是一
本中国广告界的喜事，而且对于企
业界、学术界来说也是一件好事。
近年来，广告作为促进商品营
销的有效手段，已在人们心目中形
成了一种新鲜的视觉。它伴随着
社会的进步而发展，伴随着经

济的发展而前进。可以说，广告是商
品经济的产物，是市场经济的宠儿。
现代社会无如一个广告的世界，广告
无处不在，无处没有广告。广告
已成为人们生活中——不可缺少的
组成部分。珠海文化传播有限公司
正是基于这一认识，把人们喜闻乐
见的、普遍接受的全國优秀广告
作品尽收《当代中国广告精英》，
以独特的创意、新颖的设计精

绘、电视、广播、招贴、报刊广告应
有尽有，全面翔实。

选入画册的广告，多为精品，一
目了然，报纸广告，採用通版展
示的手法，气势恢弘，主题突出，许
多广告设计精巧，制作细腻，实属
经典之作。

编辑出版《当代中国广告精英》，
不仅是为了总结中国广告创作的
成功经验，更重要的是为示国广告

事业的发展提供有益的借鉴。衷心希
望广东的广告有识之士积极探索，不
断创新，创作出更多、更好、更精的广
告作品，为广东乃至全国的广告事
业的发展做出更大的贡献。

李福田



一九九〇年十月

广州

Preface

A copy of the large album—"Modern China Advertising Comprehensive View" is brought out, which reflects the level of design and fabrication of advertisements since reforming and opening policy adopted in China. It is not only a happy event for Chinese advertising circles but also a good thing to the circles of entrepreneurs and artists.

In recent years, as effective means of promotion of marketing commodities, the advertisements have brought about a fresh visibility to the people. The development of advertising has kept pace with the progresses in society and has been advancing with the development in economy. It can be said that advertisement is the outcome of the commodity economy as well as the favourite of the market economy. The contemporary society is just like a world of advertisements, nowhere can not the ads be found, and everywhere exist the ads. Ad becomes an integral part of the daily life of people. Just based on this understanding, RuiHu Cultural Communication Co., Ltd, ZhuHai has presented the "Modern China Advertising Comprehensive View" which compiled and collected the well-received and favourable advertising works in China, with graceful styles and artistic charm depicted by the unique creations, novel designs and exquisite fabrications. The album features in rich contents and full and accurate materials.

To my knowledge, the compilers of the album have spent time as long as six years to travel over more than 80 cities in 20 provinces from the north bank to the south bank of rivers, and collected and selected about 3580 pictures and information at a cost of a million and more Yuan, and with a unprecedented amount of works done for the project.

The ads included in the album show that each ad is worked out with multiple forms integrated and by using various kinds of media. With a great variety of ads, the album displays fully the applications of sign boards, neon lights, televisions, broadcasts, posters, presses, etc. in the advertising.

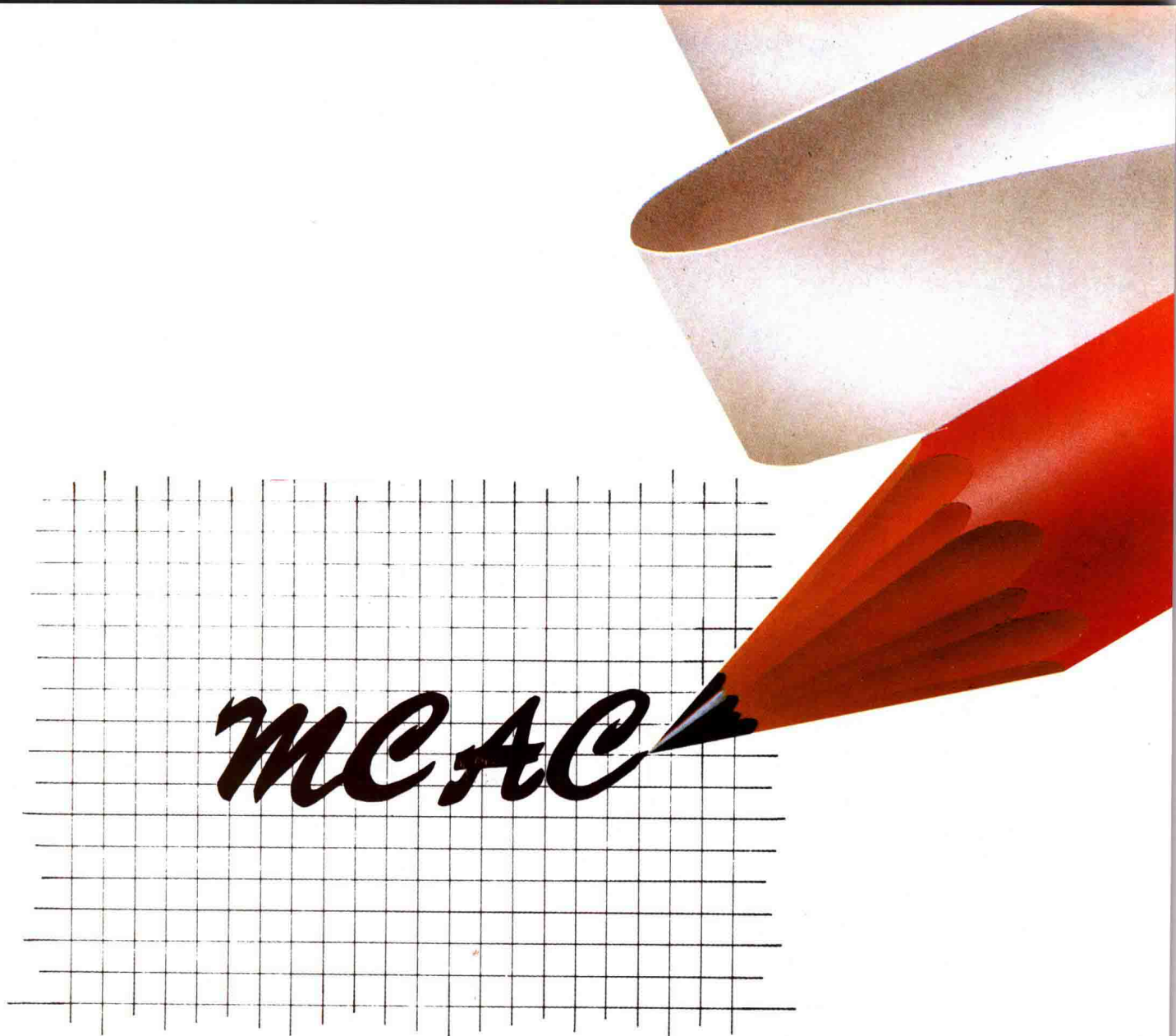
All the ads selected and compiled in the album are fine ones. The ad of "Apollo" series oral liquid on press has adopted as skill of whole-page display, depicting a tremendous momentum and a pronounced theme. A lot of them can be considered as classical works because of their exquisite designs and minute fabrications.

Compilation and publication of "Modern China Advertising Comprehensive View" is not only for summing up the successful experiences in the fabrication of China's ads, but also for, more importantly, providing useful references for the development in the advertising industry of our country.

My heartfelt wish is that the advertising workers with breadth of visions in Guangdong Province will actively explore and consistently blaze new trails to create better and more exquisite advertising works in a larger quantity with a view of making greater contributions to the advertisement cause of Guangdong Province and the cause of whole country as well.

Chairman of Guangdong Provincial
Advertising Association

Deputy Director of Guangdong Provincial
Administration for Industry & Commerce
Li Lantian
Nov. 1994, GuangZhou





戶外廣告篇 CONTENTS OF OUTDOOR ADV.



中僑物業路牌廣告
發布地：深圳

OVERGLOBE PROPERTY SIGNPOST ADV.
RELEASE PLACE: ZHENSHE



樂富門香煙路牌廣告

發布地：青島

THE BEST TOBACCO MONEY CANBUY SIGNPOST ADV
RTLEASE PLACE. QINGDAO.



陽光大廈招商路牌廣告

發布地: 青島

鵬程花園銷售路牌廣告

發布地: 青島

SUNLIGHT BUILDING INVITING BUSINESS SIGNPOST ADV.

RELEASE PLACE: QINGDAO

PENGCHENG GARDEN SALE SIGNPOST ADV.

RELEASE PLACE: QINGDAO

