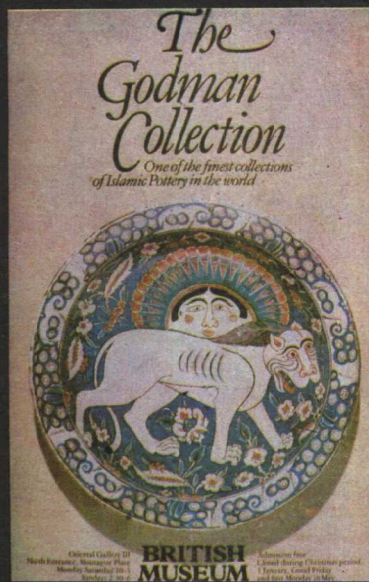




国外 现代广告500例

徐百益 徐本健 编

国外现代广告 500例

徐百益 徐本健 编

上海书店出版社

装帧设计 房培明

责任编辑 曲章富

国外现代广告500例

徐百益 徐本建 编

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前 言

当前我国的广告事业发展迅速,从事广告工作的队伍不断扩大,新生力量大批涌现。这种盛况,自笔者从事广告工作五十多年来,从未有过。

我国的广告历史悠久。然而,“他山之石,可以攻玉”,国外广告的创作方法与有益经验,也值得我们借鉴。

近年来,本人作为国际广告协会的会员,对国外情况有所了解,感到要研究广告,除着重理论研究外,必须以实例来加以说明,因此不敢自私,把收集的资料,选其有参考价值的最新广告编成集子,以供同行和业余广告设计者参考借鉴。所辑图例,以国家而言,遍及五大洲;以媒体而言,包含报刊、橱窗、印件、户外、包装等近五百例;以时期而言,绝大部分是近年的作品。其中“表现方法”一栏,选取了创意新颖、构思巧妙的例子,或可有裨于读者开拓思路。

个人的力量究属有限,虽然时切时磋,总感到学无止境,选编国外广告,难免有不全面的地方,还请海内专家和广告同行,加以匡正。

徐百益 一九八七年四月

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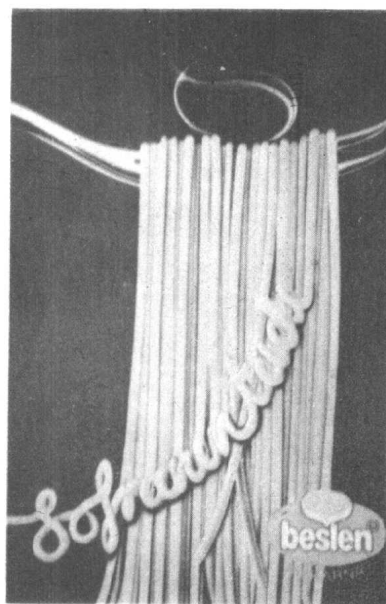
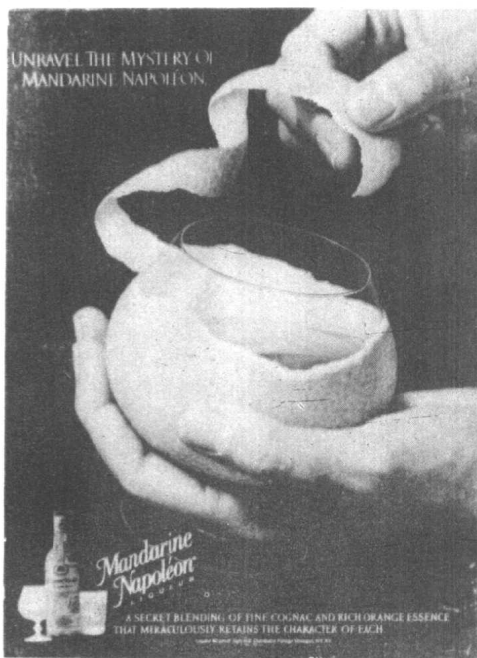
THE SPIRIT OF FRANCE, CAPTURED IN LEATHER

LES CORDONS
J & F Martell

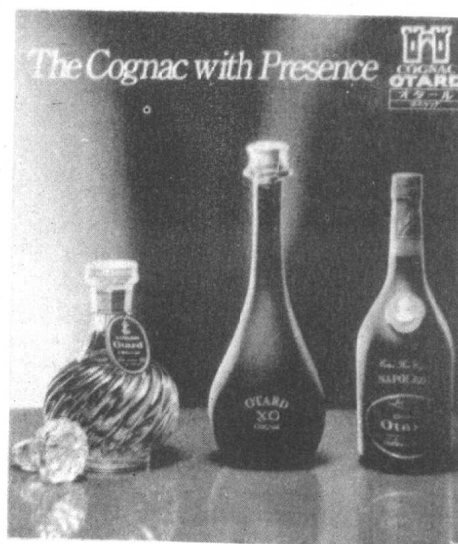
PARIS LONDON NEW YORK HONG KONG TOKYO SINGAPORE

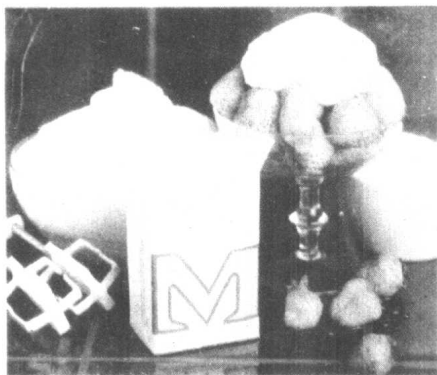
Sole Agent
 Hong Kong J & F Martell (Singapore) S. P. 100000
 Singapore (Singapore) P. 100 100000

报刊广告



食品饮料





İŞTE...TÜRKİYE'NİN İLK VE TEK KREMASI



İŞTE...TÜRKİYE'NİN İLK VE TEK KREMASI

Taste!

Whether you mix it in a whiskey sour or pour it on the rocks you'll see why more V.O. is bought than any other imported distilled spirit in America. More than any Scotch, Canadian, Rum, Gin, Vodka or Tequila.

V.O.

IMPORTED

Sanka for summer

Sanka® Brand the softest is soft and refreshing and also, and with that just what you want in a summer drink.

But, coffee, you know, is healthy. We use a 100% robusta bean. It makes it just what you need.

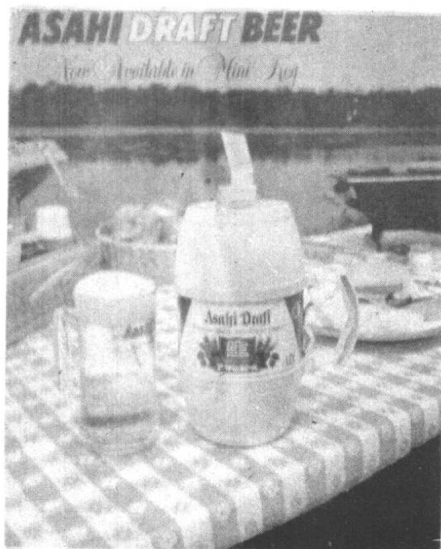
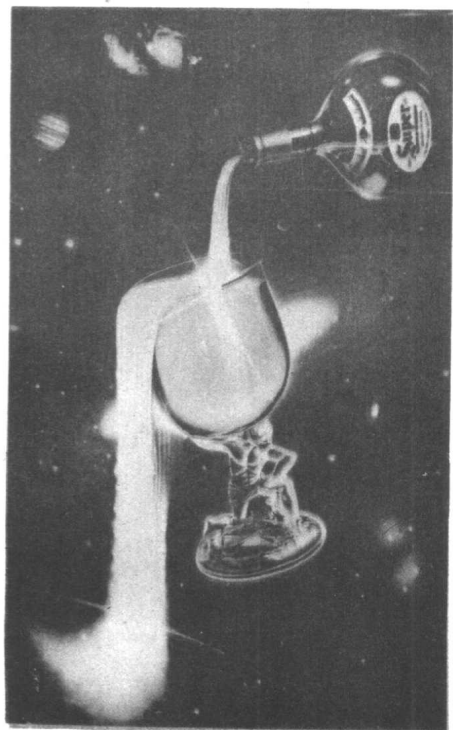
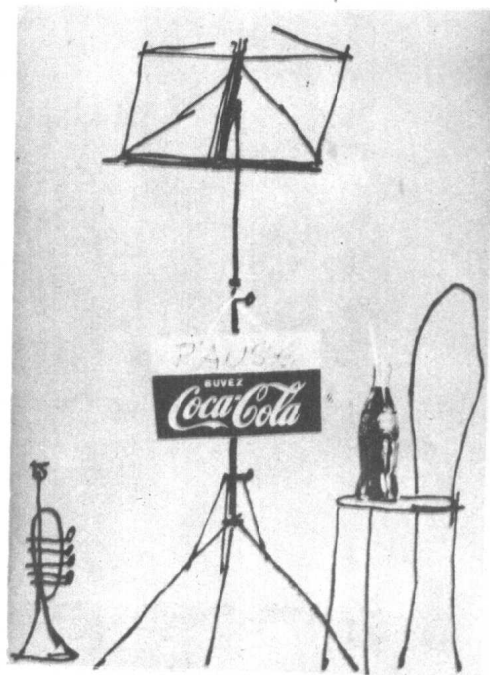
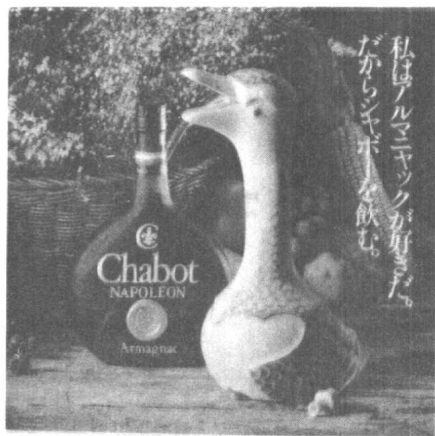
Instant Dried Decaffeinated Coffee is in that glass. Use as a hot or cold water. Add to. Serve with cream, this helps if you want. It's natural, too, and it's in it all your favorite.

But, and coffee, it's not just. It's through a triple.

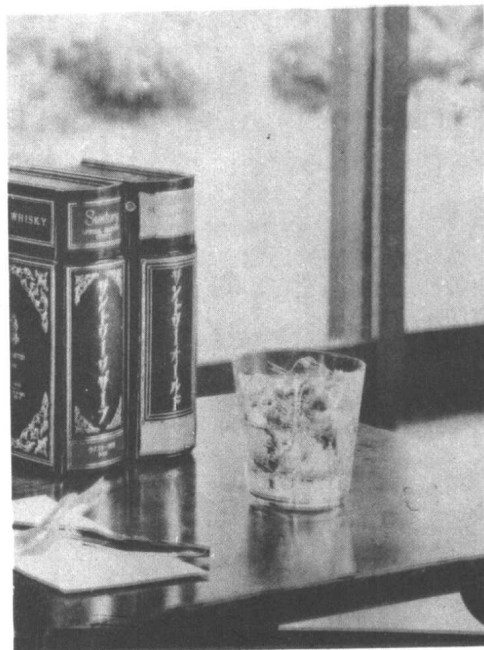
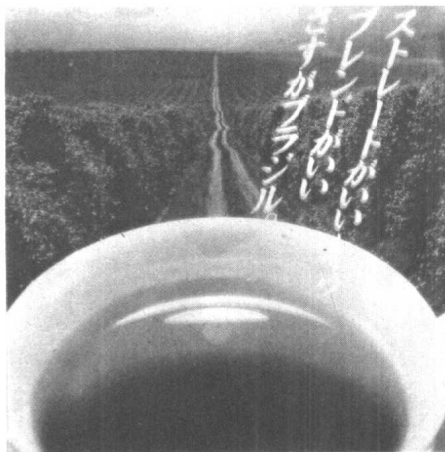
Grand Old Parr
De Luxe Scotch Whisky

BRANDY & CO. LTD.

食品饮料



食品飲料



DISCOVER THE TASTE OF COLOMBIAN

THE NEW COLOMBIAN

PURE AND SIMPLE

Any way you like it—you'll love it!

SW 100% Colombian Coffees

街にカネパイ!

白鹿

食品飲料



Introducing our new rich roasted taste.

The moment you pour yourself a cup of new Brim® Decaffeinated Coffee, the full rich aroma tells you you're about to experience something wonderful. Our new rich roasted taste. It has a flavor that's deeply satisfying. And it makes your coffee moments special, cup after delicious cup.



Put you on to the rim with the richness of Brim.

The blessings of nature,
and a dash of divine inspiration.



The exquisite Italian liqueur created from wild nuts, berries and herbs.

Frangelico

Imported by: W. & J. MacKenzie & Co. Ltd. 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

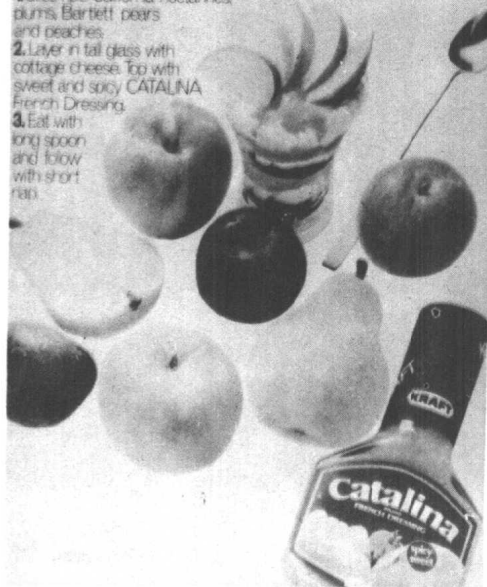


食品饮料



Salad Days: lush and lazy...

1. Slice ripe California nectarines, plums, Bartlett pears and peaches.
2. Layer in tall glass with cottage cheese. Top with sweet and spicy CATALINA French Dressing.
3. Eat with long spoon and follow with short nap.



How do you enjoy
Sambuca Romana
when you run out
of coffee beans?

Corn Mince
1 oz. Sambuca Romana
Dissolved coffee beans
Heat coffee beans on top

White Cloud
Sambuca Romana
Club soda
Pour into ice
in tall glass

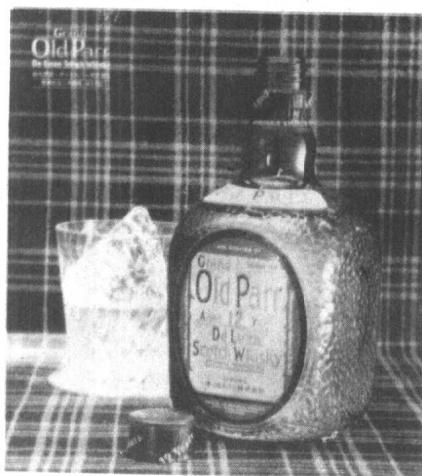
**Romana
Coffee**
1 oz. Sambuca Romana
1 cup hot coffee
Top with cream
Whipped cream
Dust with ground
nutmeg

**Chocolate Chip
Sambuca**
1 oz. Sambuca Romana
1 cup chocolate chips
1/2 cup
Blend and serve in
ice and serving

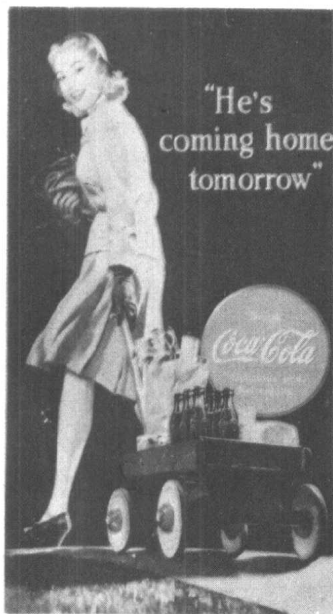
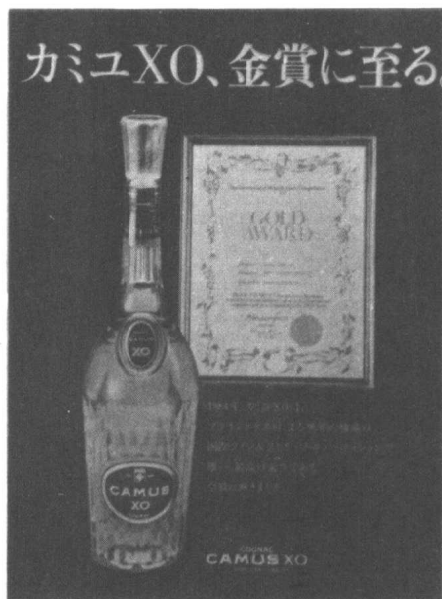
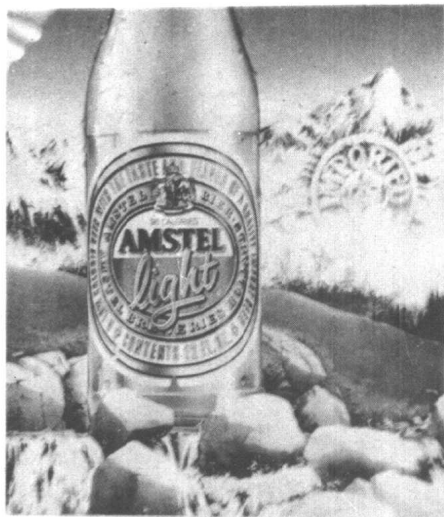
**Strawberry
Sambuca**
1 oz. Sambuca Romana
1/2 cup
1/2 cup strawberries
1/2 cup sugar
1/2 cup vodka
Blend and serve in
ice and serving

Whiskey (for 2)
1 oz. Sambuca Romana
1/2 cup
1/2 cup whiskey
1/2 cup sugar
1/2 cup vodka
Blend and serve in
ice and serving

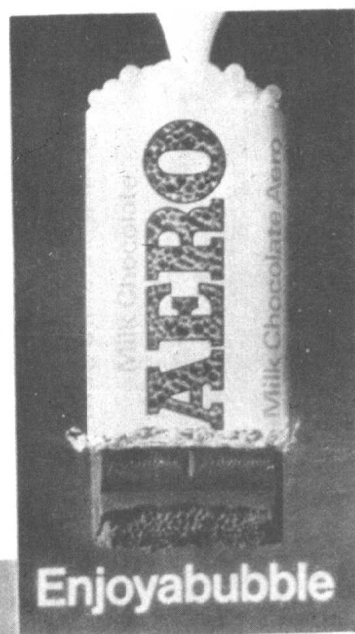
The traditional way
to drink Sambuca is on a long
shot. But if you're out of coffee beans,
try one of these other drinks.
Add these to your list of creative
Sambuca recipes today.
Sambuca Romana, Inc.
SAMBUCA ROMANA
Imported by S. L. L. Co., Ltd.
New York, N.Y. 10014



食品饮料



食品饮料



食品饮料

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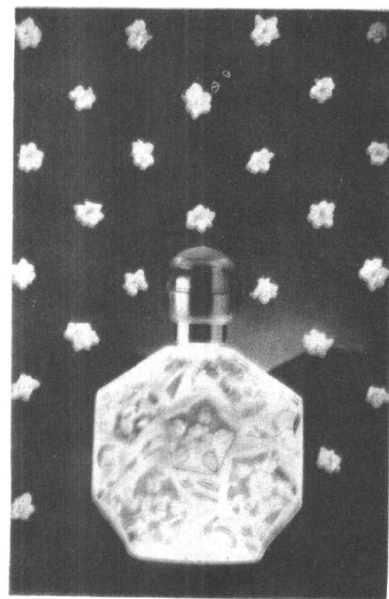
We took the label off to show you what only Aqua-fresh has. Our triple protection formula.

So you get all this every time you brush:

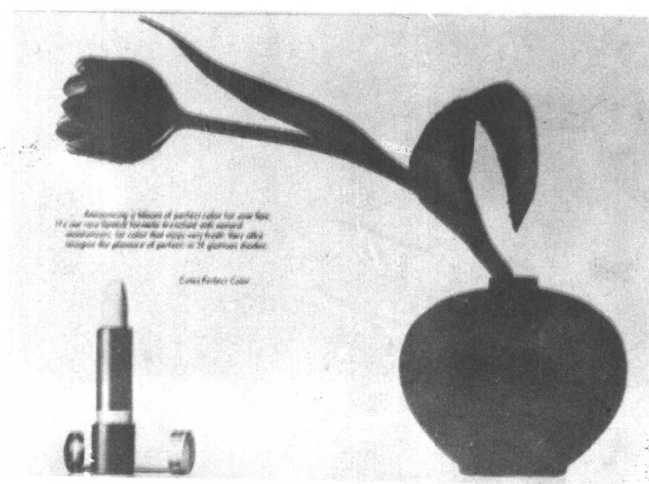
- 1. Fights cavities.** Aqua-fresh has all the cavity fighting benefits of the leading paste. No other toothpaste fights cavities better than Aqua-fresh.
- 2. Freshens breath.** Aqua-fresh has all the breath freshener of the leading gel.
- 3. Even cleans stained film.** Aqua-fresh has gentle, fine salt crystals that even remove stained film.

All concentrated in one toothpaste.

Triple Protection Aqua-fresh. The Complete Toothpaste.

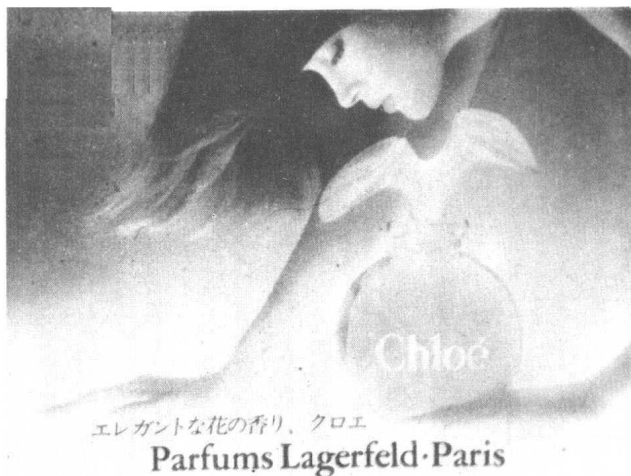
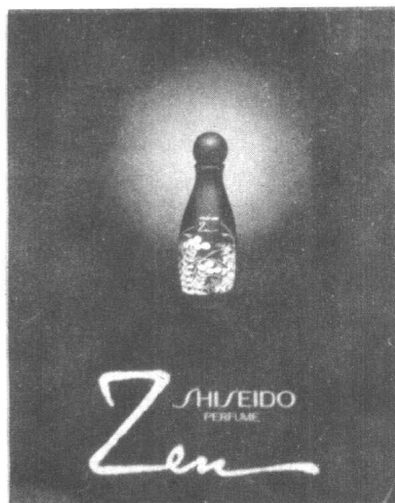



美容化妆

Achieving a bloom of perfect color for your lips. It's our new lipstick formula to exclude with natural undertones, for color that stays very fresh. Here also, because the pleasure of perfect is 50 glorious shades.

Exclus Perfect Color



Trust Colgate to make fighting cavities taste terrific!

gel

What a gel! I love this wintery-fresh taste.  

At last there's a gel with Colgate's proven **MPF[®] fluoride**—a gel I can trust. 

Maximum Fluoride Protection by a toothpaste. New Colgate Winterfresh Gel.

Colgate Winterfresh Gel

Colgate Great Regular Flavor

Get Great Regular Flavor and New Colgate Winterfresh[®] Gel—the second great cavity fighter from Colgate.

First Brush

Designed especially for pre-schoolers.

The Reach Child Brush.
Now there's a toothbrush designed to help mothers and their pre-schoolers fight dental problems before they start.

The Child Brush is an innovation in toothbrush design. It is specially pre-positioned for children ages 1 to 6, so most pre-schoolers can have all the advantages of Reach.

There's more to making a child's brush than just making it scuffles.

The Child Brush is not just "scaled down," but a totally original brush. Its tapered handle fits a pre-schooler's hand. Its small head easily fits a child's mouth, and its gentle bristles help protect tender young gums. And because it's a Reach, it has an angled neck to help clean cavity-prone back teeth.

Moms and kids prefer it.

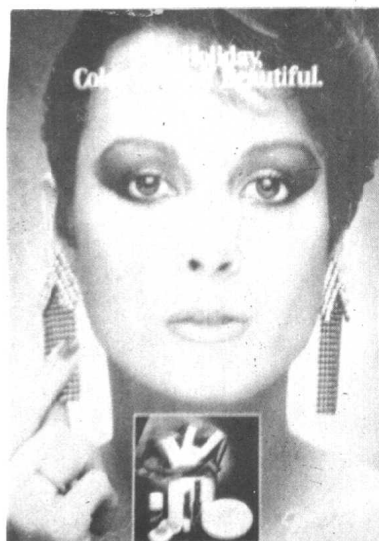
The Child Brush moves up on the "mommy board" and in real life. In tests, mothers and their pre-schoolers preferred it over the other leading brands. The Child Brush. The newest member of a growing family of advanced brushes that include the Reach Brush, original Reach and Reach Plus.

Johnson & Johnson

REACH

New cavity fighting is within your child's Reach.

美容化妆



**CAUGHT SOON ENOUGH,
EARLY TOOTH DECAY CAN ACTUALLY
BE REPAIRED BY COLGATE!**

NEW PROOF: CONCLUSIVE X-RAY EVIDENCE!

BEFORE **AFTER**

Early tooth decay, when caught early, can be repaired by Colgate toothpaste. The fluoride in Colgate toothpaste helps to repair the tooth and prevent further decay. Colgate toothpaste is the maximum fluoride protection in any toothpaste.

**COLGATE
THE MAXIMUM FLUORIDE PROTECTION
IN ANY TOOTHPASTE.**

美容化妆