

趣谈英语系列

# 怎样在广告世界游说

Bluff Your Way in Advertising

奈杰尔·福斯特 著  
戈辛锸 译



世界图书出版公司

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## WHAT IS ADVERTISING?

As all bluffers know, everyone has something to sell. Even if it is only a point of view.

Advertising is simply a way of selling something, anything, in the most effective method possible. There is no great mystery to it and not really all that much science – despite the efforts of various people to turn it into one, largely to justify their expense accounts.

A little light-hearted fun can be had in pointing out that the advertising business itself is often confused as to what it actually does, viz:

“Advertising is the origination and/or communication of ideas about the products in order to motivate consumers towards purchase.”

*David Bernstein*

“Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.”

*Institute of Practitioners in Advertising*

“Advertising isn’t a science. It’s persuasion. And persuasion is an art.”

*Bill Bernbach*

In many countries, thought not the USA, selling is seen as something that is not quite nice. Thus advertising often

# 什么是广告？

说客们都知道，每个人都有可以出卖的东西，即使这东西只是一个想法。

广告只不过是最高效地推销这些东西的方法。它没什么神秘的，也不完全是一门科学——尽管有许多人想把它变成一门科学，主要是为了使他们的昂贵开销有个交待。

你可以就此开开玩笑，指出就连广告业自己也常搞不清自己究竟是干什么的。请看：

“广告是组织和传播商品的信息，以引起消费者的购买欲。”

大卫·伯恩斯坦

“广告是以最低的成本向合适的对象提供商品或服务最有说服力的推销信息。”

广告从业者学院

“广告不是一门科学，它是劝说术，而劝说是一门艺术。”

比尔·伯恩巴赫

在许多国家，不包括美国，推销被认为是不太体面的事。因此，广告常常拉得很长，以划清与二手汽车或

goes to extraordinary lengths to distance itself from the image of the used-car and double-glazing salesmen. This explains, in part, why many television commercials are extremely witty and well made, but do not actually sell anything. Except, of course, the skills of the people who make them.

## Advertising Theories

Since advertising is essentially to do with human behaviour, it can only be an inexact practice at best, and usually something of a gamble. This has not stopped its gurus from producing interminable theories as to what makes good advertising. These come and go as fast as the ads themselves leaving just the memory of their mnemonics – for instance:

**AIDA:** The advertisement must capture Attention, arouse Interest and make consumers Desire the product, so stimulating the Action of rushing out and buying it. (Or **AID-CA**, which goes one better and requires that the ad has to Convince consumers they need the product.)

**VIPS:** The ad has to be Visible; to Identify the product; to Promise some benefit, and to do this with Simplicity. However, nothing quite beats the maxim coined by Samule Johnson:

“Promise, large promise, is the soul of an advertisement.”

双层玻璃窗推销商之间的界线。这部分解释了为什么许多想法聪明、制作精良的电视广告却推销不掉任何东西。当然,除了这些广告制作者的技艺之外。

## 广告原理

从根本上说广告是人类的一种活动,因此再怎么做也不可能很精确,通常有些像赌博。但这并不妨碍广告专家们搞出惊人的制作好广告的原理。这些原理就像广告一样来得快,去得也快,只留下一些便于记忆的缩写,如:

**AIDA:**广告必须吸引消费者的注意,让他们感兴趣,想要这个商品,进而冲出去购买。(或者称为**AIDCA**<sup>①</sup>阿伊德卡,这个原理更进一步要求广告说服消费者相信他们需要购买商品)。

**VIPS:**广告必须直观,强调商品的特点,保证消费者会获得好处,而且还要做得简单。

然而,这些原理都不及塞缪尔·约翰逊的格言:

“保证,充分的保证,是广告的灵魂。”

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<sup>①</sup> A = Attention(注意), I = Interest(兴趣), D = Desire(欲望), A = Action(行动), C = Convince(使信服)

Attempts to apply some sort of scientific discipline to the business mean that advertising is now an acceptable business to be involved in. Academics have been presented with a whole new subject to write about, which means the industry is now full of people who should really be analysing flow rates and sedimentation in municipal sewerage farms.

Nevertheless, theories have one major and vital function; they enable the agency to reassure the client that it really does know what it's doing.

向广告业中加科学原理的不懈努力终于使它现在成了一门体面的行业。学术界也有了一个全新的论文主题,这意味着现在广告界里挤满了本该去研究城市污水处理厂的流速和沉积物的人。

但是,原理有一个主要和关键的作用:它使顾客相信广告公司真的知道自己在干什么。

# THE AGENCY

## Agency Philosophy

It should be understood that the advertising agency's intention is not, as might be first thought, to make as much money as possible in as short a time as practical. In fact, agency philosophy behind the intention describes:

- a) what the agency believes good advertising is;
- b) what the agency believes a good product is;
- c) how the agency believes good advertising should be created;
- d) how the agency believes it should conduct its business;
- e) what the agency believes makes an agency so much better than its rivals;

all of which is designed to help the agency make as much money as possible in as short a time as practical.

Many agencies are very proud of their philosophies. Much time is spent polishing them so that the client can see a reflection of his own business beliefs. The very word "philosophy" suggests that:

- many intelligent, altruistic people have spent long hours thinking Big Thoughts;
- ad agencies are inherently noble, as is advertising it-

# 广告公司

## 广告公司的哲理

必须明白广告公司的哲理并不是像你马上想到的那样,在尽可能短的时间里赚尽可能多的钱。事实上,为达此目的,公司的哲理将反映:

- a) 公司对好广告的标准;
- b) 公司对好商品的标准;
- c) 公司认为应该怎样制作好广告;
- d) 公司认为应该怎样经营广告生意;
- e) 公司认为是什么使自己战胜对手。

所有这些观点都是为使公司在尽可能短的时间里赚尽可能多的钱而制定的。

许多广告公司都对自己的哲理很自豪,花好多时间去修饰它,使顾客能从中看到自己的生意信条。

“哲理”这个词暗示了:

——许多聪明无私的人花了大量时间进行伟大的思考;

——广告公司就像广告业本身一样本质上是高贵



self;

- a specific ad agency might just hold the secret of how to sell widgets which are identical to all other widgets, but cost twice as much.

Many successful agencies have been built around a single “philosophical” belief. In this way they resemble certain fundamentalist religions. You should be able to defend at least one such belief, preferably with a straight face.

For example, you might like to extol the virtues of the USP or Unique Selling Proposition. This holds that to be successful any product must be demonstrably different from its competitors, and that the advertising should present its unique attribute in such a way that the consumer will choose it, rather than any other.

There are always flaws in building an agency around any belief. In the USP one, for instance, the problem is that:

- it is often easier to invent an advertising USP than to produce an actual product that possesses one
- consumers rarely behave rationally
- any product and its advertising that majors on a single USP (classically, only one USP is allowed at a time) becomes decidedly dreary.

Point out that the USP theory was around for a long time before it appeared in any agency philosophy. Claude Hop-