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克莱普纳广告教程

第十五版

[美] J·托马斯·拉塞尔 著
W·罗纳德·莱恩 著
王宇田 王颖 钟莉 译

KLEPPNER'S

Fifteenth Edition

Advertising Procedure

 中国人民大学出版社

J. Thomas Russell • W. Ronald Lane

PEARSON
Education

新闻与传播学系列
国外经典教材系列

新闻与传播学译丛·国外经典教材系列

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图书在版编目 (CIP) 数据

克莱普纳广告教程. 第15版/ (美) 拉塞尔, 莱恩著. 王宇田等译.

北京: 中国人民大学出版社, 2005

(新闻与传播学译丛·国外经典教材系列)

ISBN 7-300-06772-7

I. 克…

II. ①拉… ②莱… ③王…

III. 广告学-教材

IV. F713.81

中国版本图书馆 CIP 数据核字 (2005) 第 095937 号

新闻与传播学译丛·国外经典教材系列

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出版发行	中国人民大学出版社		
社 址	北京中关村大街 31 号	邮政编码	100080
电 话	010-62511242 (总编室)		010-62511239 (出版部)
	010-82501766 (邮购部)		010-62514148 (门市部)
	010-62515195 (发行公司)		010-62515275 (盗版举报)
网 址	http://www.crup.com.cn http://www.ttrnet.com (人大教研网)		
经 销	新华书店		
印 刷	涿州市星河印刷有限公司		
开 本	787×1092 毫米 1/16	版 次	2005 年 8 月第 1 版
印 张	50.75 插页 34	印 次	2005 年 8 月第 1 次印刷
字 数	919 000	定 价	99.80 元

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图 2—4 这则广告以一种有趣的方式来展现新的医学技术。

Selecting appropriate chemical protective
apparel is not a fleeting responsibility.
That's why at Kimberly-Clark, we've developed HUGABOARD.
This line features a lightweight, durable fabric that provides
effective resistance to a broad range of liquid and dry particulate
chemicals. Its exterior is coated with either a 3.0mm
polyethylene film or Soraxen 2-PP film while its interior has
a comfortable, cloth-like feel against the skin. For added pro-
tection and comfort, HUGABOARD apparel also incorporates
our patented RUCKUS Coverall Design. This intelligent design
includes a seamless front, a storm flap in the primary splash
area, and a fuller cut in key stress areas for enhanced mobility and greater range of motion. Sorry,
not available in tie-dye. For information, call 1-800-835-8351.

Remember when being
chemical-free was the furthest
thing from your mind?

Kimberly-Clark

图 2—9 商业广告为有相关知识的受众提供了专业信息。

egg Fleischmann's beaters.

"WAITRESS/HEN" TV :30

NABISCO FOODS COMPANY



ANNCR: (VO)
The only difference between
these eggs



and our eggs is...

RNEB-3033



um, er,....uh....hmmm...



Oh yeah, ours don't have any
fat or cholesterol.



WAITRESS:
Mmmm.



ANNCR: (VO)
Eggbeaters. We're good eggs.



ANNCR: (VO)
Where do you find new
Eggbeaters?



Same place you find eggs.



In the egg section.



Of course, you'll still find us in
the freezer section too.



Eggbeaters.



We're good eggs.

FCB/LEBER KATZ PARTNERS

EB0884-B

图 3—6 “代蛋”公司推出了冷藏型代蛋产品，使其产品范围扩展到冷冻产品以外。他们在广告中告诉消费者在哪里能找到他们的产品。

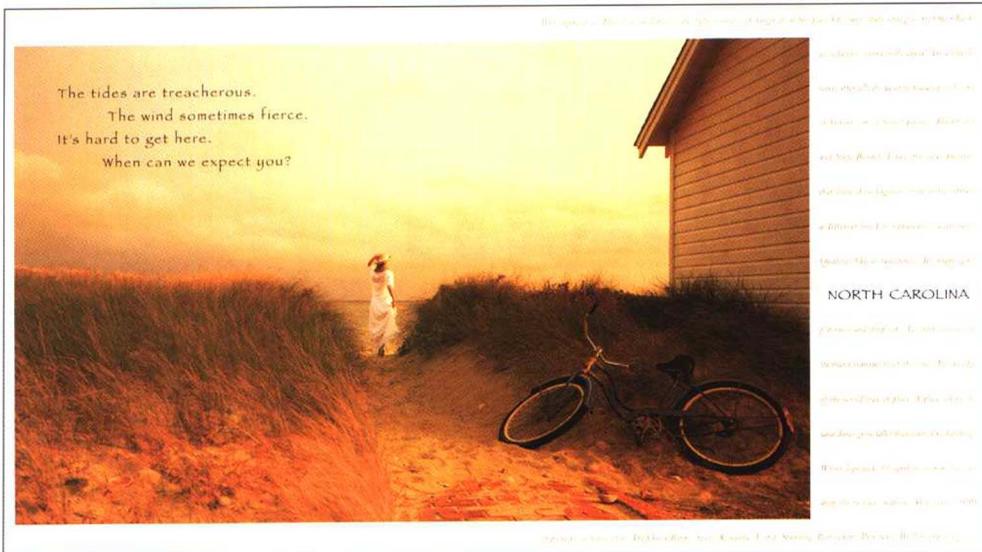
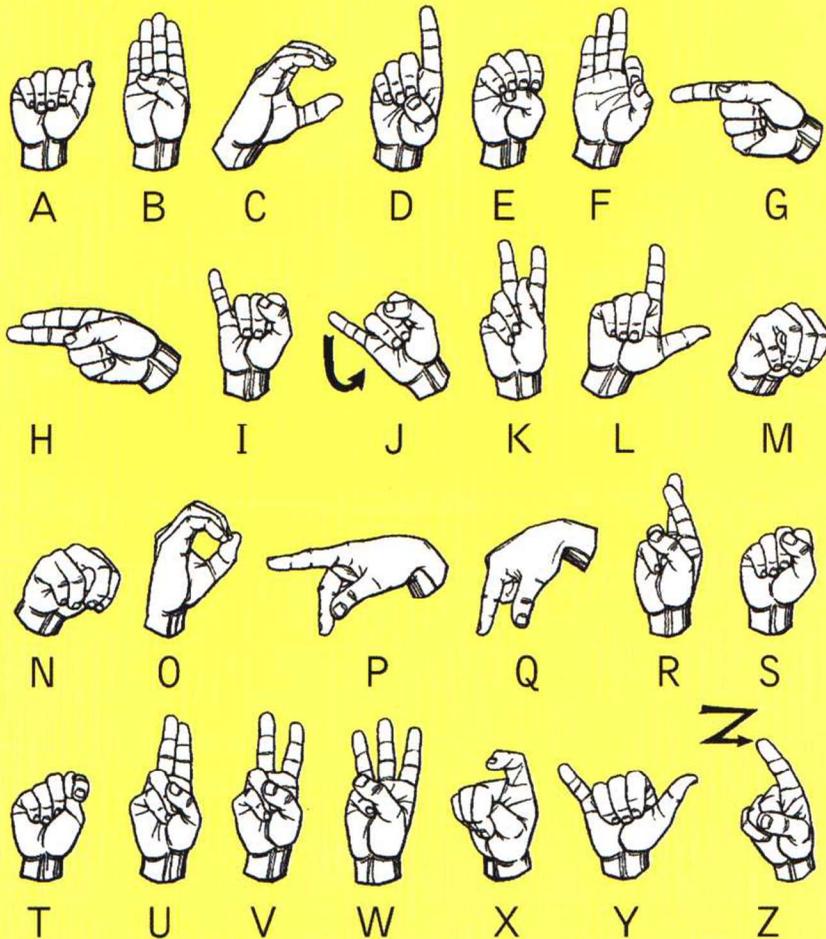


图3—10 北卡罗来纳州的奥特海岸的广告中说：“为什么要美化它呢？这里暗含的正是那一丝危险。”



图4—2 因特网网站用“他们购买，我们付钱”这样一种新鲜的点子来吸引音乐家和购买者。

fig. 4 A Sign Language Chart for the Hearing Impaired.

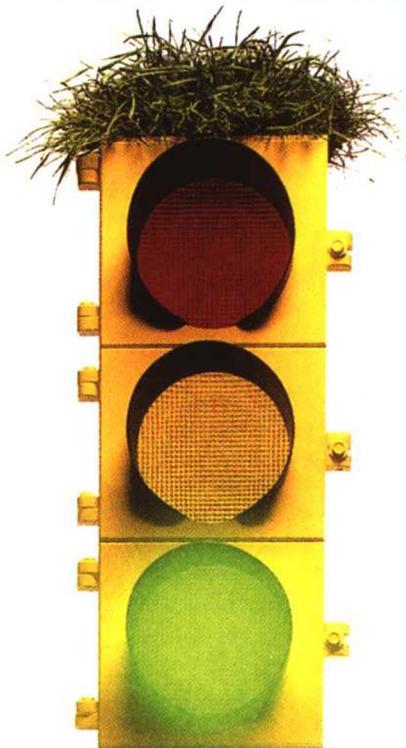


WITH 22,000 HORSEPOWER SCREAMING AROUND A 3/8 MILE OVAL TRACK, THIS JUST MIGHT COME IN HANDY IF YOU PLAN ON TALKING TO ANYONE. US HWY 501 BETWEEN DURHAM AND ROXBORO THE ORANGE COUNTY SPEEDWAY. FAST. WAY TOO FAST.

SEPTEMBER **21** Orange County FLORIDA

图 4—3 这个聪明的创意通过推销噪音来鼓动人们买票观看赛车比赛。

NAME THAT WEED



**Signalgrass is just one of many weeds that Pennant® prevents.
So now you can choke out your worst weeds without beating up on
ornamentals and warm-season turf.**

P E N N A N T

©1992 CIBA-GEIGY Corporation. Always read and follow label directions.

◆ 图 4—4 视觉上的双关手法吸引了那些草坪中长杂草的人家

图 4—5 并非所有的营销传播都是以消费者为目标的。奥普蒂玛控制系统就是面向公司进行销售的。



Do You Know Anybody Who Has Time To Pamper A Kitchen Floor? Neither Do We.

Like most women today, you probably have a mountain of details to contend with. Like a full-time job, or being a full-time Mom. Or both.

So the last thing you need is a floor that needs extra attention.

Any vinyl floor that can't take the heat should get out of the kitchen. That's why you'll find Congoleum vinyl floors are designed to stand up to the kind of wear and

tear that your family dishes out.

You'll also find our colors and patterns last over the long haul. (After all, what good is a floor that lasts for years, if it goes out of style in two?)

So for the name of the nearest Congoleum Design Studio retailer call 1-800-934-3567, Ext.109.

Congoleum
Floors For The Way You Live.



图 4—6 对很多产品和服务来说，生活方式是很重要的。康格勒姆的广告中说：按你的方式选择地板。

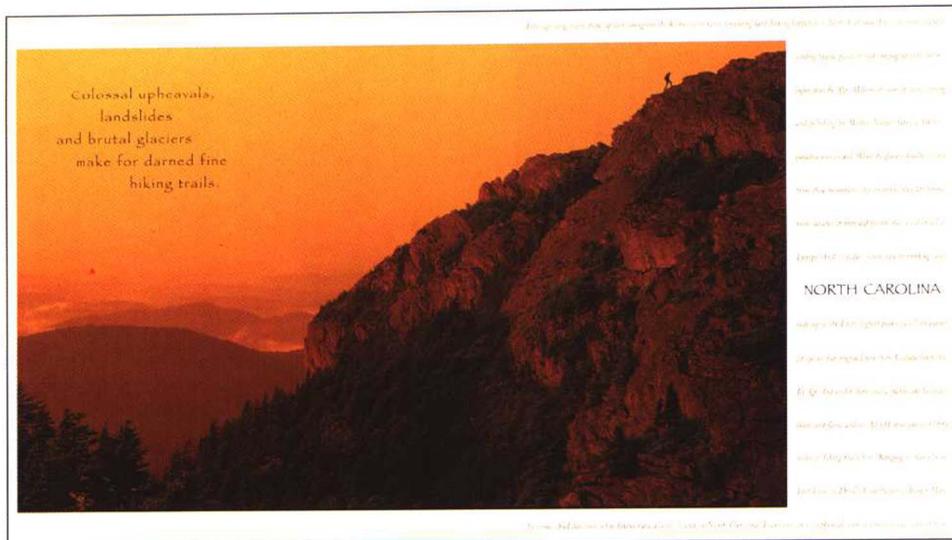


图 4—7 这幅广告向登山者介绍的是数万年前就已形成的美景。“除此以外，这里还有绵延 900 多英里的山路等着你来登攀。”



图 5—1 一些广告代理公司吹嘘自己与著名企业的合作经验。“我们曾与一流的企业进行过合作，因此可以与您共享这些合作经验。”

Like most people, you probably got some exposure to North Carolina's extraordinary history while in grade school. But what you may not be aware of is that to this day, North Carolina continues to make history in sports, in politics, in science, even in entertainment.

And as a history museum that's devoted to preserving our state's heritage, we're making sure these recent achievements get the recognition they deserve. Which should explain why you'll find things in our museum as contemporary as military paraphernalia used by North Carolina-based troops during Desert Storm.

Because we don't consider ours to be a typical history museum, we've got a lot of things in our collection that you're unlikely to see at other museums. Like a full-scale recreation of a Sauzeven Indian woman. Or the pantsuit of Tim Broadbuck, a pioneering women parachutist from the early 1950s. Or even something as down home as an

assessment of bottles, pags, and a once active moonshine still.

So come by sometime soon for a visit and see it all for yourself. You'll learn some pretty remarkable things about our state's history. Even if some of it isn't all that old!

MUSEUM OF HISTORY
The First American History Museum in the South
100 North Salisbury Street, Raleigh, NC 27601

SOME OF NORTH CAROLINA'S MOST INTRIGUING HISTORY GOES BACK A GOOD 5, MAYBE 10 YEARS.

On the recently retired race car of North Carolina legend Richard Petty. It's located in our Sports Hall of Fame, surrounded by the lives and stories of other native sports heroes.

If this doesn't fit your perception of what a history museum should be like, that's good. Our new facility is special in its own right. This stunning, 3-story granite and limestone building sits just opposite the State Capitol in downtown Raleigh, and has over 350,000

square feet of exhibit space. Small through it and you're likely to see artifacts as unexpected as a full-scale recreation of a Sauzeven Indian woman. Or the pantsuit of Tim Broadbuck, a pioneering women parachutist from the early 1950s. Or even something as down home as an

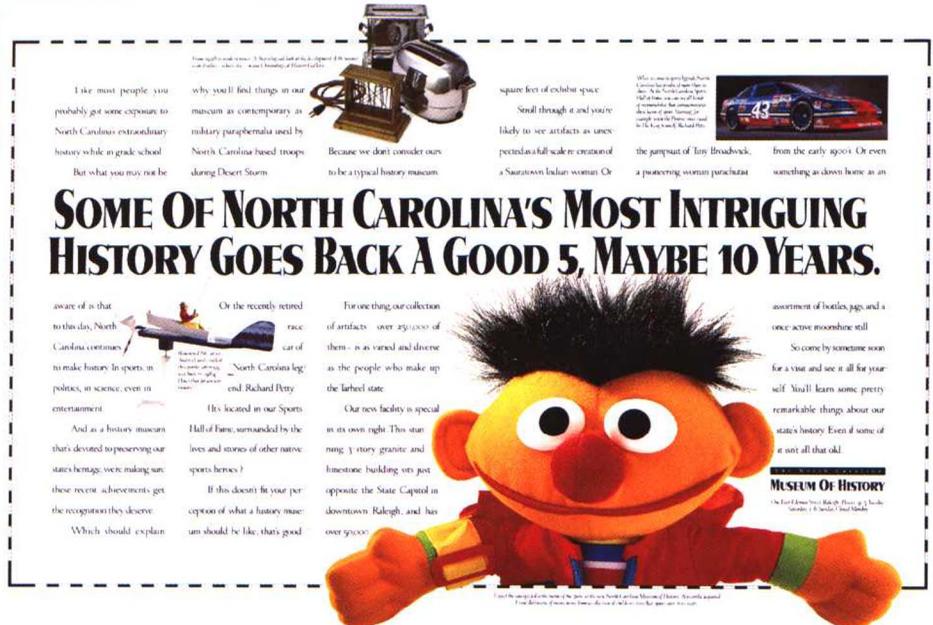


图 5—2 为历史博物馆撰写广告不仅要了解广告撰写的规则，还需要了解那些冷冰冰的藏品，这样才能制作出吸引人的广告。



THE SOCOH GROUPSM
Marketing Resources

“Most campaigns are too complicated. They reflect a long list of objectives, and try to reconcile the divergent views of too many executives. By attempting to cover too many things, they achieve nothing. Their advertisements look like the minutes of a committee.”

DAVID OGILVY
Confessions of an Advertising Man

图 5—3 策划任何广告战役时都会遇到一个问题，即如何确定一个行之有效的目标。



\$5.99 LUNCH COMBOS

Available Monday - Saturday, 11:00am to 4:00pm.



图 5—8B 该广告是由广告公司为客户制作的一则附属促销广告。

fig. 3 A Mosquito Magnified 50x just before windshield impact.



SOME SATURDAY EVENINGS BETWEEN THE HOURS OF 5PM AND 10PM, THE MOSQUITO POPULATION IN ORANGE COUNTY MYSTERIOUSLY PLUMMETS. US HWY 501 BETWEEN DURHAM AND ROXBORO THE ORANGE COUNTY SPEEDWAY. FAST. WAY TOO FAST.

SEPTEMBER **14**

Orange County **14**

◆ 图6—6A 奥兰治县的赛车比赛希望以一种幽默手法吸引更多的赛车爱好者。

HERE'S WHO YOU WON'T BE TALKING TO WHEN YOU CALL OUR PRODUCT INFORMATION LINE.

Instead of talking to some automated answering service, you'll speak to one of our pharmaceutical professionals employed specifically to answer your questions about Glaxo products.

These professionals are available by phone Monday through Friday, 8am to 4:30pm EST. And then can be reached any hour of any day in an emergency.

Most information can be provided on the spot. And if requested, we make every effort to send follow-up documentation within ten days.

Just call us toll free at 1-800-334-0089, or write us at **Glaxo** the address below. You'll get a response that's not only fast, but personal.

Glaxo Drug Information Services, 5 Moore Drive, Research Triangle Park, North Carolina 27709

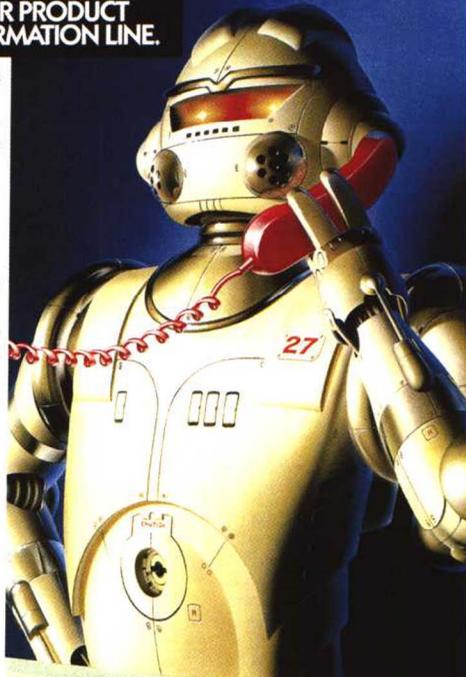


图6—6B 葛兰素 (GLAXO) 在《医药话题》和《医院药剂学期刊》上刊登了这则广告。

A BIT OF BISCUIT HISTORY WHILE YOUR BISCUIT BECOMES HISTORY

Our Founder: Maurice Jennings
The Sultan of Flours

"Ermaville."
Just DIDN'T SOUND RIGHT.

THE GREAT DEPRESSION??
★ NOPE. JUST GREAT BISCUITS!

CAUTION: OIL FILM!

THE MICROWAVE GOT INVENTED. A BIG DEAL? NOT AT BISCUITVILLE.

OUR HERITAGE. NOT TO MENTION DARN TASTY FOOD!

Biscuitville

GOOD SOUTHERN FOOD FAST. WITHOUT ALL THE HOOLA. www.biscuitville.com



图6—6C 比斯科特维尔使用了一种追溯性的艺术手法，将自己的历史追溯到1975年。

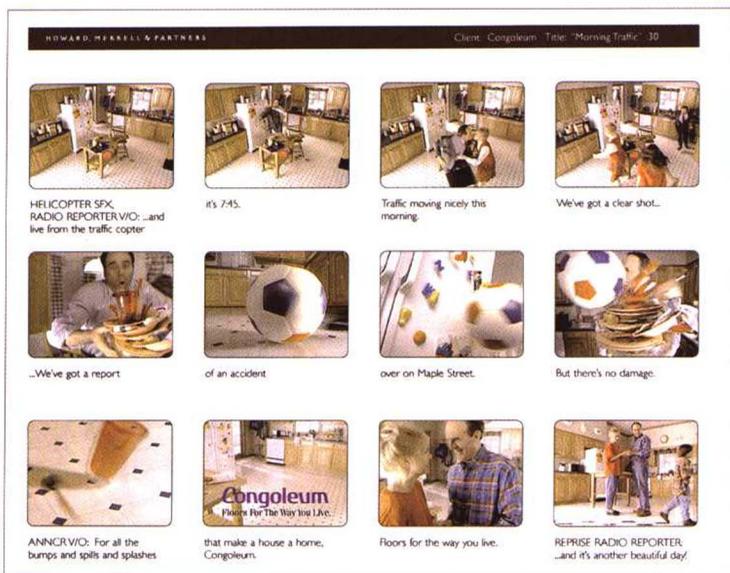


图6—7 在开始实施创意之前，康格勒姆公司需要和它的广告代理公司就战略销售重点达成协议。

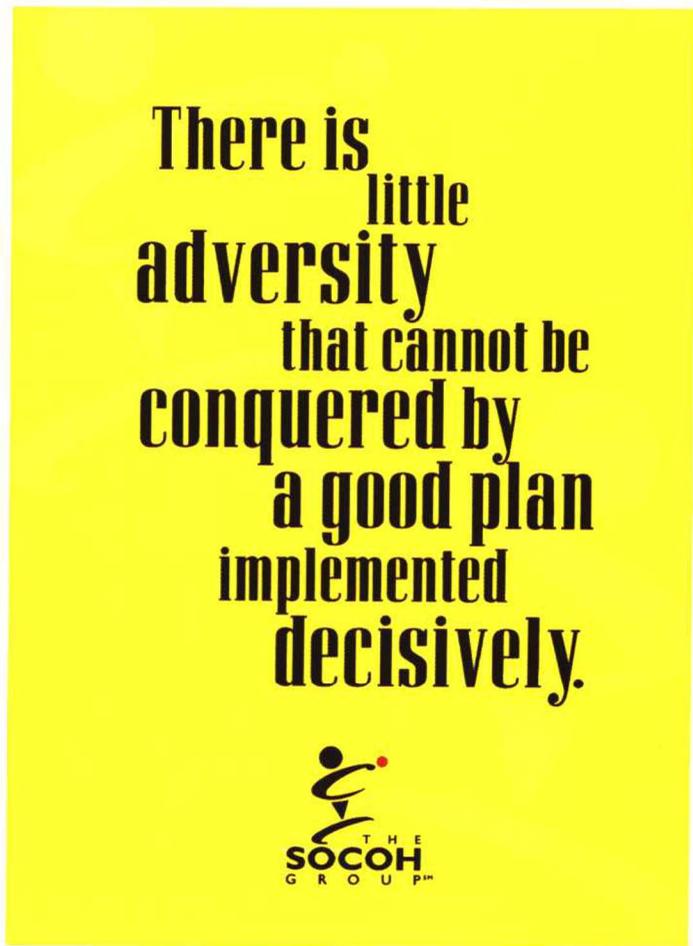


图6—8 SOCOH 广告公司的这则自我推销广告以公司理念和合作的愉快为诉求。