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中文版

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

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



新闻与传播学译丛·国外经典教材系列

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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 Hazard Guard.
This line features a lightweight, durable fabric that provides
effective resistance to a broad range of liquid and dry partic-
ulate chemicals. Its exterior is coated with either a 3mm
polyethylene film or Soranex 2-PP film while its interior has
a comfortable, cloth-like feel against the skin. For added pro-
tection and comfort, Hazard Guard apparel also incorporates
our patented Rolltex 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 BEATERS INTRODUCES
Caesar Salad

You start with Romaine lettuce. Crisp and fresh. Then croutons are added, crunchy and seasoned.



Now it's topped off with a light, tangy dressing that hints of minced garlic and Parmesan. A dressing that's not only perfect, it's better. Because it's made with Fleischmann's® Egg Beaters®.

Egg Beaters are real eggs. But only the healthiest part. No cholesterol. No fat. And they're pasteurized. Perfect. Even for a delicious Caesar Salad dressing. One quarter cup is equivalent to one whole egg. It's easy. It's simple. It's better. Because of a better, healthier egg.

When The Recipe Calls For Eggs.



For more information, complete and mail to: Egg Beaters, P.O. Box 11400, Omaha, Nebraska 68111.

图3—2 “代蛋”公司试图引导消费者在烹饪时用代蛋取代普通鸡蛋，并以此扩大市场范围。

Finally. A sophisticated weapon in the war against plaque.

These days it seems like every product from medicine to toothpaste wants to help you fight plaque. And for very good reason. Plaque buildup is a leading cause of gum disease which can have a number of very serious complications. But among the so-called "plaque fighters" the INTERPLAK Home Plaque Removal Instrument stands out as a true technological breakthrough.

The INTERPLAK Home Plaque Removal Instrument cleans teeth virtually plaque-free.

If plaque is not removed daily, its bacterial film can lead to gingivitis, an early stage of gum disease, and tooth decay. But think of shades have shown that manual brushing removes only some of the plaque buildup. These saline studies, on the other hand, show the INTERPLAK instrument cleans teeth and gums virtually plaque-free.

Have the INTERPLAK instrument clean your teeth around ordinary brushing.

With manual or even electric toothbrushes, you move the bristles up and down or back and forth. But with the INTERPLAK instrument, patented design, the bristles remain still while the bristles rotate. For 10 seconds of bristles rotate a 240 times a minute, reversing direction on times a second. They literally cover off plaque and stimulate your gums. And at the precise moment they reverse direction, the bristles fully retract to clean deep between teeth and under gums. Let's face it, the bristles are four times softer than the softest toothbrush. The INTERPLAK device is no more abrasive than manual brushing with toothbrush.

Period professionals approve.

The INTERPLAK Home Plaque Removal Instrument has received rave reviews from dentists and periodontists across the country.

I am recommending the INTERPLAK Home Plaque Removal Instrument to all my patients. — Dr. J. K. Voss, Cedar Grove, WI.

At last, an instrument to remove plaque that's been recommended — Dr. J. K. Backman, III, Waukegan, Illinois. So many patients have been using the INTERPLAK instrument. I have seen a dramatic improvement in the health of their teeth and gums. — Dr. S. J. Schwartz, Philadelphia, Pennsylvania.

The INTERPLAK Home Plaque Removal Instrument is a technical breakthrough in home dental care. Ask your own dentist about the benefits of using the INTERPLAK instrument.

Serious plaque removal for the whole family.

Each INTERPLAK Home Plaque Removal Instrument comes with two interchangeable brush heads. You can purchase additional brush heads so every family member can benefit from clean teeth and gums. The INTERPLAK instrument is also cordless, recharging between uses in its own stand.

For more information or the name of a dealer near you, call toll free 1-800-557-1600, and ask for Operator 188.

Do it well. Because if you are really serious about fighting the war against plaque, you couldn't have a stronger ally.

INTERPLAK®
 HOME PLAQUE REMOVAL INSTRUMENT



图3—3 因特布莱引入了一种新型家庭护牙产品。

egg beaters.

Fleischmann's

"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。

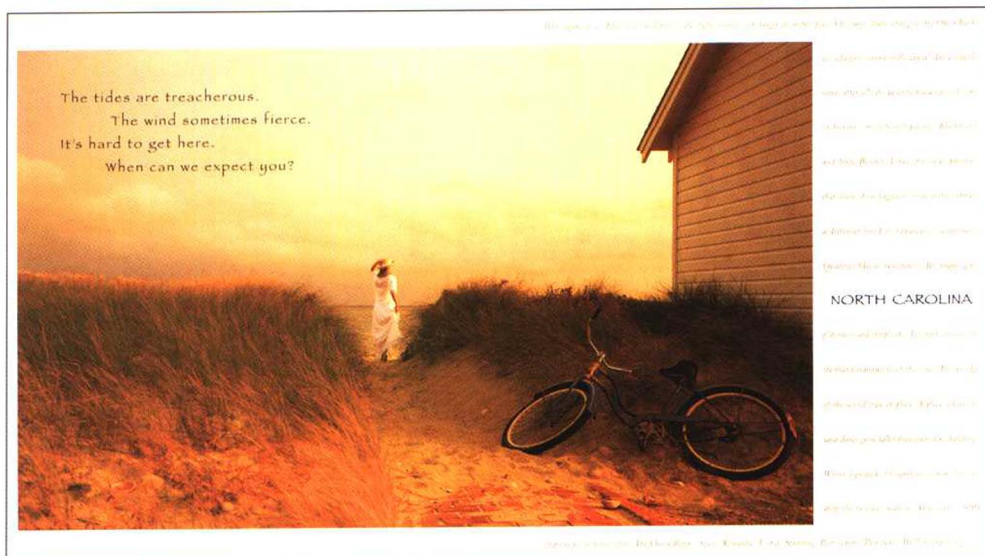


图3—10 北卡罗来纳州的奥特海岸的广告中说：“为什么要美化它呢？这里暗含的正是那一丝危险。”

Did it cost
something to
create your music?

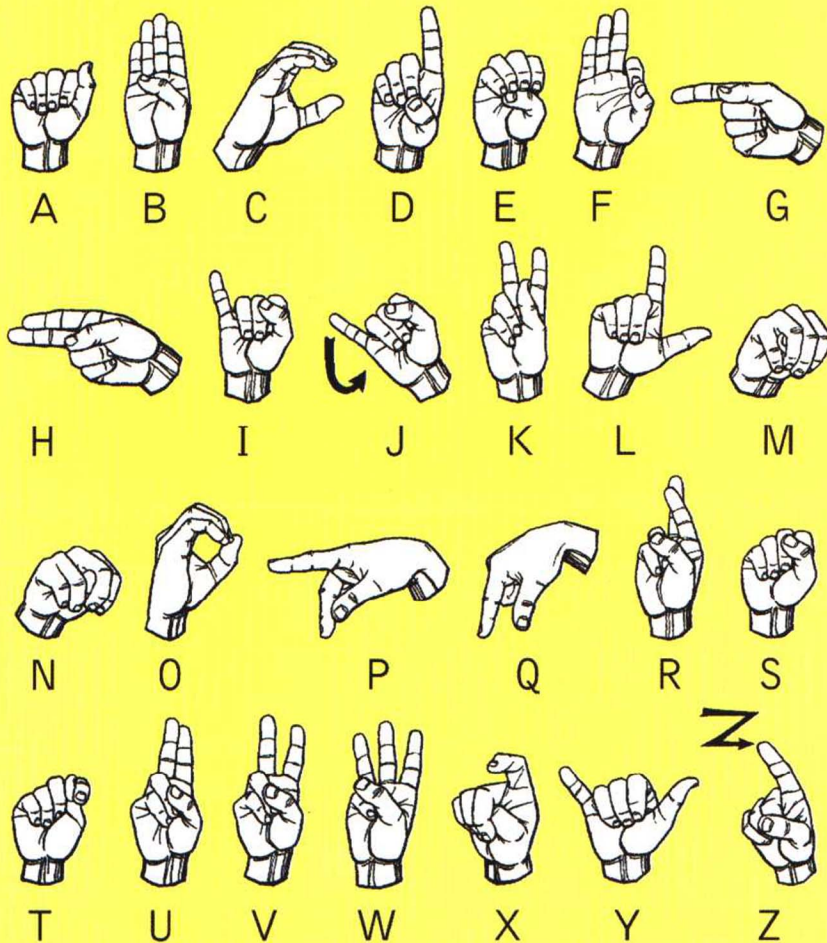
Then it should
cost something
to buy it.

We test your music.
They buy it.
We pay you.

cybertunes.org

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.

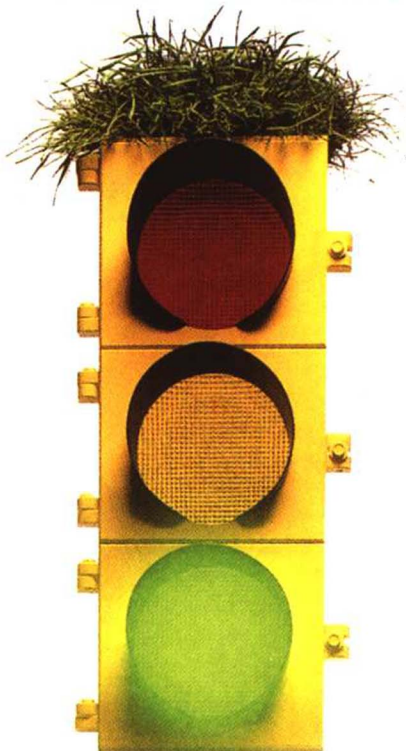
SEPTEMBER

21



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。

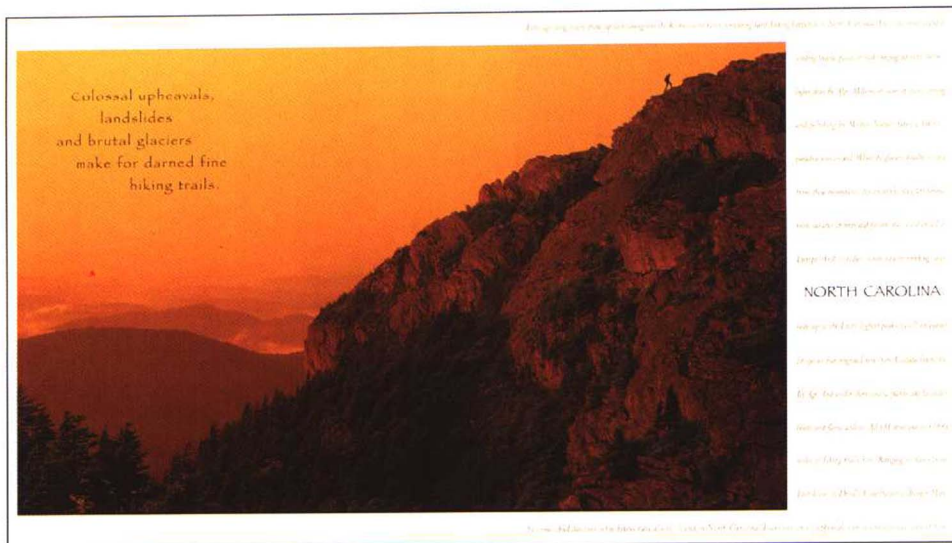


图 4—7 这幅广告向登山者介绍的是数万年前就已形成的美景。“除此以外，这里还有绵延 900 多英里的山路等着你来登攀。”



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。”

Take 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 square feet of exhibit space. Stroll through it and you're likely to see artifacts as unexpected as a full-scale recreation of a Sauzeon Indian woman. Or the parqu岸 of Titi Broadwood, a pioneering woman parachutist from the early 1930s. Or even something as down home as an assortment of bottles, pigs, 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 that old.

MUSEUM OF HISTORY
One East Liberty Street, Raleigh, North Carolina 27601
Admission: \$10 (Children: \$5)

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. For one thing, our collection of artifacts—over 250,000 of them—is as varied and diverse as the people who make up the Tarheel state.

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 300,000

square feet of exhibit space. Stroll through it and you're likely to see artifacts as unexpected as a full-scale recreation of a Sauzeon Indian woman. Or the parqu岸 of Titi Broadwood, a pioneering woman parachutist from the early 1930s. Or even something as down home as an assortment of bottles, pigs, and a once-active moonshine still.

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MUSEUM OF HISTORY
One East Liberty Street, Raleigh, North Carolina 27601
Admission: \$10 (Children: \$5)

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。



图5—7 可口可乐日本公司试图在年轻的消费者与品牌之间建立对话，使品牌与广告受众的关系得以持久地延续下去。

Voted the Best Southern Cooking!*

Slow-cooked entrees. Southern-style vegetables. Fresh-baked bread. And a big helping of Southern Hospitality. That's our recipe. Glad you like it! Now you'll all come back to enjoy some of our Southern specialties.

Blue Ribbon Fried Chicken • Classic Country Fried Steak • BBQ Ribs • Whole Farm-raised Catfish
Meatloaf • Southern-style Vegetables • Fried Green Tomatoes • Sweet Iced Tea • Homemade Apple Cobbler

*Winner Atlanta Journal-Constitution's 1999 Readers' Select Awards

Dine-in or take-out #4290

\$2 OFF TWO MEALS

Purchase two meals and get \$2.00 off the total check. All meals include two Southern-style vegetables and fresh baked bread. Offer expires April 30, 2000.

Take-out only #4291

\$2 OFF ANY SIZE CHICKEN PICNIC

Picnic includes Blue Ribbon Fried Chicken, two vegetables, biscuits and a gallon of Folks famous kool-aid, plus plates, forks and cups. Offer expires April 30, 2000.

Dine-in or take-out #4292

BUY ONE, GET CHICKEN OR COUNTRY FRIED STEAK FREE

Purchase any entree from our regular menu and get your choice of our 2-piece Blue Ribbon Fried Chicken or Classic Country Fried Steak FREE! Offer expires April 30, 2000.

All of our cooking is available for take-out. Call ahead and we'll have it ready for you.

Columbus 625 South Main 703-844-4112 703-844-4111	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334	Daytona 1000 W. 1st St. 703-438-4333 703-438-4334
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图5—8A 该广告延续了由谢里·比维尔领导的福克斯的专属广告公司所创造的一种广告创意。

Folks
Southern
Kitchen
Since 1978

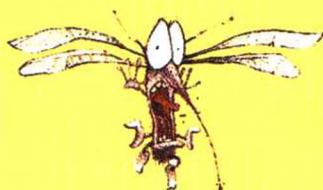
\$5.99 LUNCH COMBOS

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

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。

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.

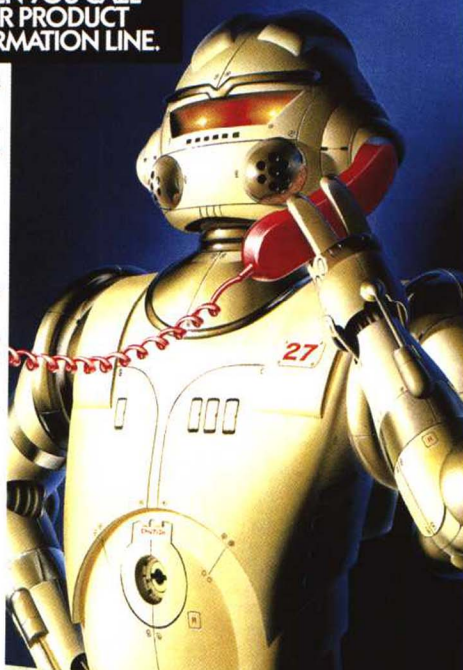
These professionals are available by phone Monday through Friday, 8am to 4:30pm EST. And then can be reached any hour of any day in an emergency.

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.

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



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 Flour

Danville, VA.
The first Biscuitville restaurant opened in Danville, VA, in 1978. Today, it wasn't the most glamorous location. Then again, you really don't need any glamour to make some really good, fresh, melt-in-your-mouth, down home, Southern Cooking.

"Ermaville."
Just DIDN'T SOUND RIGHT.

The founder of Biscuitville, Mr. Maurice Jennings, got the original biscuit recipe from his grandmother, Erma. And the rest is, as they say, history. You're probably holding in your very hands the result of her constant tinkering in the kitchen.

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

some of us have trouble remembering what we ate for breakfast this morning. (Except if you ate it at Biscuitville, but we're getting off the subject here). This photo is of one of our first locations early one morning. Guess hot fresh biscuits were sort of a novelty back then, and everyone just had to have one.

CAUGHT! OIL FILM!

That was one fateful morning; our staff pointed behind the counter wondering if anyone was going to come in. Well, sure enough, just after 4:17 A.M. someone did. And wouldn't you know it, someone got a photo of him. Needless to say, he got darn good service.

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

The microwave oven came out around the middle of the 70s. Homemakers of America sang their praises. All the fast food places rejoiced. We really didn't care a bit. We just kept serving our biscuits hot and fresh. That's the only way we know how.

GOOD SOUTHERN FOOD FAST. WITHOUT ALL THE HOOPLA.

Biscuitville

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。

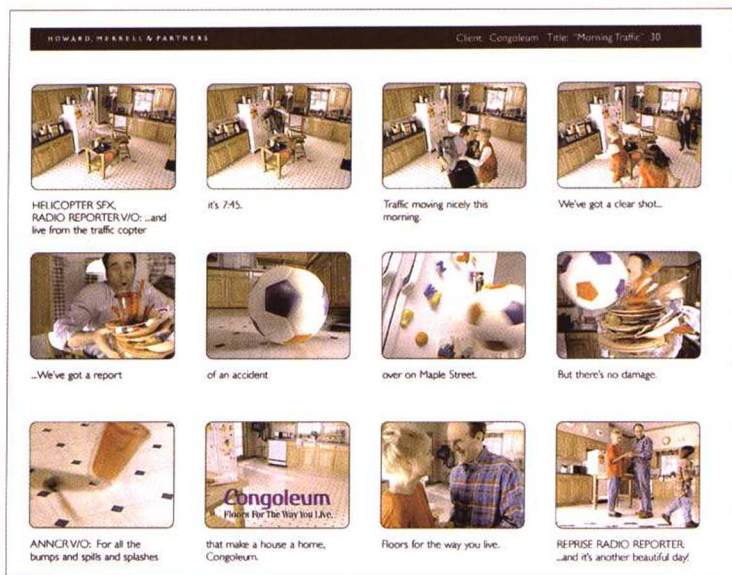


图6—7 在开始实施创意之前，康格勒姆公司需要和它的广告代理公司就战略销售重点达成协议。

There is
little
adversity
that cannot be
conquered by
a good plan
implemented
decisively.



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。