

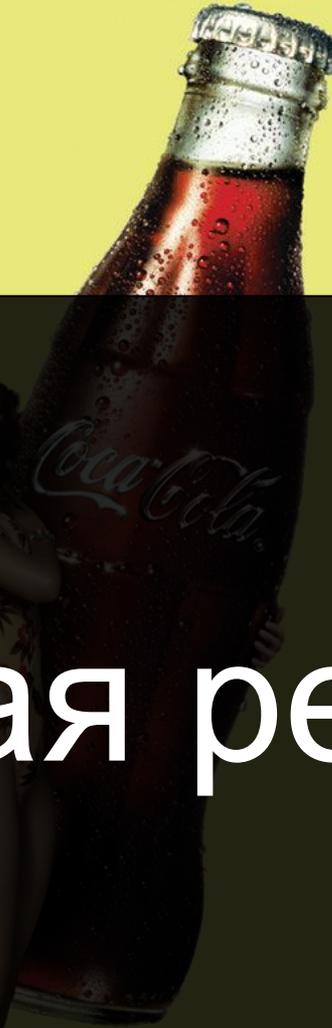
Лекция 3

ЧТО ТАКОЕ  
хорошая  
реклама?

Coca Cola



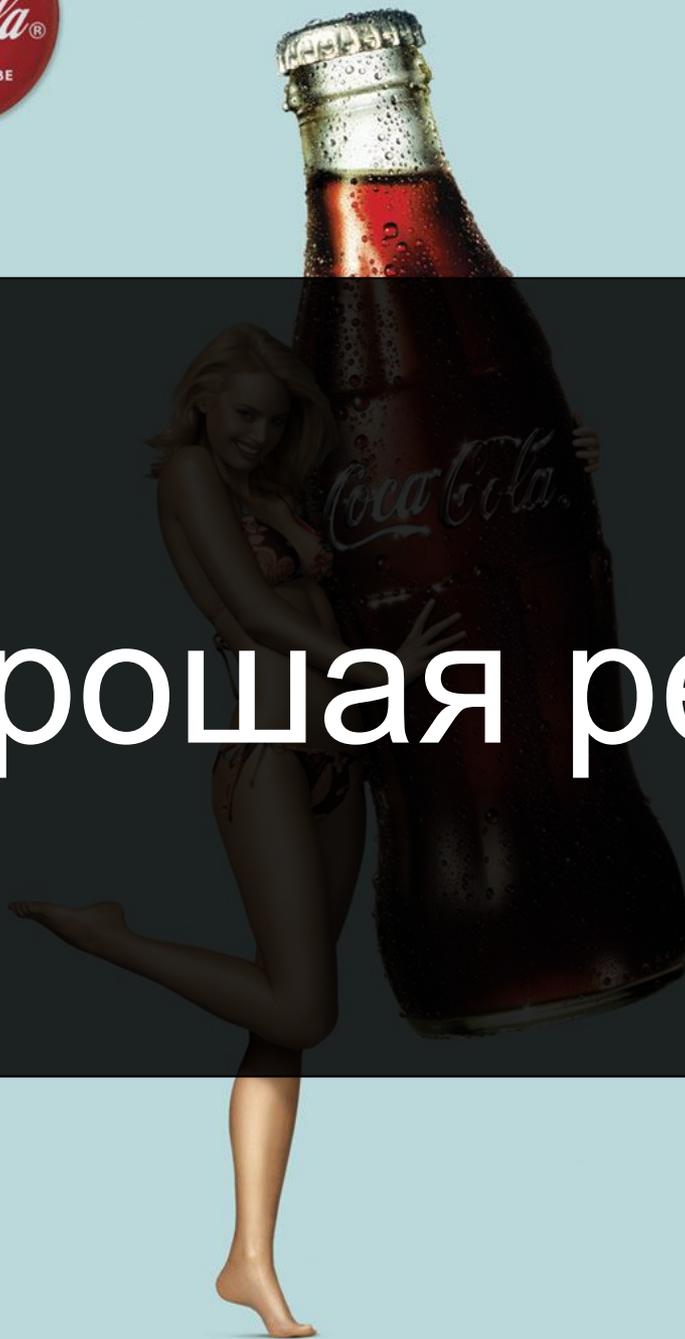
© 2004 Coca-Cola Bottling Co. of America. All rights reserved. The Coca-Cola Company.



это хорошая реклама?



COCA-COLA AND THE CLASSIC BOTTLE ARE TRADE MARKS OF THE COCA-COLA COMPANY

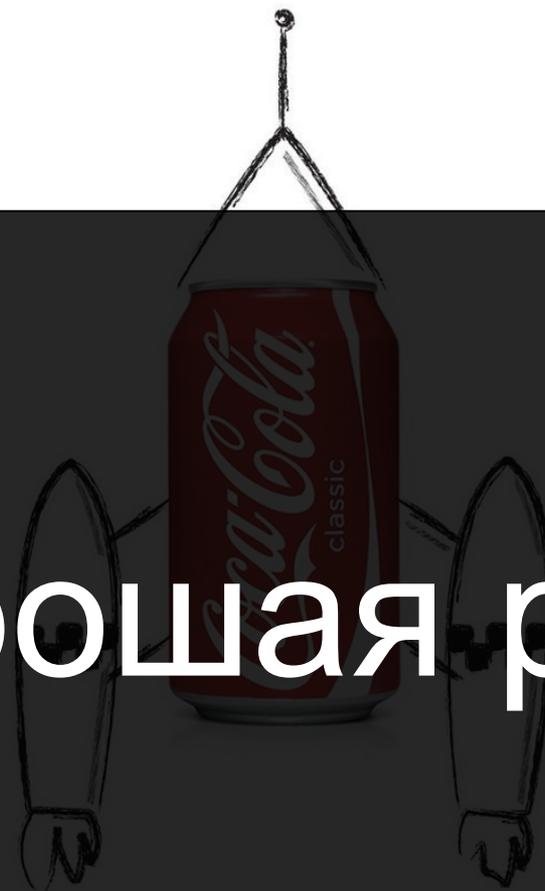


а это хорошая реклама?



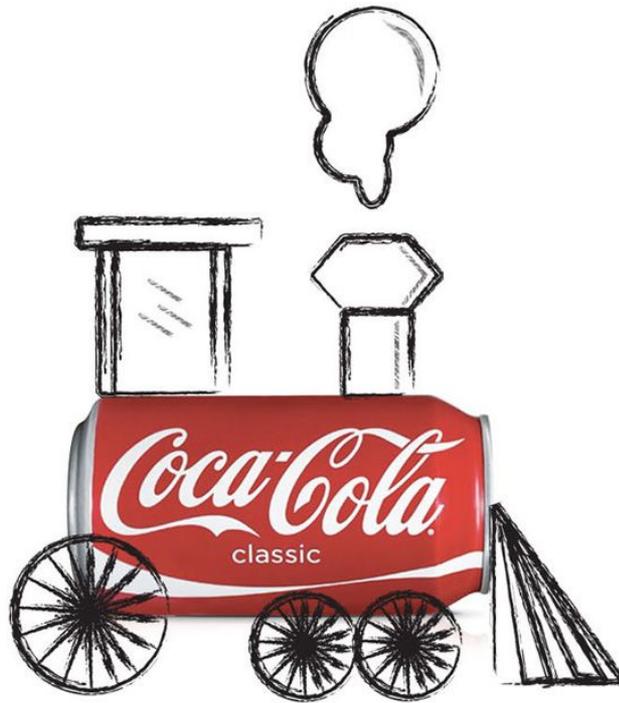
use your imagination and recycle *Coca-Cola* our future depends on it.

а это хорошая реклама?



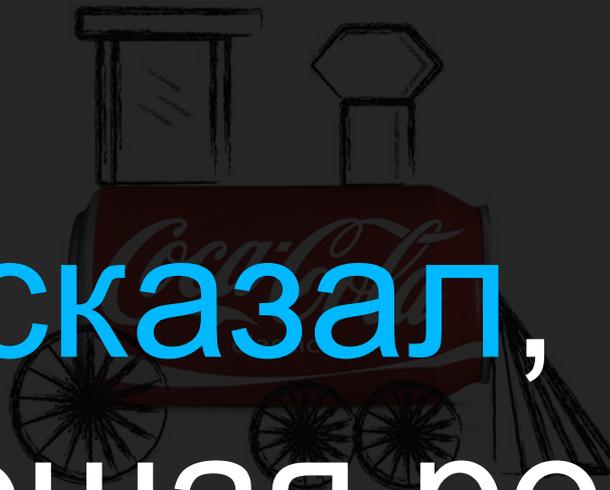
use your imagination and recycle *Coca-Cola* our future depends on it.





use your imagination and recycle *Coca-Cola* our future depends on it.





КТО СКАЗАЛ, ЧТО  
ЭТО ХОРОШАЯ РЕКЛАМА?

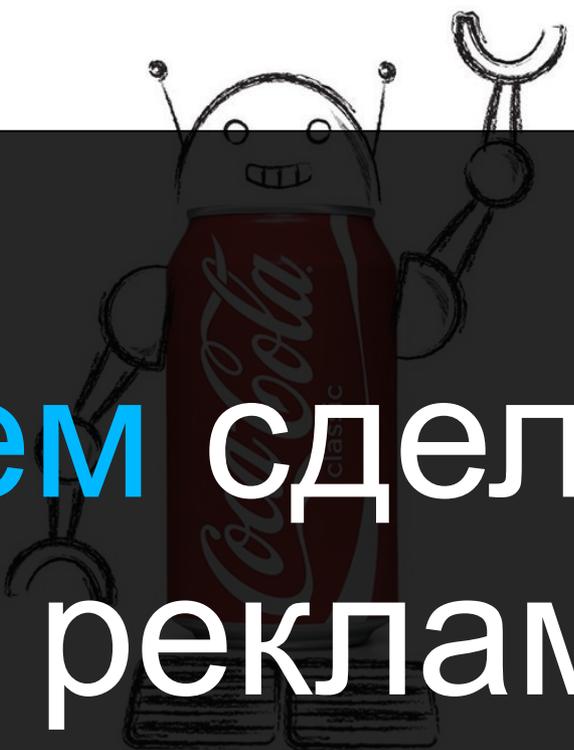


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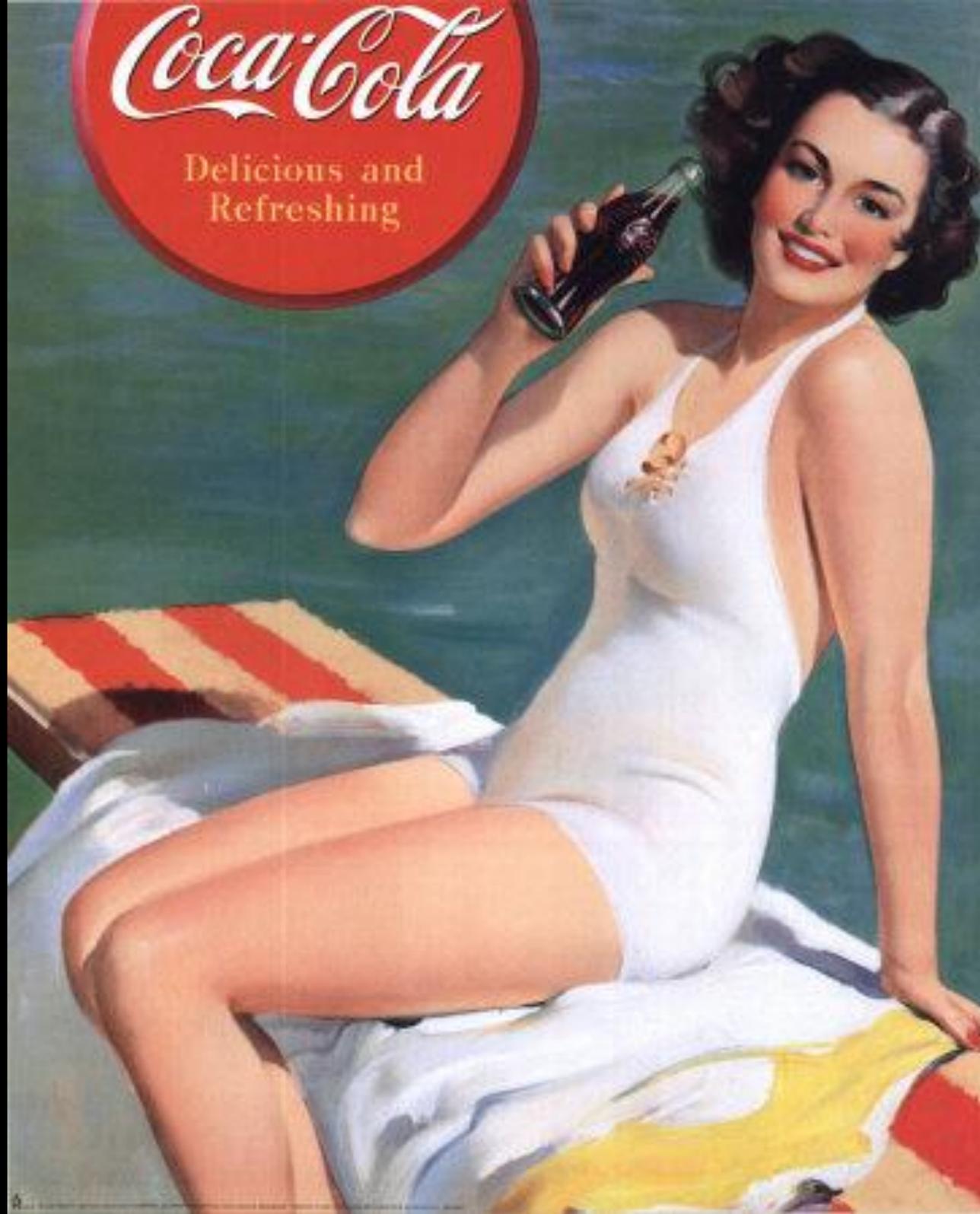
зачем сделали  
эту рекламу?

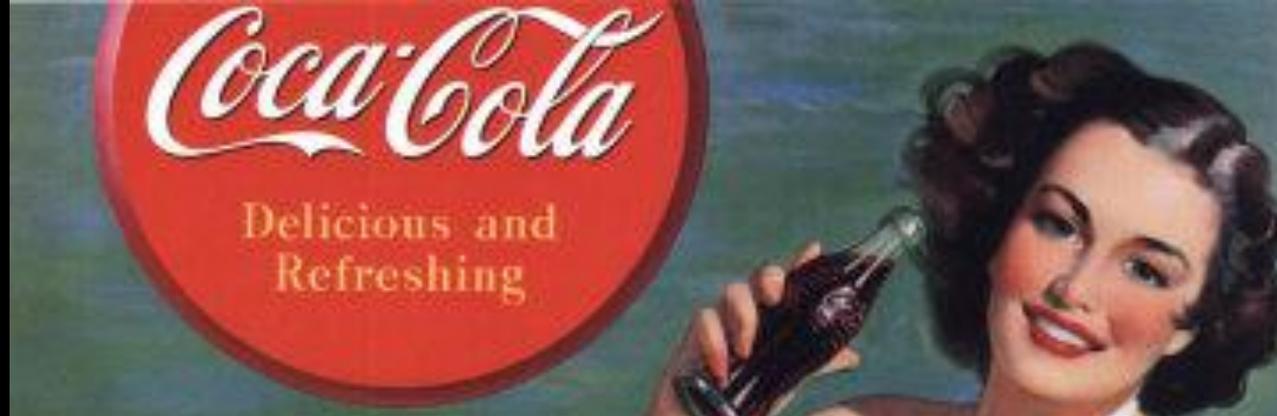


use your imagination and recycle *Coca-Cola* our future depends on it.

*Coca-Cola*

Delicious and  
Refreshing



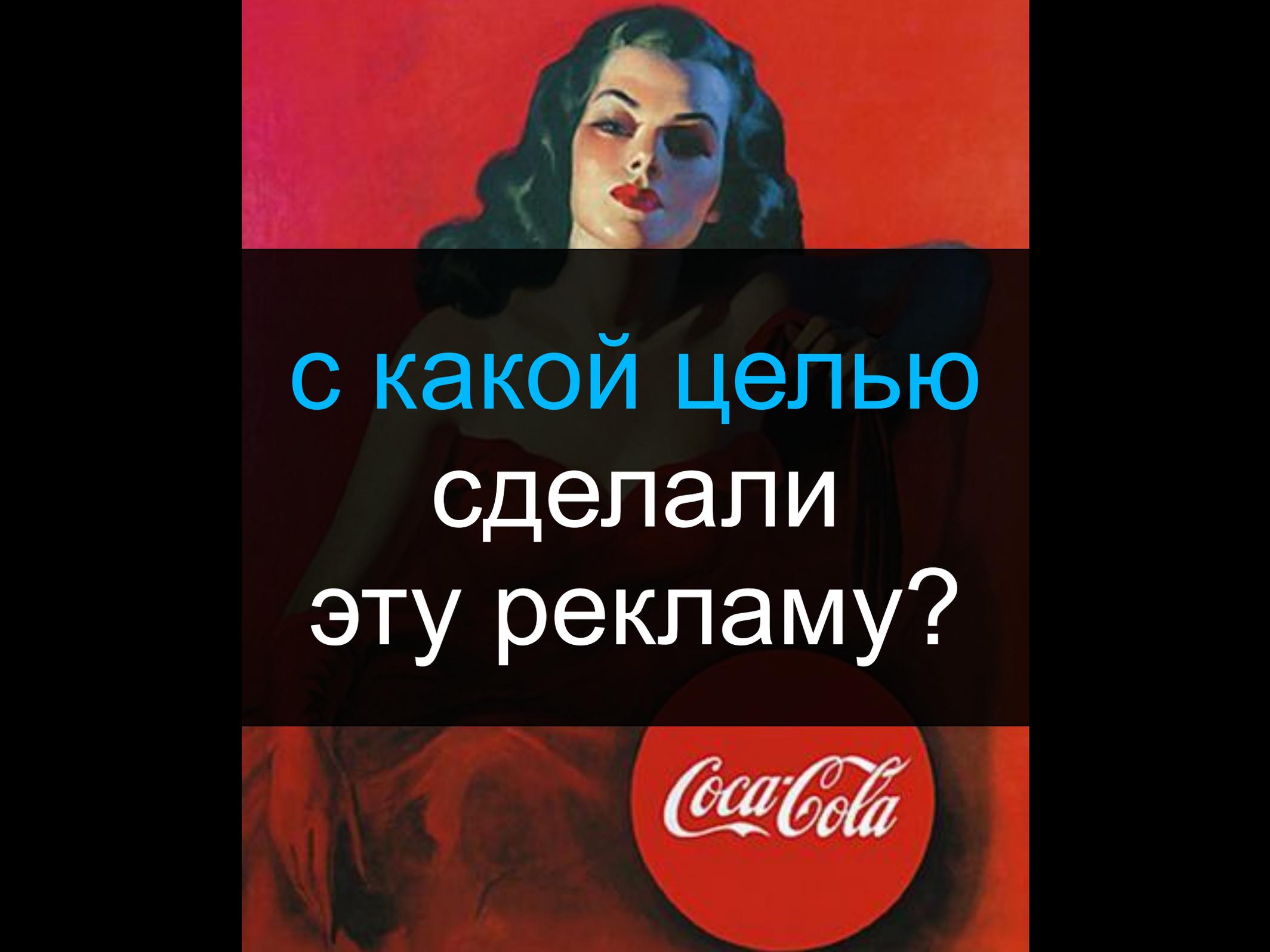


с какой целью  
сделали  
эту рекламу?





*Coca-Cola*

A vintage-style advertisement for Coca-Cola. The top half features a woman with dark, wavy hair and red lips, looking slightly to the side. She is wearing a black, long-sleeved dress. The background is a solid, vibrant red. The bottom half of the image is a dark, almost black, area with a large, circular red logo in the center. The logo contains the word "Coca-Cola" in its signature white script font. Overlaid on the dark area is the text "с какой целью сделали эту рекламу?" in white and blue.

с какой целью  
сделали  
эту рекламу?

*Coca-Cola*





ДОСТИГЛА ЛИ  
СВОЕЙ ЦЕЛИ  
ЭТА РЕКЛАМА?



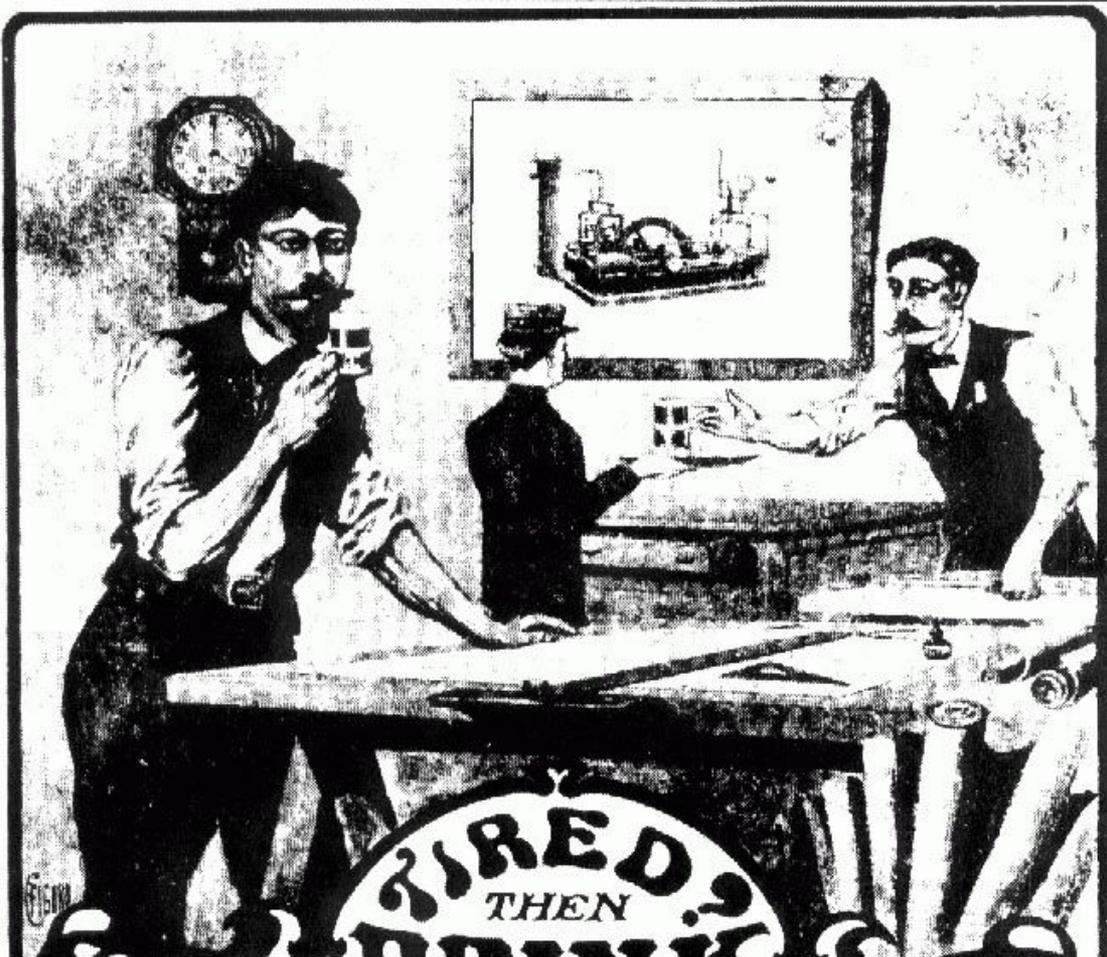


A Coca-Cola® and McDonald's® promotion for drinks at McDonald's restaurants. Regular Cola was advertised to people using the stairs and Coke light to those who chose the escalator.



# какая эта реклама?

A Coca-Cola® and McDonald's® promotion for drinks at McDonald's restaurants. Regular Cola was advertised to people using the stairs and Coke light to those who chose the escalator.



**Tired,  
THEN  
DRINK**  
*Coca-Cola*

**IT RELIEVES EXHAUSTION**

When the BRAIN is running under full pressure send down to the FOUNTAIN for a glass of

*Coca-Cola*

you will be surprised how quickly it will ease the Tired Brain—soothe the Rattled Nerves and restore Wasted Energy to both Mind and Body.

It enables the entire system to readily cope with the strain of any excessive demands made upon it.

**AT ALL FOUNTAINS  
ALSO IN BOTTLES 5c.**



# Coca-Cola

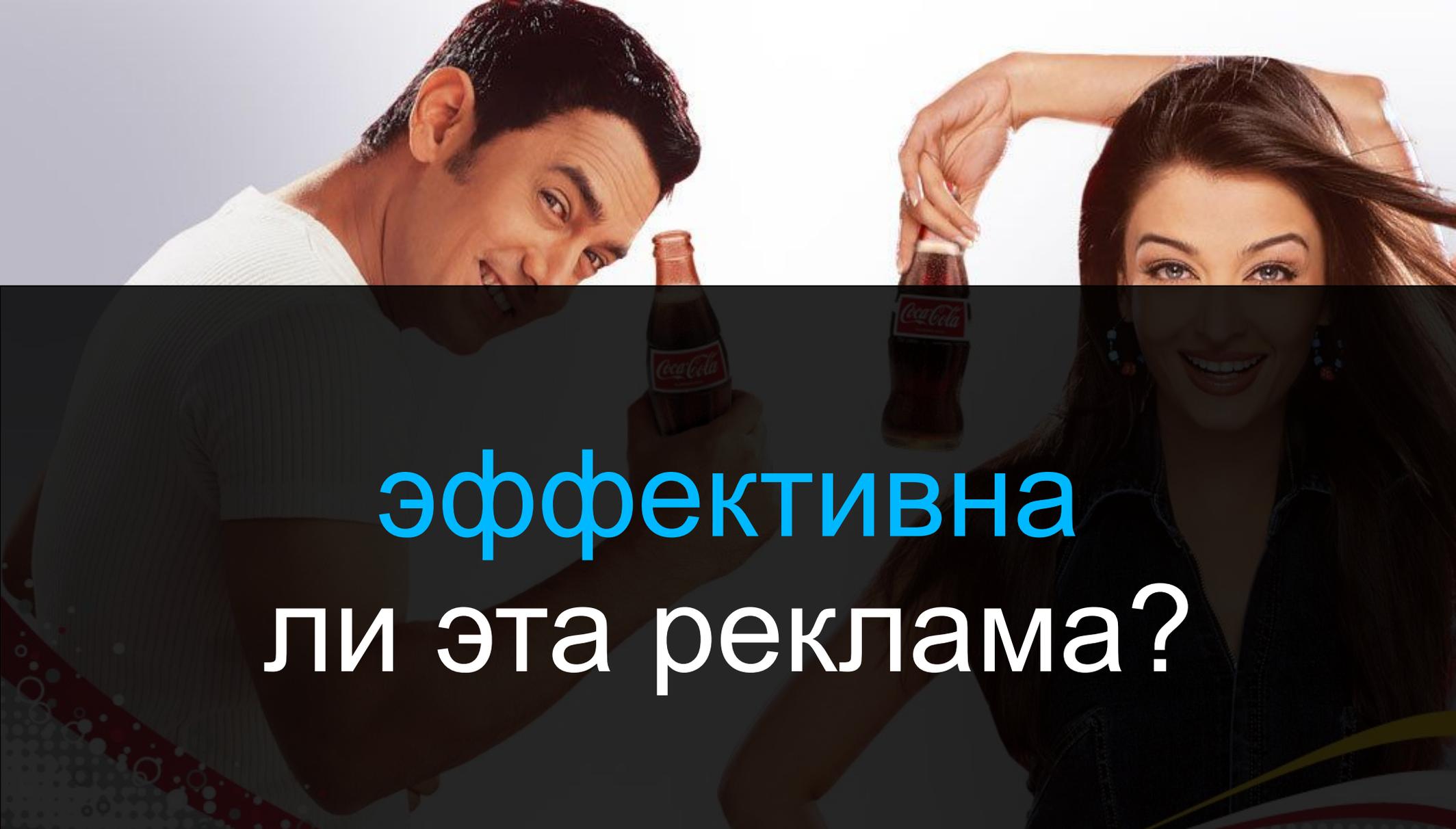
© 1952 THE Coca-Cola COMPANY

## Enjoy food





myenjoyzone.com  
*Coca-Cola*

A man and a woman are shown from the chest up, both smiling and holding small glass bottles of Coca-Cola. The man is on the left, wearing a white shirt, and the woman is on the right, wearing a dark jacket. The background is a plain, light color. A dark grey horizontal band is overlaid across the middle of the image, containing the text.

эффeктивна  
ли эта реклама?

The bottom of the image features a decorative border with a red and white wavy pattern and a grey dotted background. The Coca-Cola logo is prominently displayed in its signature script font, with the website address 'myenjoyzone.com' written in a clean, sans-serif font above it.

myenjoyzone.com  
Coca-Cola

A man in a white shirt and a woman in a black shirt are smiling and holding Coca-Cola bottles. The man is on the left, looking towards the camera, and the woman is on the right, looking towards the camera. The background is a gradient from light to dark. The word "где?" is written in blue Cyrillic script in the center of the image.

где?

A red banner with a white and yellow border and a pattern of white dots. The text "myenjoyzone.com" is written in white, and the Coca-Cola logo is written in its signature script below it.

myenjoyzone.com  
Coca-Cola



5

Envy





Насолода смаком  
і нічого зайвого

0,2 ккалорії  
без цукру







A Coca-Cola® and McDonald's® promotion for drinks at McDonald's restaurants. Regular Cola was advertised to people using the stairs and Coke light to those who chose the escalator.

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THEN  
DRINK  
Coca-Cola**

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**TIRED,  
THEN  
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*Coca-Cola*

когда?

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**AT ALL FOUNTAINS 5c.  
ALSO IN BOTTLES**



See Facts

Home Office  
The Coca-Cola Co.  
Beverly Hills, Cal.  
Birmingham, Ala.  
Boston, Mass.  
Buffalo, N. Y.  
Chicago, Ill.  
Cincinnati, O.  
Cleveland, O.  
Dallas, Tex.  
Denver, Colo.  
Detroit, Mich.  
Houston, Tex.  
Los Angeles, Cal.  
London, Eng.  
Miami, Fla.  
Memphis, Tenn.  
Milwaukee, Wis.  
Minneapolis, Minn.  
New York, N. Y.  
Philadelphia, Pa.  
Pittsburgh, Pa.  
Portland, Ore.  
San Francisco, Cal.  
Seattle, Wash.  
St. Louis, Mo.  
St. Paul, Minn.  
Tampa, Fla.  
Washington, D. C.

*Coca-Cola*





Me too!





ДЛЯ КОГО?

Me too!



Yes



*Coca-Cola*  
live life *light*



цель

целевая аудитория

контекст

# Hot Dog!



AND

*Coca-Cola*



15¢

IN BOTTLES

Hot Dog!

цель?

целевая аудитория?

контекст?

*Coca-Cola*

15¢

IN BOTTLES

# Hot Dog!



AND

*Coca-Cola*



**15¢**

IN BOTTLES

ЧТО ТАКОЕ КОНТЕКСТ?



# Thirst stops here

The road maps of the world are dotted with happy places to pause. And ice-cold Coca-Cola is there to make a pause *the pause that refreshes*. Familiar red coolers everywhere signal you to refresh yourself and be off to a fresh start.

**24Company.ru**  
INVITING YOU TO PAUSE... REFRESH

Welcome  
Pause



1886

1936

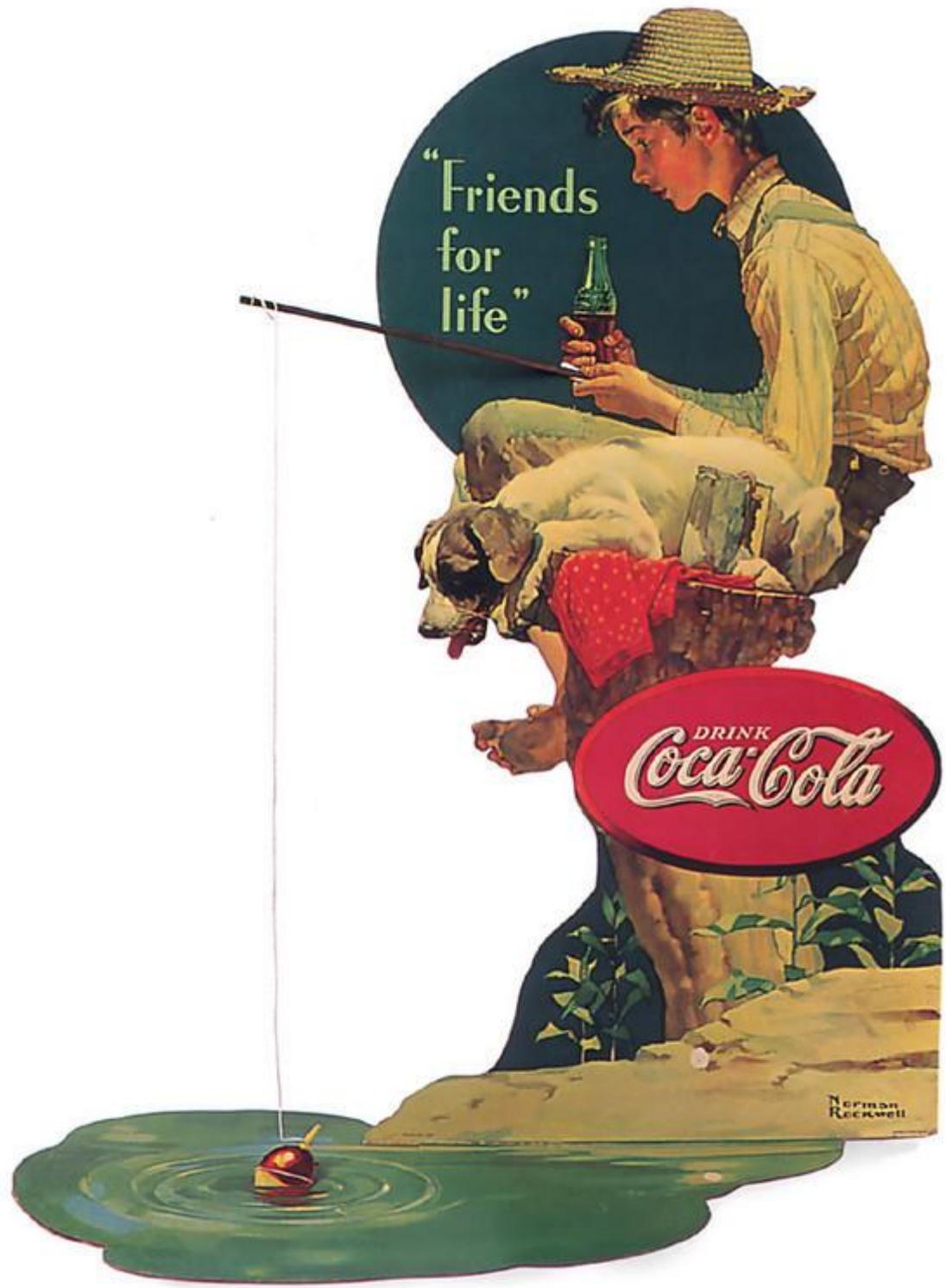


DRINK  
**Coca-Cola**  
50th ANNIVERSARY

“Friends  
for  
life”

DRINK  
*Coca-Cola*

Norman  
Rockwell



что такое реклама?

вопросы?

Ольга Мухортова

<http://mindcapital.ru>

<http://olga-mukhortova.livejournal.com>