

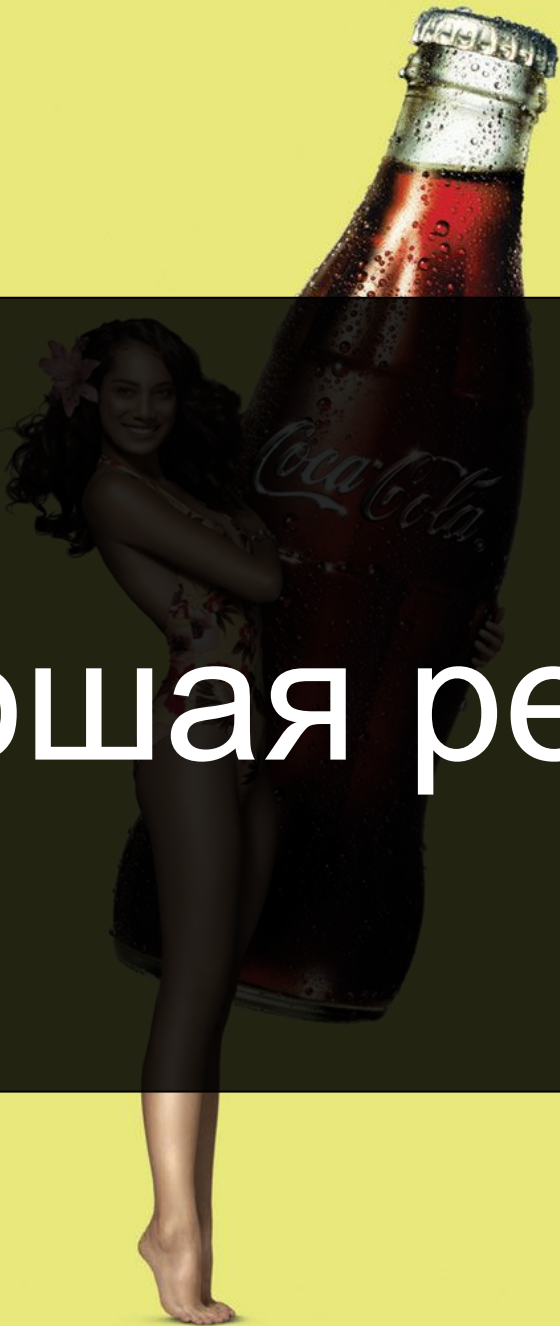
Лекция 3

ЧТО ТАКОЕ
хорошая
реклама?

Coca Cola



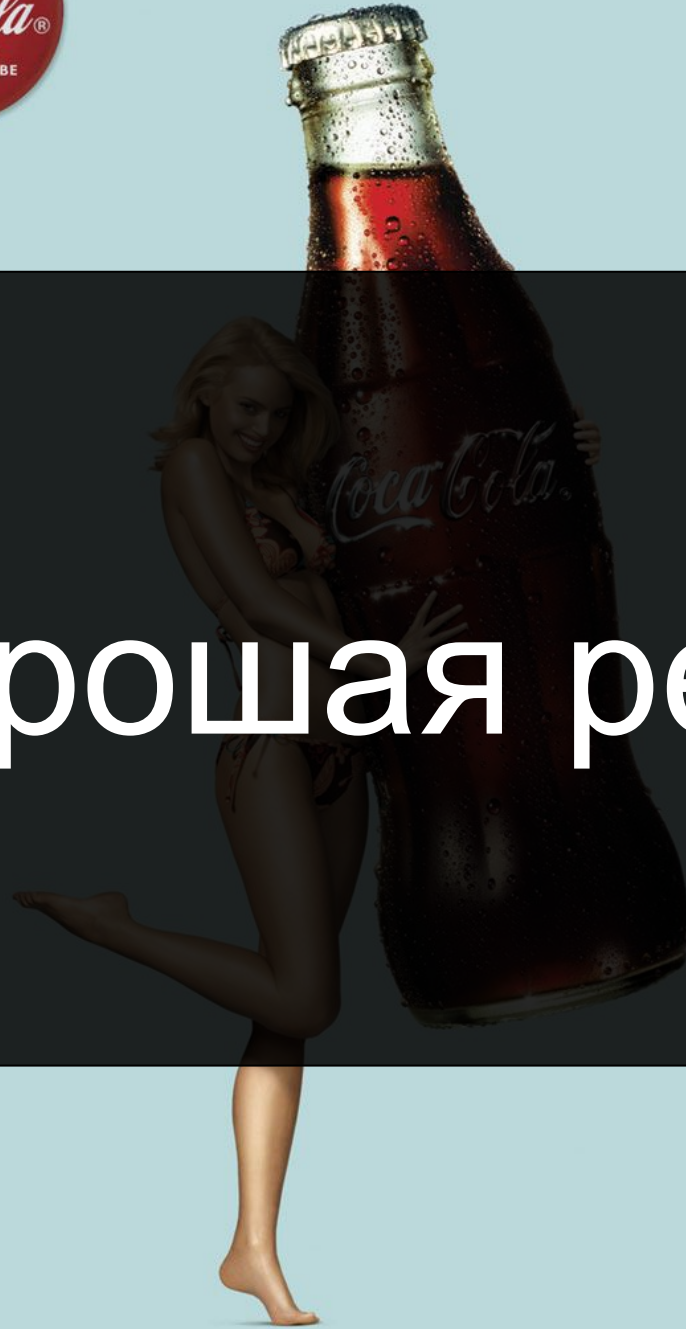
© 2004 Coca-Cola Bottling Co. of America. All rights reserved. The Coca-Cola Company.



это хорошая реклама?



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

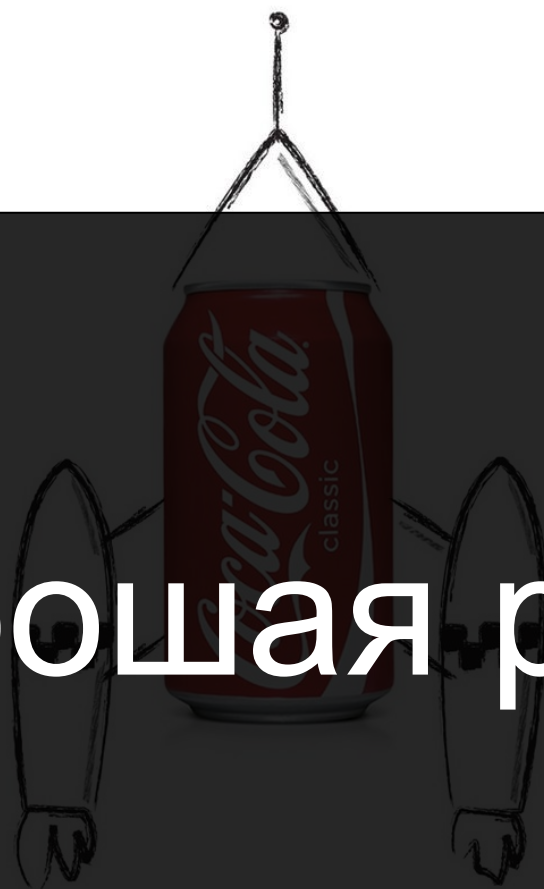


а это хорошая реклама?



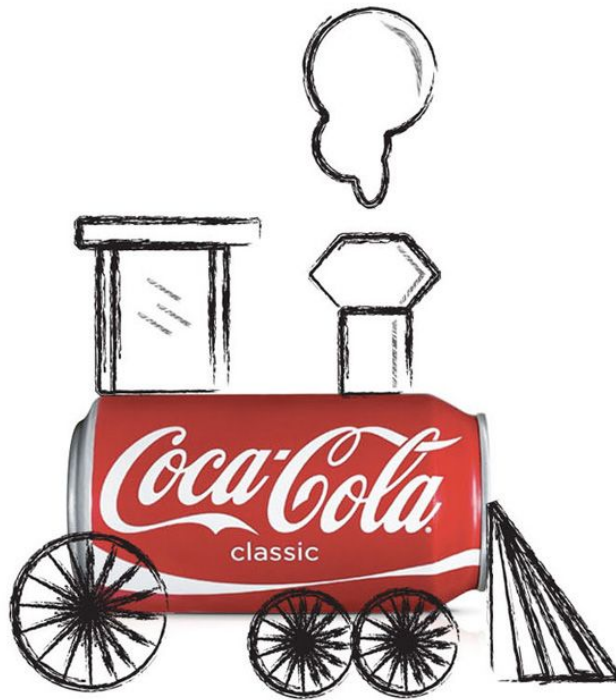
use your imagination and recycle *Coca-Cola* our future depends on it.

а это хорошая реклама?



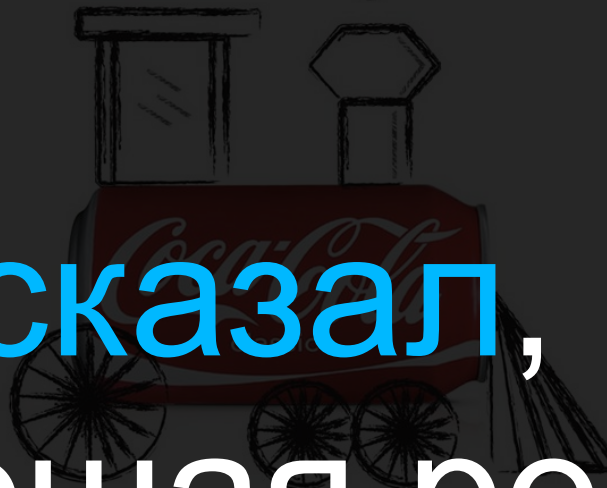
use your imagination and recycle *Coca-Cola* our future depends on it.





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





КТО СКАЗАЛ, ЧТО
ЭТО ХОРОШАЯ РЕКЛАМА?

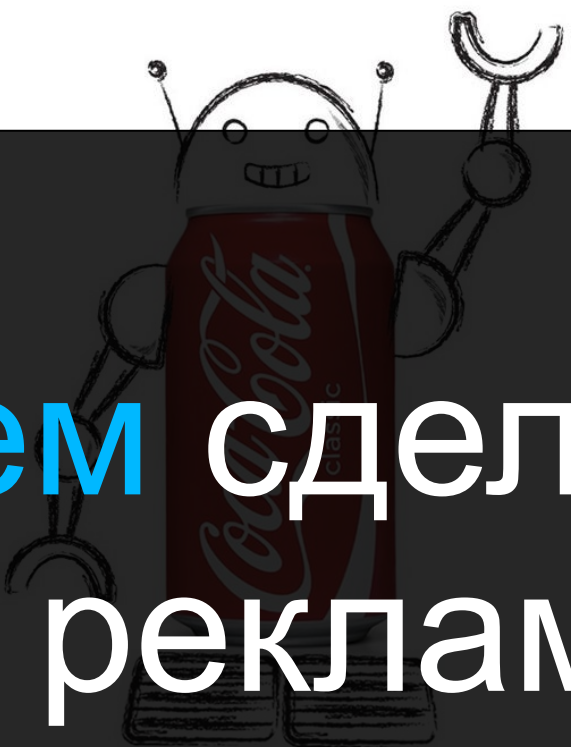


use your imagination and recycle *Coca-Cola* our future depends on it.



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





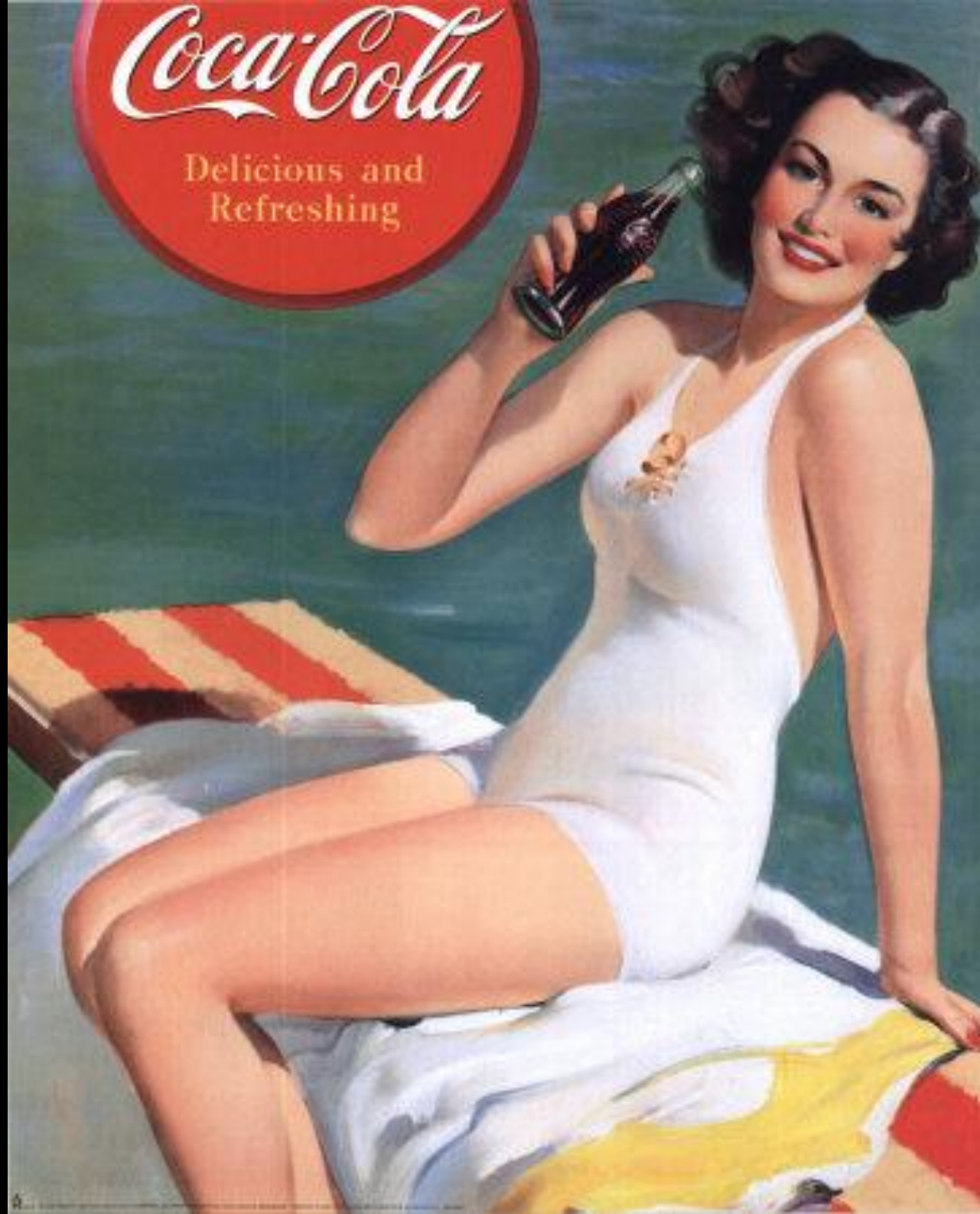
зачем сделали
эту рекламу?



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

Coca-Cola

Delicious and
Refreshing



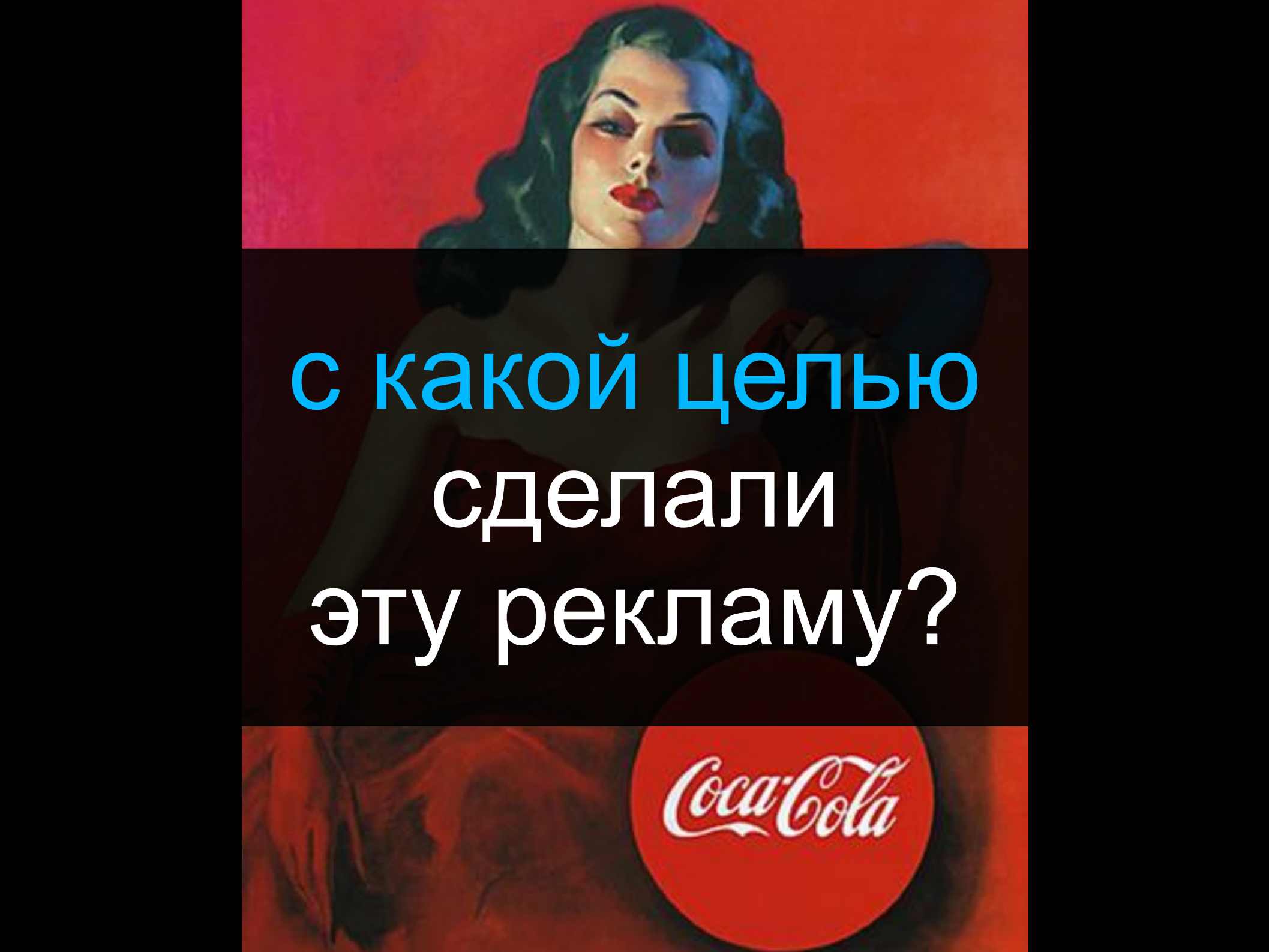


с какой целью
сделали
эту рекламу?





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

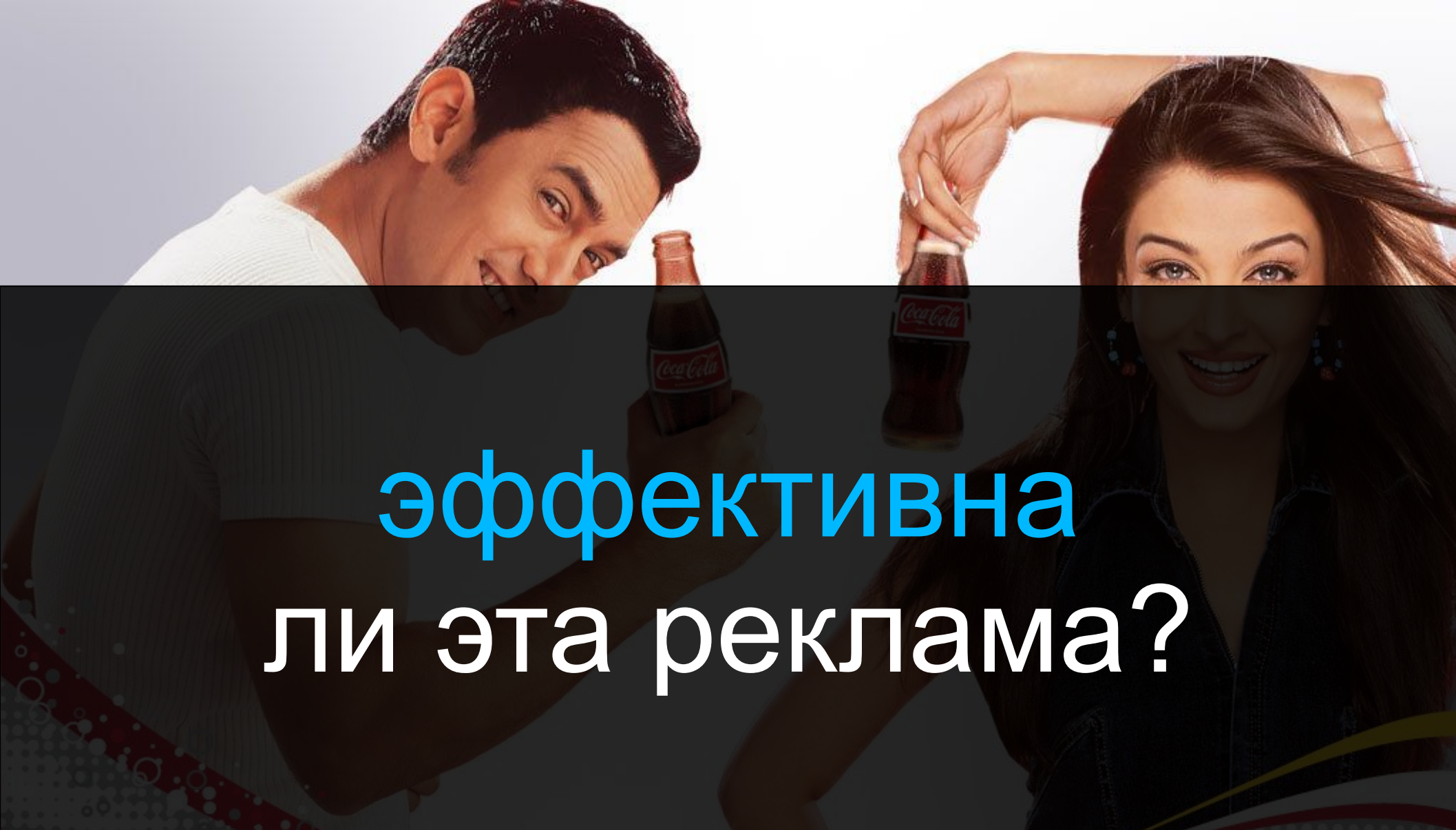
REG. U.S. PAT. OFF.

Enjoy food





myenjoyzone.com
Coca-Cola

A man and a woman are shown from the chest up, both smiling and holding a glass bottle 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 on the left and a woman on the right are both smiling and holding small glass bottles of Coca-Cola. The man is wearing a white t-shirt and looking towards the camera. The woman is wearing a dark denim shirt and looking directly at the camera. The background is a plain, light color. A dark grey horizontal band is overlaid across the middle of the image, containing the text 'где?'.

где?

A decorative banner at the bottom of the image features a red background with a white and yellow wavy border. The banner is filled with a pattern of white and grey dots of varying sizes. The text 'myenjoyzone.com' is written in a white, sans-serif font, 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.

**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 Nerve—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.**

**TIRED,
THEN
DRINK**

Coca-Cola

когда?

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 Nerve—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 5c.
ALSO IN BOTTLES**



See Facts

Home Office
The Coca-Cola Co.
Beverly Hills, Cal.
Birmingham, Ala.
Boston, Mass.
Butte, Mont.
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.
Wash. D.C.

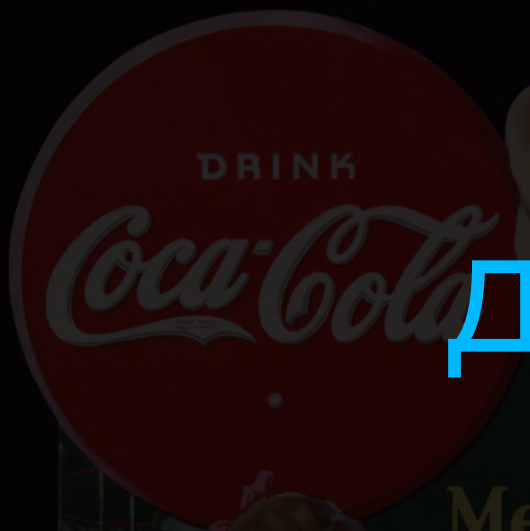
Coca-Cola





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

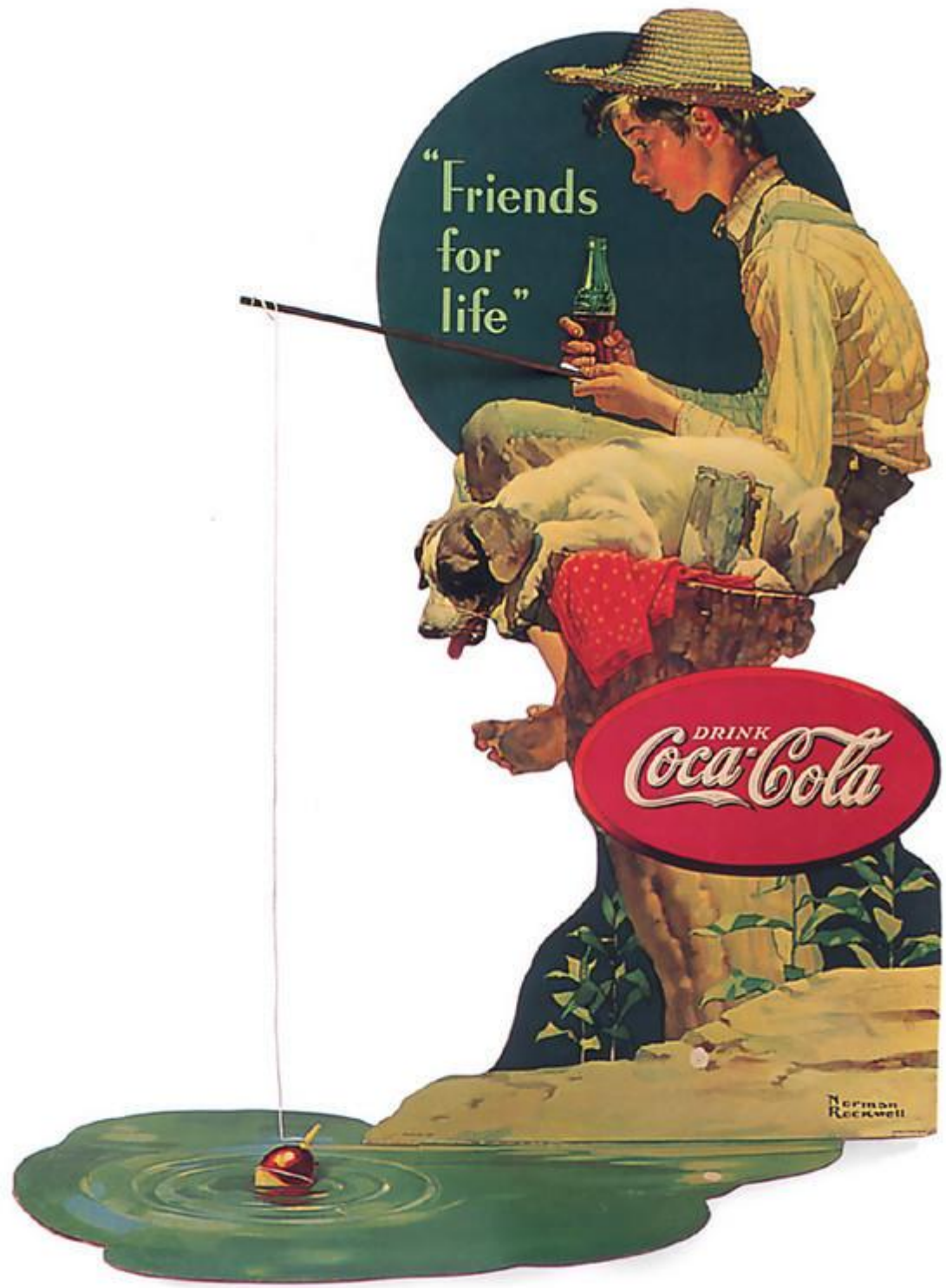


DRINK
Coca-Cola
50th ANNIVERSARY

“Friends
for
life”

DRINK
Coca-Cola

Norman
Rockwell



что такое реклама?

вопросы?

Ольга Мухортова

<http://mindcapital.ru>

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