# ИМЕНА В МЕЖДУНАРОДНОЙ РЕКЛАМЕ \* или КАК ЭТО БЫЛО

выполнена Кудравец Н.М. студентка 4 курса ФУ (второе высшее), маркетинг

\* БЕЗ ОГИЛВИ

# **Ласкер Альберт** 1880 - 1952



 Изобрел современную рекламу. Однажды и навсегда...

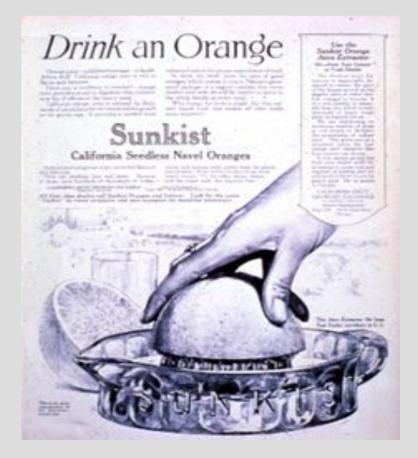
Агентство «Lord&Thomas»



- Сутки напролет они строчили крикливые объявления, сулившие покупателю рай, в случае если он приобретет " правильный" товар, и ад если предпочтет иной.
- Суть "уникальной формулы" заключалась в том, что она предлагала рекламщикам не информировать о предмете, а провоцировать на действие. Главное в рекламе то, как написано объявление.
- Неразрывная связь с общественностью









### Your Way

You hake beam in a manteness heat of 200 degrees. The center of the baking dish rarely gets over 100 degrees.

That heat is far from sufficient. So younger a heavy food, hard to digest.

You hake in a dry heat, so tome beaus are crisped, some are less than half balont.

You harst the skirts, as the bound become muskly, rather than movely. Every bean should be whole. You add the tomato score alterwards

After all your trouble, you haven't a dish that companes with Van Camp's. Yet it isn't your fault. You simply lack the facilities.

### Our Way

We best our owns to ass degrees.

That toprific local separates the assens so the digestive jusces can get to them. Hearts, to be digestible, most be factory cooked.

We have in live stones, so all began are haved ables. None are between, none brokert. They are mealy, per norty, because they are whole.

We have the beam, the tomatic strice and the perk all together, and get our delicious blend.

We do all the work for you. Sample locar the can fielder opening. A delection dock hor, iresh and savety, to ready to serve in our minutes.

You don't know what you miss-don't know how good beans can be-until you try Van Camp's.



Company for the standard transport when you know I so Company to the company to the company of t

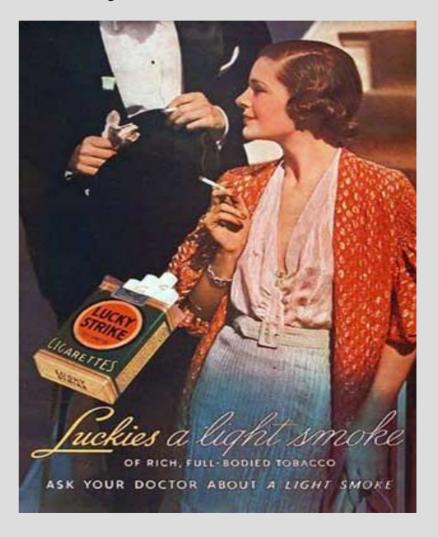
- But he care to get Nue Camp's. No lock brown, or part tomogo vacco, on each skill are completed in property, extent.

10, 15 and 20 cents per can

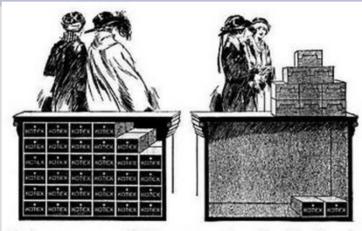
Van Camp Packing Company, Indianapolis, Indiana

и Lucky Strike





### и Kotex



### It is easy to sell Kotex—simply display it

Women ask for these sanitary pads by name

Our greatest difficulty has been to get Konee. Re-ceived a shipment recently, just received half group yesterday and have reordered. Not in window this work. Our manager states at least 100% increase in Konex sales. THE LISCHESKY BRY GOODS CO. Creat Book, Kabasa

Window attracted unusual amount of attention and has wonderfully increased our sales in Kotex. IL W. READ DEPARTMENT STORE

Order Kotex from your jobber in three dozen case lots. Put it on your counter, in sight. On your shelves.

We sure are selling Kotex since we had the goods displayed in our window. We had to reorder another case from our jobber today.

The window attracted large crowds—not merely instrumental in introducing Kotox, but produc-tive in stimulating sales to a satisfactory degree. STURGIS-GOLDSTEIN CO.

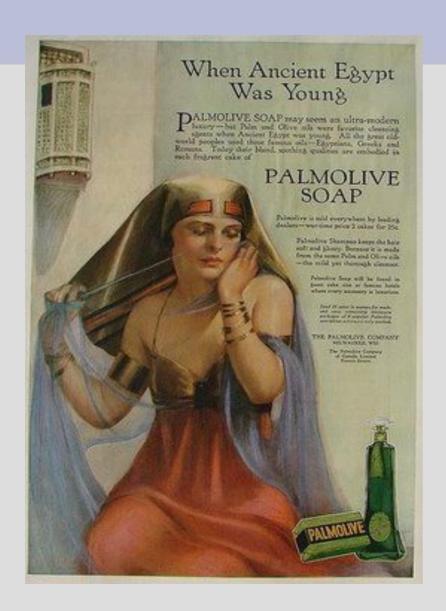
Keep Kotex constantly in your windows and we promise you a profitable business.

Women ask by name for



Cellucotton Products Company, 166 W. Jackson Boulevard, Chicago 51 Chambers Street, New York

### Ласкер Альберт и B.P.Johnson&Compani



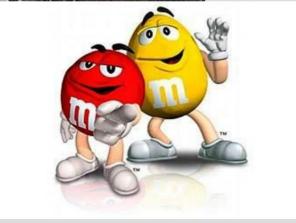


# **Стэнли Резор** 1879-1962

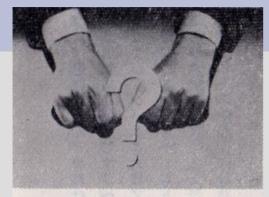
### J. Walter Thompson

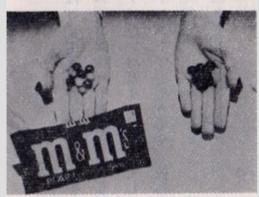
# **Россер Ривс** 1910 - 1984





# Россер Ривс

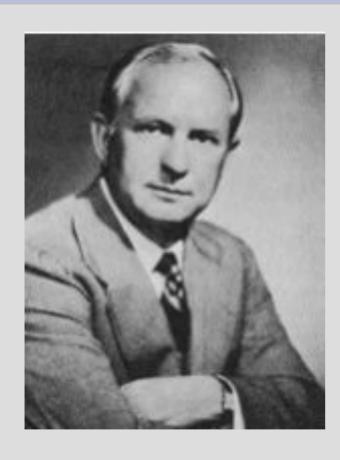








# Раймонд Рубикам



# Раймонд Рубикам



# Раймонд Рубикам

# IMPACT



ACCORDING TO WEBSTER: The single instanteneous striking of a body in motion against another body.

ACCORDING TO YOUNG & RUBICAM: That quality in an advertisement which strikes suddenly against the reader's indifference and enlivens his mind to receive a soles message.

YOUNG & RUBICAM, INCORPORATED . ADVERTISING

NEW YORK - CHICAGO - BETROIT - SAN PRANCISCO - MOST WOOD - MONTREAL - TORONTO - MUSICO CITY - LONDON

## Клод Хопкинс 1866-1932

SWIFT&Company



Cotosuet. Универмаг.
 Огромный торт.
 Викторина. Купить
 упаковку Cotosuet,
 чтобы участвовать в
 викторине.

# Клод Хопкинс



### Under Germ-Laden Film Decay Begins

### FREE . . . a supply of Pepsodent to remove it

You must remove film to be better protected. Please accept a free supply of the special film-removing dentifrice

GERMS cause tooth decay.

Many authorities hold
germs and tartar a contributory cause of pyorrhea.

There is but one way known to fight germs and better safe-guard tecth and gums. You must remove a slippery, stubborn film that glues bacteria to the tooth's enamel. This film covers and protects germs from antisepties you may use. It imprisons germs in crevices and clings so tenaciously that the most vigorous brushing fails to dislodge it completely. And your dentist knows too vigorous brushing brings harmful results.

#### This way acts differently

Today dentists are urging patients by the millions to turn from other ways to the special film-removing dentifrice called Pepsodent. It acts in an utterly different way. You will note that difference the instant it touches your teeth.

Pepsodent REMOVES FILM SAFELY. No pumice, no harmful grit oc rude abrasive, but a scientific action that recommends it for the most sensitive teeth and gums.

#### Do not delay

There is only one Peptodent. It is the finest tooth paste dental science of today knows how to make. You will want to try it for the sake of Jovelier, healthier teeth. Please write today to the nearest address.

Use Pepsodent twice a day. See your dentist at least twice a war.



Pepsodent, the tooth paste leatured in the Amos'n'Andy Radio Program

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The Pepson	lent Co., 319 N. Michigan As	
Chicago, Il	L. U. S. A.	-
States		
Address		

- Pepsodent
- Автомобильные покрышки Gooddyear
- Автомобили Chalmers, Hudson,Reo...

1886-1967



# ·BBD&O



- The party after the party
- электрические лампочки фирмы «Edison Mazda»в журнале «Every Week» (1920)

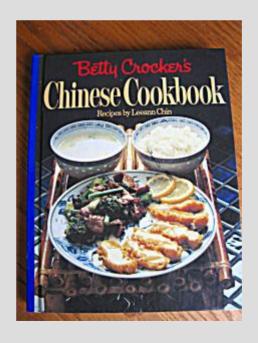


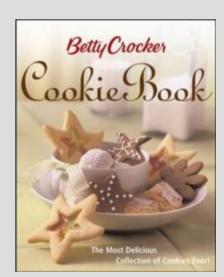
• Благотворительная организация «Армия спасения» (Salvation Army)



• Betty Crocker от "General Mills"









General Motors

Рекламная стратегия:

- 1. Формирование идентификации сотрудников с компанией;
- 2. Развитие идеи корпорации, как «семьи»
- 3. «Семья» помогает другим членам большой общины.