

# 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»

# Ласкер Альберт

REASON WHY

- 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

# Ласкер Альберт



DELICIOUS  
JUICY  
TASTE BENEVOLE  
RESPECT

THIS IS  
ORANGE  
WEEK  
BY IOWA

## Orange Day In California, March 1st

For Years March 1st Has Been Celebrated as "Orange Day" in Southern California and the Festive Entrance a Period of One Week.

From  
Within  
the Reach  
of  
Everyone  
and  
Everyone  
Should  
Use  
Them



California  
Oranges  
Were  
Never  
So  
Good  
and  
Cheap  
as  
Now

### Now, Iowa Will Celebrate "Orange Week"

March 1st to 7th, by Receiving Direct from the Beautiful Groves of California, Hundreds of Carloads of the Choicest Oranges Grown in the World.

Special sale will be maintained in all the Iowa cities, towns and villages, and in all the Iowa stores, during the week of March 1st to 7th, inclusive, at a special price, and the sale will be continued for a period of one week.

<b>By Mail</b> - Write to the nearest Sunkist branch office for a list of dealers.	<b>Wholesale</b> - Write to the nearest Sunkist branch office for a list of dealers.	<b>Local</b> - Write to the nearest Sunkist branch office for a list of dealers.	<b>Direct</b> - Write to the nearest Sunkist branch office for a list of dealers.	<b>Export</b> - Write to the nearest Sunkist branch office for a list of dealers.
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This Is Orange Week in Iowa --- Cheapest Now --- Best Now



## Drink an Orange

Use the Sunkist Orange Juice Extract - It's the Best!

### Sunkist

California Seedless Navel Oranges



The Best Evidence We Can Give You is the Sunkist Orange Juice Extract - It's the Best!

# Ласкер Альберт



## Your Way

You bake beans in a stationary heat of 200 degrees. The center of the baking dish rarely gets over 100 degrees.

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

You bake in a dry heat, so some beans are crisped, some are less than half baked.

You burst the skins, so the beans become mushy, rather than mealy. Every bean should be whole. You add the tomato sauce afterwards.

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



## Our Way

We heat our ovens to 225 degrees.

That terrific heat separates the atoms so the digestive juices can get to them. Beans, to be digestible, must be factory cooked.

We bake in live steam, so all beans are baked alike. None are browned, none broken. They are mealy, yet nutty, because they are whole.

We bake the beans, the tomato sauce and the pork all together, and get our delicious blend.

We do all the work for you. Simply heat the can before opening. A delicious food, hot, fresh and savory, is ready to serve in ten minutes.

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

**Van Camp's**  
Baked  
WITH TOMATO  
SAUCE  
**PORK AND BEANS**

You will not really know what you know Van Camp's. And you ought to. Beans are far different from those you have at home. They are appetizing and healthy, all people like them. They should be a daily dish—and an occasional.

— But be sure to get Van Camp's. No other beans are made through steam, so much skill and experience in preparing them.

10, 15 and 20 cents per can

Van Camp Packing Company, Indianapolis, Indiana



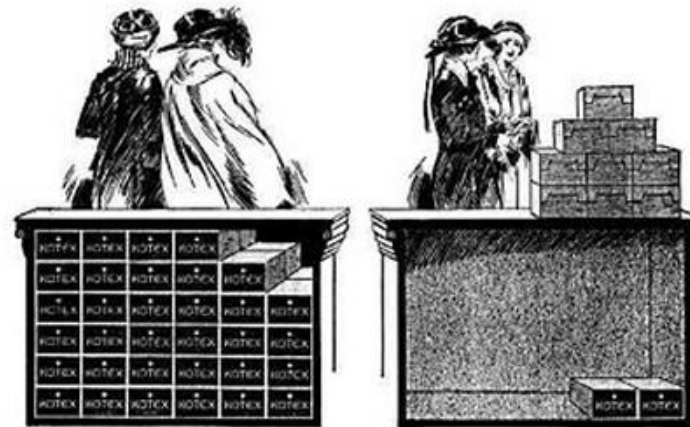
# Ласкер Альберт

и Lucky Strike



# Ласкер Альберт

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 Kotex. Received a shipment recently, just received half gross yesterday and have reordered. Put in window this week. Our manager states at least 100% increase in Kotex sales.

THE LESCHESKY DRY GOODS CO.  
Great Bend, Kansas

Window attracted unusual amount of attention and has wonderfully increased our sales in Kotex.

11 W. BEAD DEPARTMENT STORE  
Colbyville, Kansas

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.

SKUD & GOLDMAN  
Bassett, Mich.

The window attracted large crowds—not merely instrumental in introducing Kotex, but productive in stimulating sales to a satisfactory degree.

STUBBS-GOLDSTEIN CO.  
Taylor, Texas

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

*Women ask by name for*

# KOTEX

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



# Ласкер Альберт и В.Р. Johnson & Company

When Ancient Egypt Was Young

PALMOLIVE SOAP may seem an ultra-modern luxury—but Palm and Olive oils were favorite cleansing agents when Ancient Egypt was young. All the great old-world peoples used those famous oils—Egyptians, Greeks and Romans. Today their head-soothing qualities are embodied in each fragrant cake of

## PALMOLIVE SOAP

Palmolive is sold everywhere by leading dealers—warehouse price 2 cakes for 10c.

Palmolive Shampoo keeps the hair soft and glossy, because it is made from the same Palm and Olive oils—the mild yet thorough cleanser.

Palmolive Soap will be found in bath tubs and at American hotels where every necessity is provided.

Half of one is enough for wash and one remaining cake is the basis of a superior Palmolive hairbrush and daily comb.

THE PALMOLIVE COMPANY  
MILWAUKEE, WIS.  
The Palmolive Company  
of London, Limited  
London, England.



July, 1941

The Official HOME JOURNAL



### Beauty from Trees

CLEOPATRA found beauty in oils from trees—olive and palm oils. Soap to her was unknown.

Twenty centuries of research have failed to find the equal of these beauty oils blended in soap.

The very same oils—no other fats whatsoever are the ingredients of Palmolive Soap. They and nothing else give Palmolive its natural green color.

Nothing is hidden; for there is nothing to hide. Men don't paint nature to improve it. Remember—your complexion is at stake when you are tempted to try a substitute for Palmolive.

THE PALMOLIVE COMPANY (The Chicago, Chicago, Illinois)

Palmolive Soap is manufactured by human hands and you thank the worker—it is more and more so.



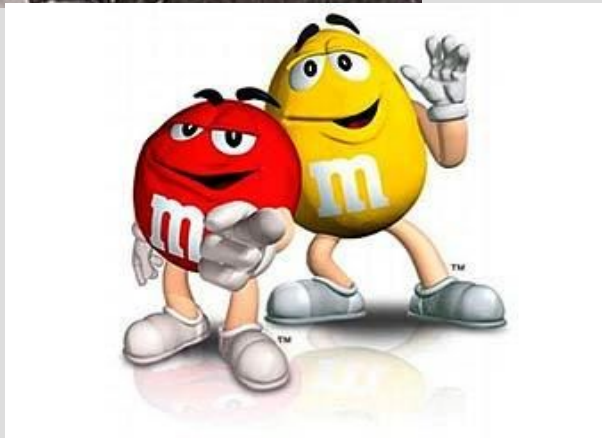
# Стэнли Резор

1879-1962

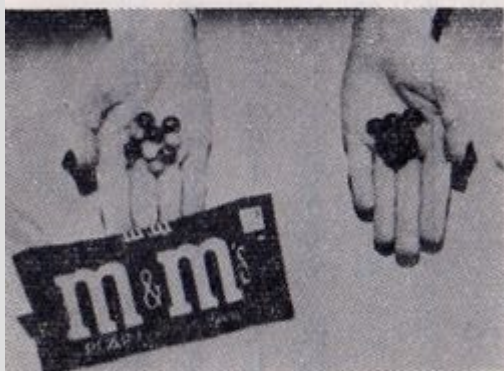
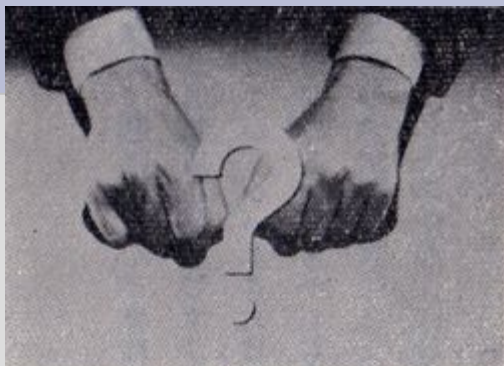
**J. Walter Thompson**

# Россер Ривс

1910 - 1984



# Россер Ривс



# Раймонд Рубикам





# Раймонд Рубикам



# Раймонд Рубикам

# IMPACT



**ACCORDING TO WEBSTER:** The single instantaneous 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 sales message.

**YOUNG & RUBICAM, INCORPORATED • ADVERTISING**

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD • MONTREAL • TORONTO • MEXICO CITY • LONDON

# Клод Хопкинс

1866-1932

- SWIFT&Company



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

# Клод Хопкинс

• F  
• J



Film is found by dental research to discolor teeth and foster serious teeth and gum disorders.

## 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

**G**ERMS 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 safeguard teeth and gums. You must remove a slippery, stubborn film that glues bacteria to the tooth's enamel. This film covers and protects germs from antiseptics 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 or crude abrasive, but a scientific action that recommends it for the most sensitive teeth and gums.

*Do not delay*

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

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



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

**AMOS 'n' ANDY**  
America's Premier Radio Feature

You will enjoy these delightful breakfast articles — the children will enjoy them too. Tune in every night except Sunday at:

1 p. m. on stations operating on Eastern time; 10:30 p. m. on stations operating on Central time; 9:30 p. m. Mountain time; 8:30 p. m., Pacific time.

### FREE 10-DAY TUBE

Mail coupon to:  
The Pepsodent Co.,  
Dept. 106, 319 N. Michigan Ave.,  
Chicago, Ill., U. S. A.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Other Offices: The Pepsodent Co.,  
211 George St., Toronto 2, Ont., Can.  
4 India St., London, E. C. 3, Eng.  
(Australia) Ltd., 12 Westwark Ave.,  
Sydney, N. S. W.

Only one tube to a family. 342

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



# Брюс Бартон

1886-1967



• **BBD&O**

# Брюс Бартон



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

# Брюс Бартон

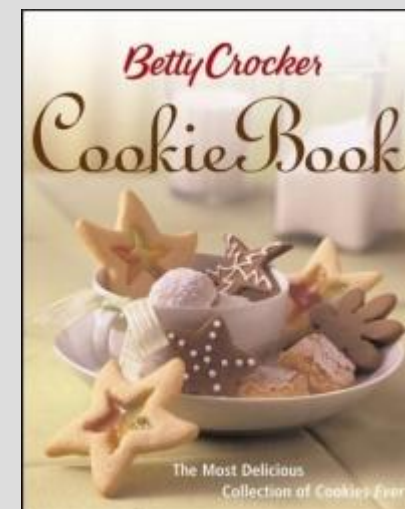
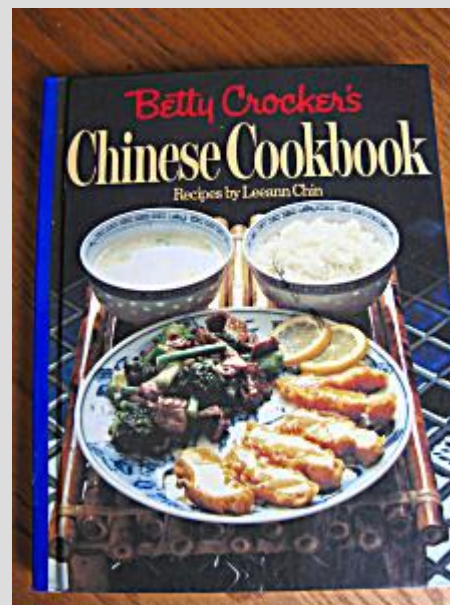


- Благотворительная организация «Армия спасения» (Salvation Army)

# Брюс Бартон



- Betty Crocker от “General Mills”





# Брюс Бартон



- **General Motors**

Рекламная стратегия:

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