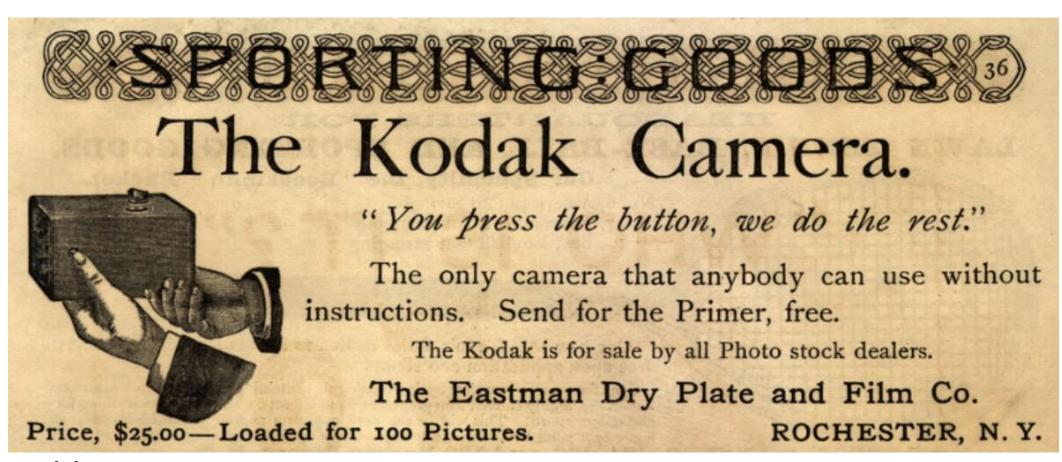
умоляют вас выбрать Люсиуса Статиуса Рецептуса, дуумвира, обладающего судебными полномочиями, и просто хорошего человека. Это написал его сосед, Аэмелиус Целер. И пусть хворь настигнет того, кто сотрёт эту надпись».



Избирательная реклама, Древний Рим, Помпеи

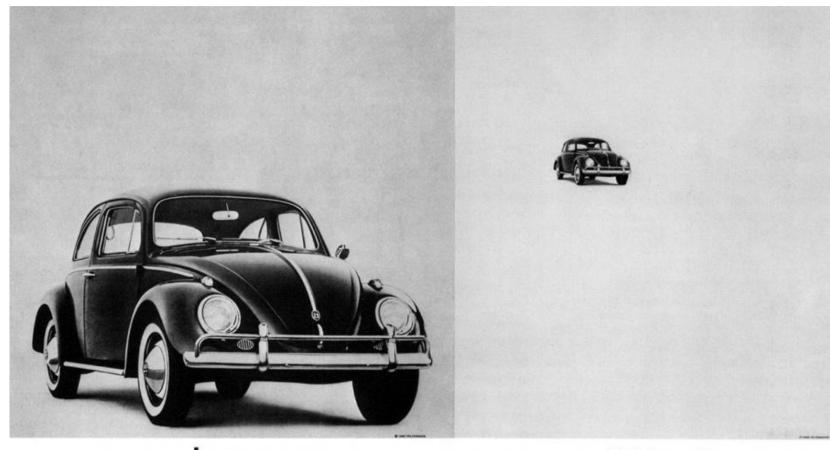
## «Вы нажимаете на кнопку, мы делаем все остальное»



Kodak, первый рекламный слоган



Маяковский В, Родченко А, Реклама Резинотреста, Плакат 1923 г.



Фольксваген «Думай о малом», печатная реклама. 1959 г.

## Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Valkswagens at each stage of production. (3000 Valkswagens Every shock obsorber is tested Ispot check-

ing won't dol, every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

final inspection is really samething! VW inspectors run each car off the line anto the Funktionsprüfstand (cor test stand), tate up 189 are produced daily; there are more inspectors check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of

This preoccupation with detail means the VW losts longer and requires less maintenance, by and large, than other cars. At also means a used VW depreciates less than any other car.)

We pluck the lemons; you get

## Think small.

Our little car isn't so much of a novely

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't aik where the gos goes.

Nobody even stores at our shape. In fact, some people who drive our little

fliver don't even this 32 miles to the golfax is going any great guns.

Or using five pints of oil instead of five

Or never needing out-freeze. Or racking up 40,000 miles on a set of

That's because once you get used to

some of our economies, you don't even think about them any more.

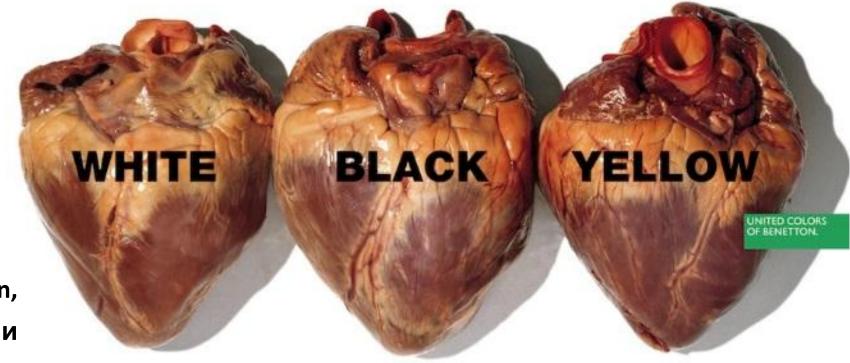
Except when you aquexze into a small parking spot. Or renew your snall insurstor. Or pay a small repair bill. Or trade in your old VW for a



Federal Express, Ambidextrous Америка, 1982.



United Colors of Benetton, Оливеро Тоскани 1990 г.



United Colors of Benetton,
Оливеро Тоскани
1990 г





Презентацию подготовила Ковальская Н.А.