

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»**

SPORTING GOODS 36

The Kodak Camera.



“You press the button, we do the rest.”

The only camera that anybody can use without instructions. Send for the Primer, free.

The Kodak is for sale by all Photo stock dealers.

The Eastman Dry Plate and Film Co.

Price, \$25.00—Loaded for 100 Pictures. **ROCHESTER, N. Y.**

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 blinished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did. There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

than cars. Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye. Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gus ahead to the automatic

break stand, and say "no" to one VW out of fifty. This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car. We pluck the lemons; you get the plums.



Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns. Or using five pints of oil instead of five quarts. Or never needing anti-freeze. Or racking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more. Except when you squeeze into a snall parking spot. Or renew your snall insurance. Or pay a snall repair bill. Or trade in your old VW for a new one. Think it over.

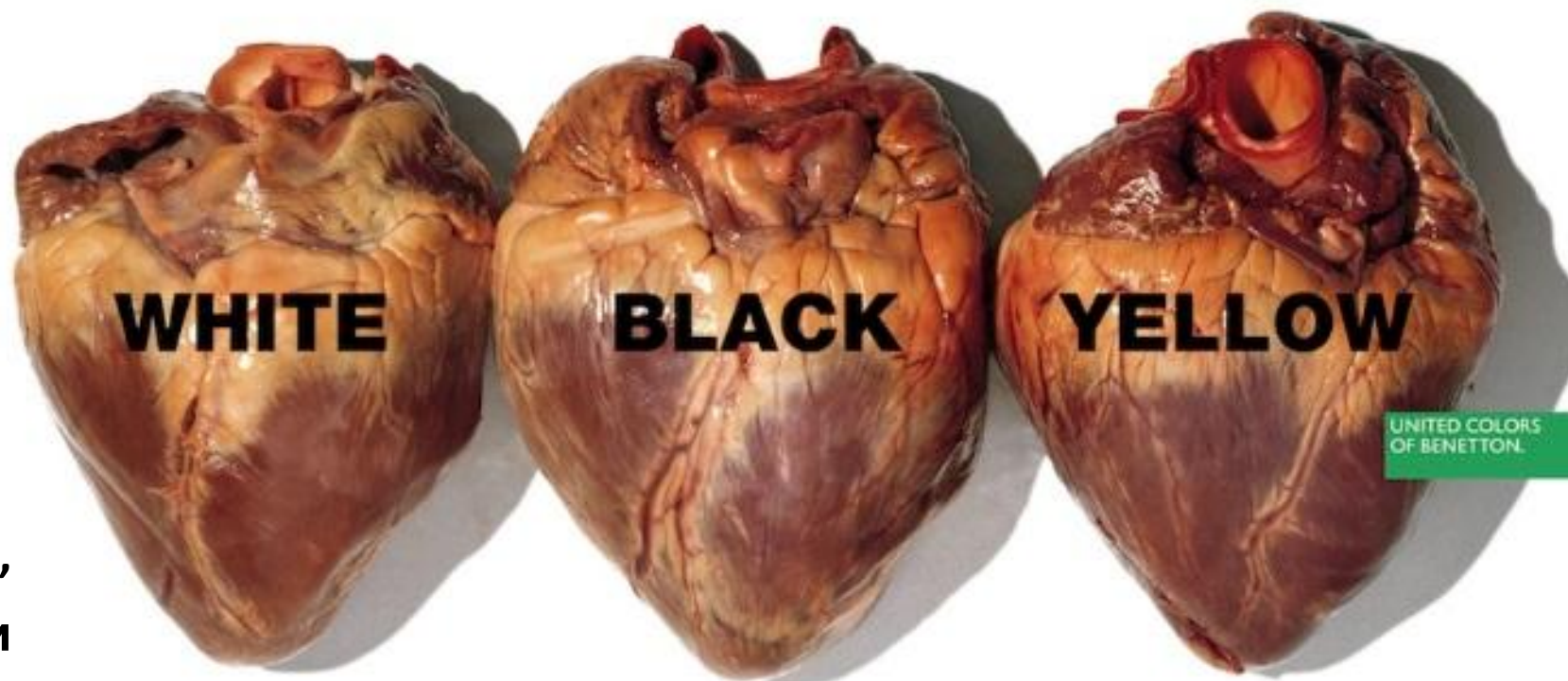


**Federal Express,
Ambidextrous
Америка,
1982.**

tvdays.com

**United Colors of
Benetton,
Оливеро Тоскани
1990 г.**





WHITE

BLACK

YELLOW

UNITED COLORS
OF BENETTON.

United Colors of Benetton,
Оливеро Тоскани
1990 г



8
января
2001 г.



30 апреля
2001 г.



22 октября
2001 г.



16 июля
2002 г.



27 апреля 2003
г.



11 сентября 2006
г.



31 августа 2010 г.



28 ноября 2012 г.



15 октября 2014 г.



19 июня 2015 г.



**Презентацию
подготовила
Ковальская Н.А.**