

# International Marketing

Eleventh Edition



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*Your Learning Partner*

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Eleventh Edition



## 第四部 發展全球行銷策略

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Chapter  
16

Integrated Marketing  
Communications and  
International Advertising

第十六章 整合的行銷傳達及國際廣告

Chapter  
16

# 整合式行銷溝通及國際廣告 Part II



# 整合式行銷溝通及國際廣告

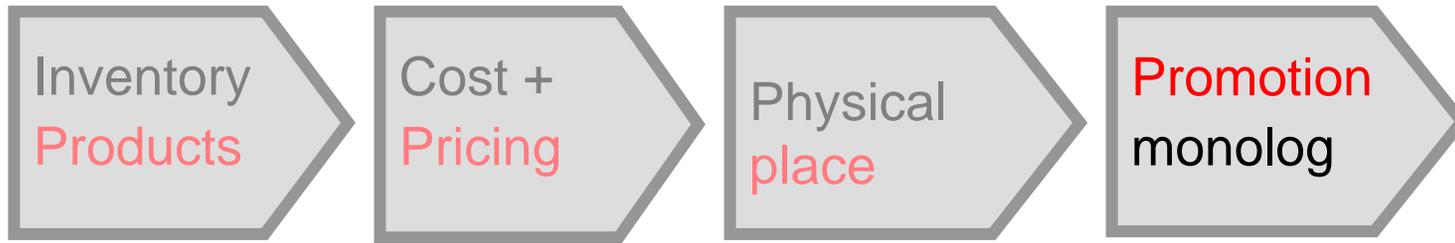
對許多企業而言，廣告與個人銷售是整體行銷溝通中最重要之二項活動，因此本節以下將討論廣告。



# 廣告

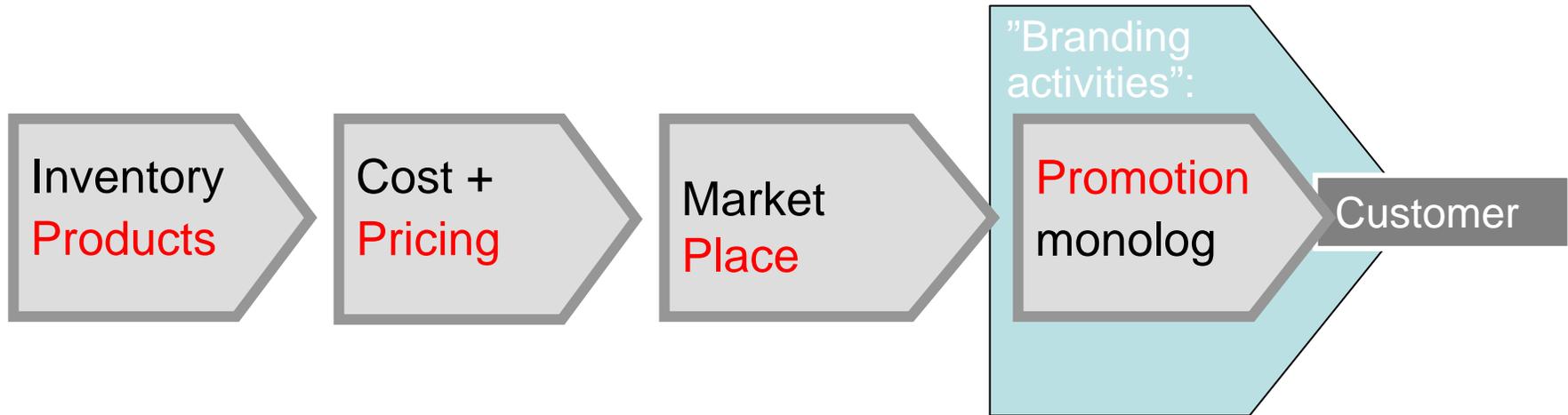
- 廣告是由一個廣告主（作廣告的人），在付費的條件下，對一項商品、一個觀念或一項服務，所進行的傳播活動廣告的廣告主通常不是一個人，而是一個機構。所進行的傳播活動是針對一群特定的、但不很明確的大眾（消費者）。
- 於行銷組合的各個元素中廣告是最易受文化差異影響的

# 廣告

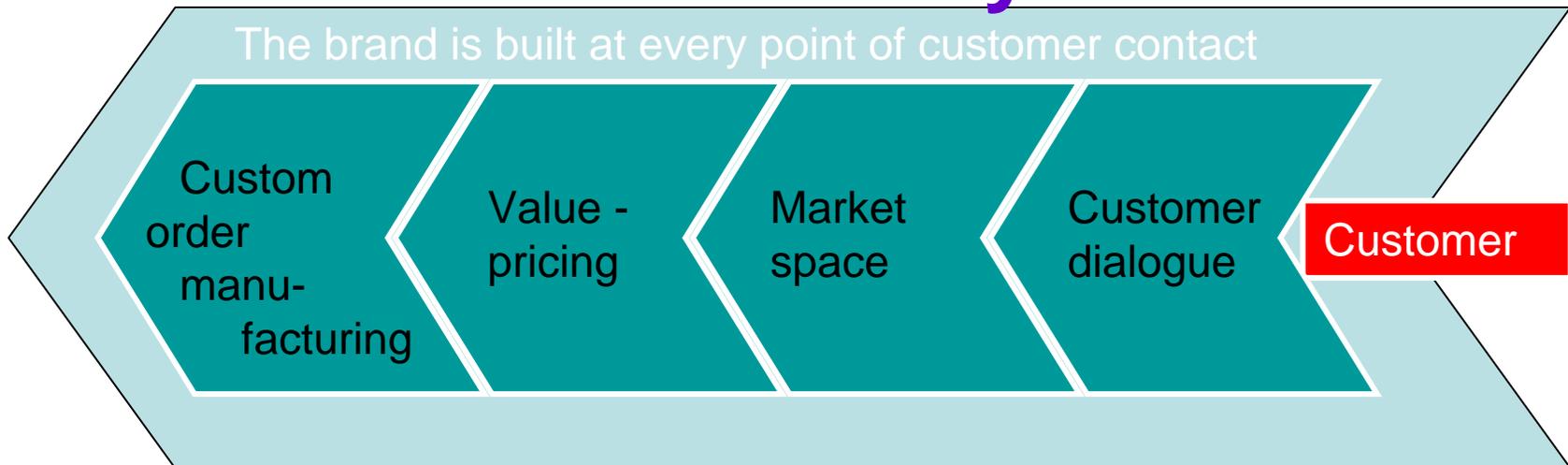


- Only used car dealers have lower credibility than advertising (只有汽車銷售員比廣告更不可信賴)(source: Yankelovich)
- 1/3 of all ad campaigns have significant immediate impact on sales, fewer than 1/4 have prolonged effect (1/3的廣告有立即的效果-直接影響銷售;但少於1/4的廣告會有長期性的效果; Source: John Philip Jones)

# The Production Century



# The Customer Century



# 國際性的廣告

1. 執行行銷的研究調查
2. 確認傳達的目標
3. 針對所選擇的市場區隔發展最有效的訊息
4. 選擇最有效的媒體
5. 構成及取得預算
6. 執行廣告活動
7. 對於所設定的目標評估活動的成效

於此些步驟中，發展訊息是最具挑戰性的。

# International Advertising

- 1. Perform marketing research**
- 2. Specify the goals of the communication**
- 3. Develop the most effective message(s) for the market segments selected**
- 4. Select effective media**
- 5. Compose and secure a budget**
- 6. Execute the campaign**
- 7. Evaluate the campaign relative to the goals specified**

# 廣告策略及目標

產品屬性及區隔的優點

區域性區隔



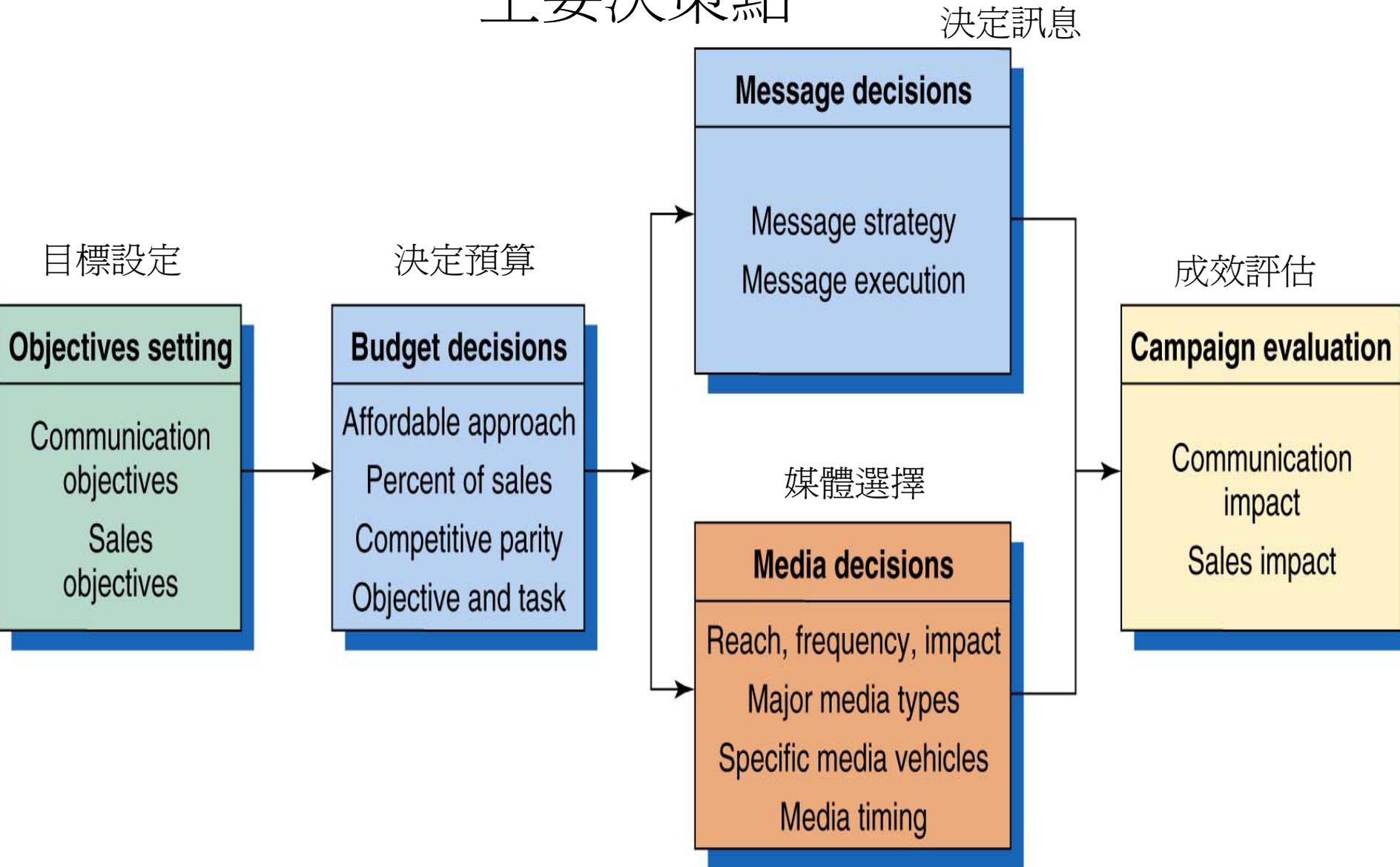
# Advertising Strategy and Goals

**Product Attribute and Benefit Segmentation**

**Regional Segmentation**



# Major Decisions in Advertising 國際廣告的主要決策點



# Components of Global Advertising Strategy (全球性廣告策略的構成要素)

1. Message (content) and Creative (form- the way the message gets across)
2. Media (radio, TV, outdoor, print, point of purchase, cinema. internet)
3. Target Audience (cross-cultural, provincial, demographic)
4. Product Nature (industrial.consumer, durable, non-durable)
5. Corporate Mentality (global, multinational)
6. Advertising Objective (awareness, understanding, interest, purchase)

1. 訊息 2.媒體, 3.目標觀眾, 4.產品特性, 5.公司文化(心態), 5.廣告目標

# Product/Promotion Strategic Alternatives

## PRODUCT

Same

Different

## PROMOTION

Different

Product Extension Communication Adaptation	Dual Adaptation
Dual Extension	Product Adaptation Communication Extension

Same

# 國際性的廣告-目標設定:標準化或本土化

## Global Advertising Continuum



**Adapted**

本土化

**Standardized**

標準化



# Standardization vs. Adaptation of International Advertising (標準化或本土化)

Area of strategies and tactics

Standardization of creative strategy and tactics

(當地環境因素)

**Local Environmental Determinants**  
 Cultural Environment  
 Economic Conditions  
 Legal Conditions  
 Competition  
 Advertising Infrastructure  
 Consumer Profile  
 Country of Origin Image

文化.政治.經濟  
 法律.消費者  
 特性....

(企業環境因素)

**Firm Environmental Determinants**  
 Managerial and Financial Characteristics  
 - Corporate Strategy  
 - Internal Culture  
 - Decision-making authority  
 - Financial condition of organization  
 Nature or product

企業策略.  
 文化決策  
 結構...

(溝通組合內部因素)

**Intrinsic Determinants**  
 International advertising objectives  
 Relationship between multinational advertiser and advertising agency (ies)  
 Creative Strategies  
 Media Strategy  
 Other elements of the communication mix  
 Support activities and barriers

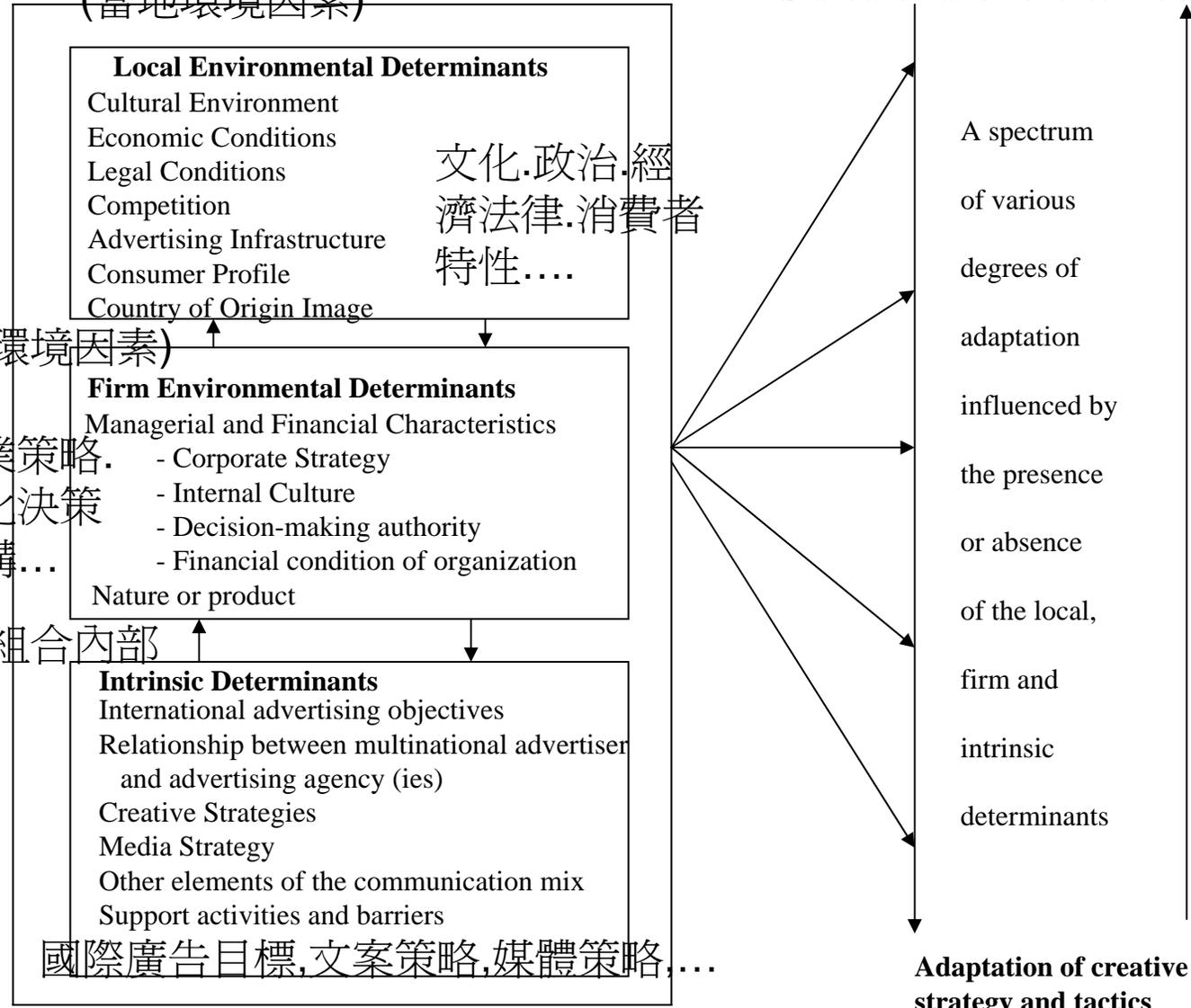
國際廣告目標, 文案策略, 媒體策略, ...

A spectrum  
 of various  
 degrees of  
 adaptation  
 influenced by  
 the presence  
 or absence  
 of the local,  
 firm and  
 intrinsic  
 determinants

The  
 International  
 advertising  
 strategy  
 continuum

(標準化或本土化連續帶)

Adaptation of creative strategy and tactics

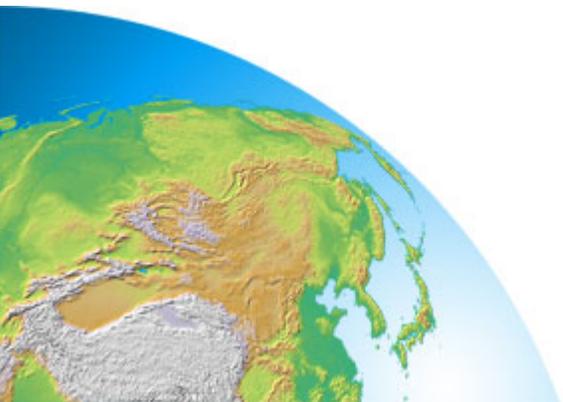


# 標準化或本土化之優劣點

- The “Standardization” versus “Adaptation Debate”
- Merits of Standardization (標準化之優點):
  - Scale Economies(經濟規模)
  - Consistent Image(一致的形象)
  - Global Consumer Segments(全球性區隔)
  - Creative Talent(創造性人才)
  - Cross-Fertilization(交叉提攜)

# 標準化或本土化之優劣點

- Barriers to Standardization (標準化之障礙):
  - Cultural Differences (文化差異)
  - Advertising Regulations (有關廣告的法規)
  - Market Maturity (市場成熟度)
  - “Not-Invented-Here” (NIH) Syndrome (偏差的  
”別人的小孩”心態)



# Standardized Advertising(標準化)

- Assumption: Consumers everywhere share the same wants and needs (前提假設: 各地的消費者有相同的需求和欲望)
  - Maintaining consistent image
  - Reducing confusion among world travelers
  - Implementing single-coordinated campaign across countries
  - Reducing development, media, and other costs

維持一致的形象. 避免消費者混淆. 降低成本. 執行整合的活動.

# Products Suitable for Standardized Advertising(適合廣告標準化的產品)

- Luxury products (奢侈品)
- High-tech products (高科技產品)
- Experiential products (經驗性產品)
- Favorable country image (國家形象良好)



# Adapted Advertising(本土化)

- Assumption: Insurmountable cultural, economic, infrastructural, and political differences across countries (前提假設: 文化.經濟.政治...等方面差異甚大)
  - Increasing effectiveness by tailoring ads to local conditions (提廣告高有效度)
  - Giving more freedom to subsidiaries (子公  
E程度較高)



# Coca-Cola: “Pattern Advertising”(典範式廣告)

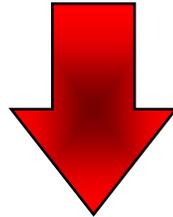
- **Basic approach**
  - Specific communication strategy
  - Specific Audience
- **Local adjustments**
  - Words and the lyrics are translated
  - Basic adjustments made to the copy
  - Visual adjustments made to the copy



# Tailoring Global Campaigns

## Coca-Cola

**A thousand children singing the praises of Coca-Cola**



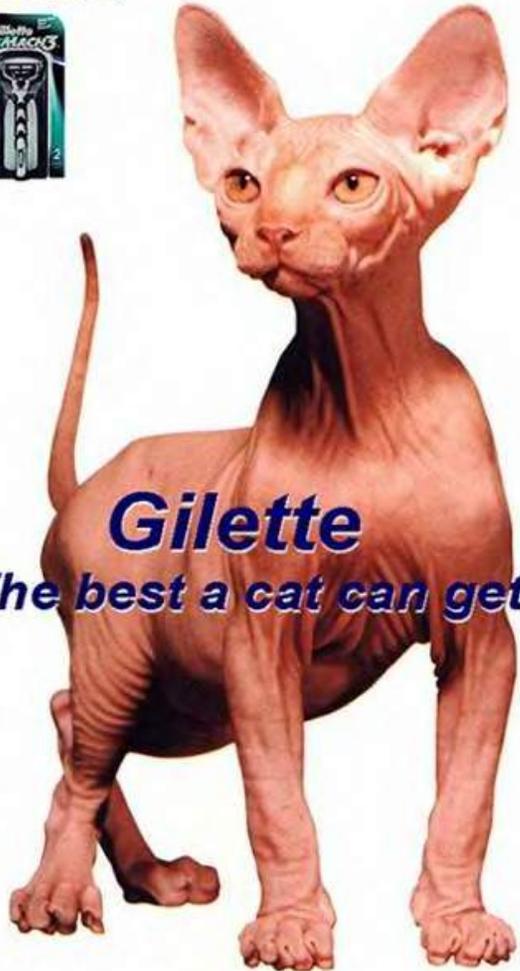
**21 localized versions with  
a youngster from the local market**



# 混合標準化與本土化

**Gillette** The Best a Man Can Get™

The  
Gillette  
Company



The  
Gillette  
Company

World-Class Brands, Products, People



Gillette公司採用全球統一的口號：

“The Best a Man Can Get” .

然於此一口號下，產品於不同地區有不同的品牌，例，於美叫“Trac II”於歐洲則稱爲“G II”；於美叫“Atra”於歐洲則稱爲“Contour” .

# 混合標準化與本土化



Unilever相同產品的品牌甚為雜亂. 同一個清潔劑曾於瑞士稱為Vif, 於德國則為Viss, 於英國與希臘則為Jif, 於法國則是Cif. 目前大部份已統一, 只剩德國的Viss和其它地區的Cif.

*"For english press 1"*  
*"per la pressa italiana 2"*  
*"para la prensa 3 del español"*  
*"für deutsche presse 4"*  
为中国人新闻5

ΑΥΤΟΜΑΤΟΦΩΝΟ

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Nortel則採"地區英雄"策略. 於各地請當地的名流傳播相同的廣告訊息

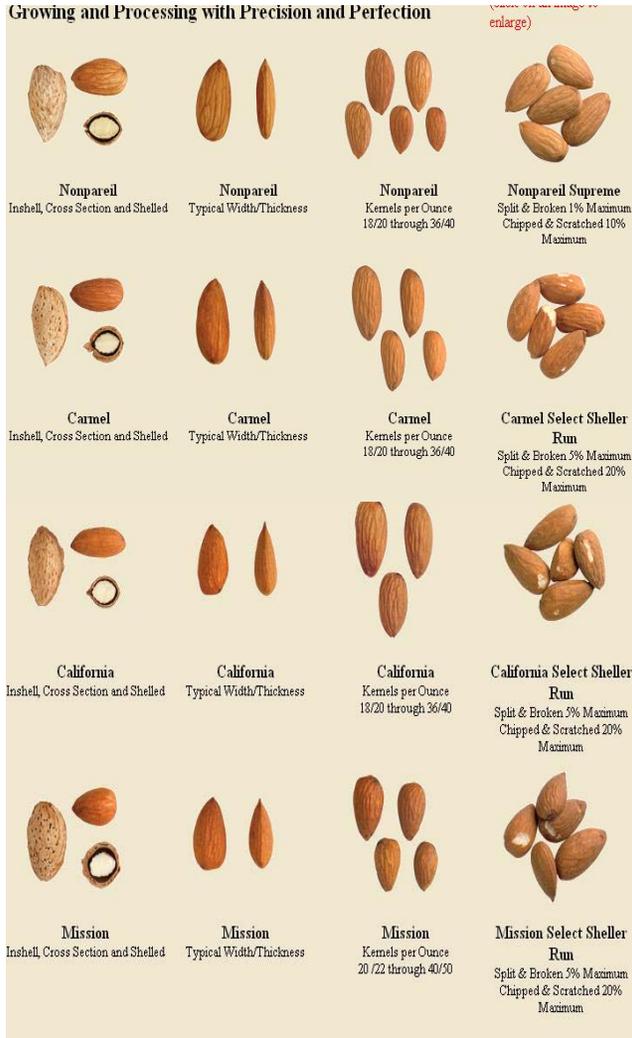
# 標準化與本土化



相同的產品於不同的地區，由於文化差異，而可能需有不同的廣告。

例如，Ford Escort 於世界大半地區只能算是基本車型，但於印度則是高級車。許多擁有 Escort 的人還僱用司機開車。當然，Escort 賣得不好，Ford 另推出專為印度人設計的 “Ikon”。

# 標準化與本土化



此一經驗使得 Blue Diamond 小心地研究每一個市場，並推出不同的廣告。於紐約、東京、莫斯科、司德哥爾摩...等地的廣告，除了企業商標相同外，其餘內容皆不同。

有些產品的廣告  
並不適合標準化

美國杏仁農夫組成的“Blue Diamond”於國內成功地推出了一個改變消費習慣的廣告，他們要美國人不要將杏仁視為特殊節日的食物，而是將之視為零食的一種。

由於廣告相當成功，因此也想將之向國外推展，並先利用加拿大測試；結果加拿大人反應冷淡，因為加拿大本身也生產杏仁，因此對美國的杏仁不感興趣。

# 標準化與本土化

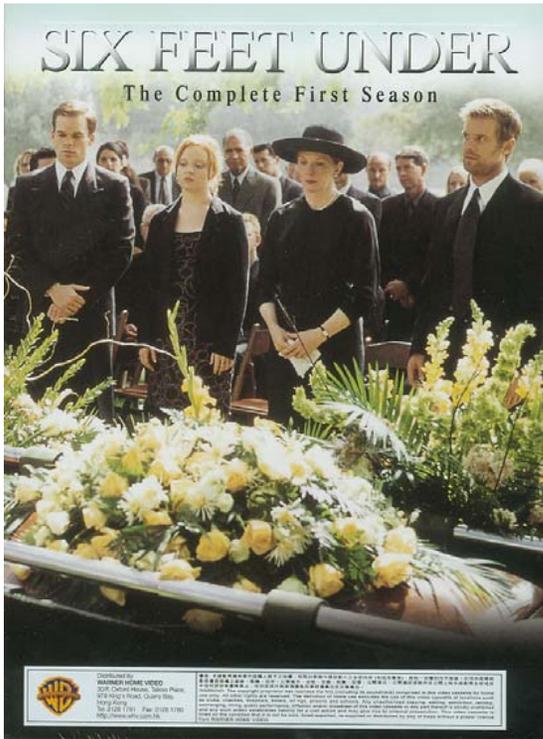


Blue Diamond 於韓國則強調美國主題，因為此較適合韓國人

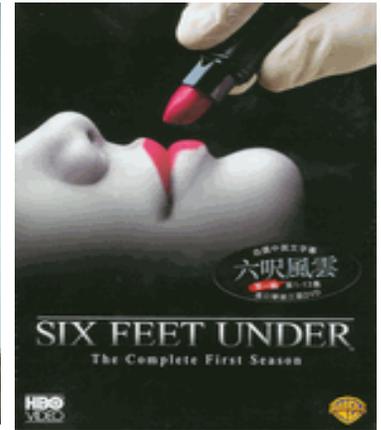


日本人對於杏仁並不熟悉；因此於引介時，Blue Diamond 將之融入日本的餐點中，如杏仁 miso湯，杏仁豆腐，...等，並於電視廣告上教導日本人如何使用杏仁做菜，及杏仁的營養價值。日本現在成了Blue Diamond的最大輸出國。

# 標準化與本土化



於標準化與本土化的爭執中，一個較明顯的趨勢是區域化。



歐洲由於歐盟的產生，許多企業逐漸將其品牌、廣告、...等予以標準化，而採泛歐策略 (pan-European)。此外，亦有所謂的泛拉丁美洲策略 (巴西除外)，而HBO於推出其”Six Feet Under”影集時，用的是泛亞策略 (pan-Asian)。

# Coordinating International Advertising (國際廣告整合-整合工具)

- Global or pan-regional advertising approaches require a great deal of coordination. The following mechanisms can help:
  - Monetary Incentives (金錢誘因; cooperative advertising-聯合廣告).
  - Advertising Manuals (brand book;手冊)
  - Lead-Country Concept(指定專責子公司負責)

# Coordinating International Advertising (國際廣告整合-整合的六個原則)

- Global or Pan-Regional Meetings: Six guidelines to implement a global or pan-regional advertising approach include:
  - (1). Top management must be dedicated to going global.(高階主管的支持.參與)
  - (2). Use a third party (e.g., the ad agency) to help sell key managers the benefits of a global advertising approach (利用第三者, 使高階主管了解全球性廣告之優點).
  - (3). A global brief based on cross-border consumer research can help persuade managers to think in terms of global consumers (利用跨國行銷研究結果說服高階主管).

# Coordinating International Advertising -整合的六個原則

- Global or Pan-Regional Meetings: [Six guidelines](#) to implement a global or pan-regional advertising approach include:
- (4). Find product champions and give them a charter for the success of the global marketing program (找出堪用之人才, 負責各個產品線, 並賦予權責推動).
  - (5). Convince local staff that they have an opportunity in developing a global campaign (說服地區經理).
  - (6). Get local managers on the global marketing team -- have them do the job themselves (要求地區經理參與全球廣告團隊).



# Advertising Intensity in Selected Countries

## 世界各國廣告密度(廣告支出/國內生產毛額)

Country	Advertising as percent of gross domestic product
<b>North America</b>	
Canada	1.17%
United States	2.49
<b>Latin America</b>	
Argentina	1.08
Mexico	0.16
<b>Asia</b>	
India	0.28
Indonesia	0.39
Japan	0.82
Malaysia	0.85
South Korea	1.21
<b>Australia</b>	1.20
<b>Europe</b>	
Belgium	0.54
France	0.65
Germany	0.82 (1990)
Italy	0.57
Sweden	0.63
United Kingdom	1.35

# 2002美國十大廣告主

RANK		ADVERTISER	HEADQUARTERS	TOTAL U.S. AD		ESTIMATED	MEASURED	CONSUMER							YELLOW PAGES
'02	'01			2002	% CHG			UNMEASURED	MEDIA	MAGAZINE	NEWSPAPER	OUTDOOR	TV	RADIO	
1	1	General Motors Corp.	Detroit	3,652.2	8.5	1,205.2	2,447.0	405.5	244.5	29.2	1,050.7	45.2	45.8	20.0	
2	2	AOL Time Warner	New York	2,922.8	3.3	1,110.7	1,812.1	282.8	316.0	31.9	830.1	59.0	292.3	0.0	
3	3	Procter & Gamble Co.	Cincinnati	2,673.4	6.7	641.6	2,031.8	527.5	24.3	7.6	1,413.6	41.6	17.3	0.0	
4	5	Pfizer	New York	2,566.2	10.1	1,745.0	821.2	159.8	6.6	0.1	627.7	22.7	4.3	0.0	
5	4	Ford Motor Co.	Dearborn, Mich.	2,251.8	-4.5	844.4	1,407.4	254.1	181.6	8.6	895.0	21.3	23.8	22.9	
6	6	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	2,031.8	2.5	690.8	1,341.0	262.4	140.8	10.6	877.9	24.8	10.6	14.0	
7	7	Walt Disney Co.	Burbank, Calif.	1,803.0	3.0	649.1	1,153.9	114.1	250.6	33.3	671.4	45.2	39.2	0.0	
8	9	Johnson & Johnson	New Brunswick, N.J.	1,799.0	15.3	719.6	1,079.4	269.7	9.3	1.0	770.7	19.7	9.1	0.0	
9	11	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,661.2	9.9	946.9	714.3	100.4	135.0	1.6	418.7	27.7	16.3	14.7	
10	8	Unilever	London/Rotterdam	1,640.0	4.5	951.2	688.8	179.1	1.0	1.6	495.7	3.7	7.7	0.0	

# 廣告-廣告的類型

- 廣告之類型

- 機構廣告：推廣組織的形象、商譽或理念

- 產品廣告：強調個別產品或服務的利益

- 開創性廣告：刺激對新的產品或其類別的初級需求
- 競爭性廣告：當其他競爭者進入市場時，不斷強調對某特定品牌的選擇性需求，以及品牌與競爭者之差異
- 比較性廣告：比較兩種以上品牌的特定屬性
- 提醒性廣告：使目標顧客保持對該品牌的熟悉

- 公共服務廣告：組織意圖以成爲一個良好的社會公民之角度所做的廣告，如關懷**921**大地震

# 廣告-廣告的類型

- 亦有學者將廣告分成：**Direct Response** (直接反應) **Vs. Institutional Advertising** (機構廣告)二類.
- 直接反應類廣告強迫消費者反應-購買產品. 索取資料...
- 直接反應類廣告 :Headline that catches the reader's attention; Text (copy) that builds rapport with the reader; Benefits of what it is that you are offering; Call to action

# 國際性的廣告-Setting Advertising Objectives

## 設定廣告目標

告知型廣告

Informative Advertising  
Inform Consumers or  
Build Primary Demand  
i.e DVD Players

說服性廣告

Persuasive Advertising  
Build Selective Demand  
i.e Sony DVD Players

Advertising Objective  
Specific Communication *Task*  
Accomplished with a Specific  
*Target* Audience  
During a Specific Period of *Time*

比較性廣告

Comparative Advertising  
Compares One Brand  
to Another  
i.e. Avis vs. Hertz

提醒性廣告

Reminder Advertising  
Keeps Consumers  
Thinking About a Product  
i.e. Coca-Cola

# 設定廣告目標

- **1.告知性廣告(Informative Advertising)：**  
主要是用在產品上市初期階段，其目標在建立基本需求。
- **2.說服性廣告(Persuasive Advertising)：**  
主要用在競爭激烈的產品中，利用此類廣告以建立特定品牌的選擇性需求。
- **3.提醒性廣告(Reminder Advertising)：**  
是產品處於成熟階段時為使消費者想到某產品，所使用的一種廣告。

# Establish Communication Objectives

- Develop brand awareness
- Increase product/service category demand
- Change customer beliefs or attitudes.
- Enhance purchase actions
- Encourage repeat purchases
- Build customer traffic
- Enhance firm image
- Increase market share
- Increase sales
- Reinforce purchase decisions

# Advertising Campaign Objectives

- Local
- Regional
- Global
- Awareness
- Interest
- Desire
- Action
- Advocacy



# 設定廣告目標-Aeroflot Buffs Its Image(說服性廣告)



蘇聯的Aeroflot航空公司欲藉由廣告扭轉其形象.

據說這是一個真實的故事. 一個的Aeroflot駕駛對著另一位駕駛說:”爲什麼前面雲層上有一隻山羊?”

# 設定廣告目標-Aeroflot Buffs Its Image (說服性廣告)



- **Young man:** Flying to Moscow?  
(年輕人詢問旁邊的老者: 到莫斯科嗎?)

-- **Old man:** Uh-huh.

- **Young man:** It's all so primitive there, yes (那裡太落後了).

- **Old man:** But life's changing so fast, it's hard to keep up.

- **Young man:** Nothing will ever change in Russia (蘇俄變革太慢了).

- **Old man:** Why(為什麼)?

- **Young man:** Why don't elephants fly (大象會可能飛嗎? 太陽會從西邊升起嗎?)

(...)

- **Old man:** Another cognac, please. (注意看老者旁的窗戶...)

# 設定廣告目標-告知型廣告



一系列的廣告告知消費者, 第5頻道開播了

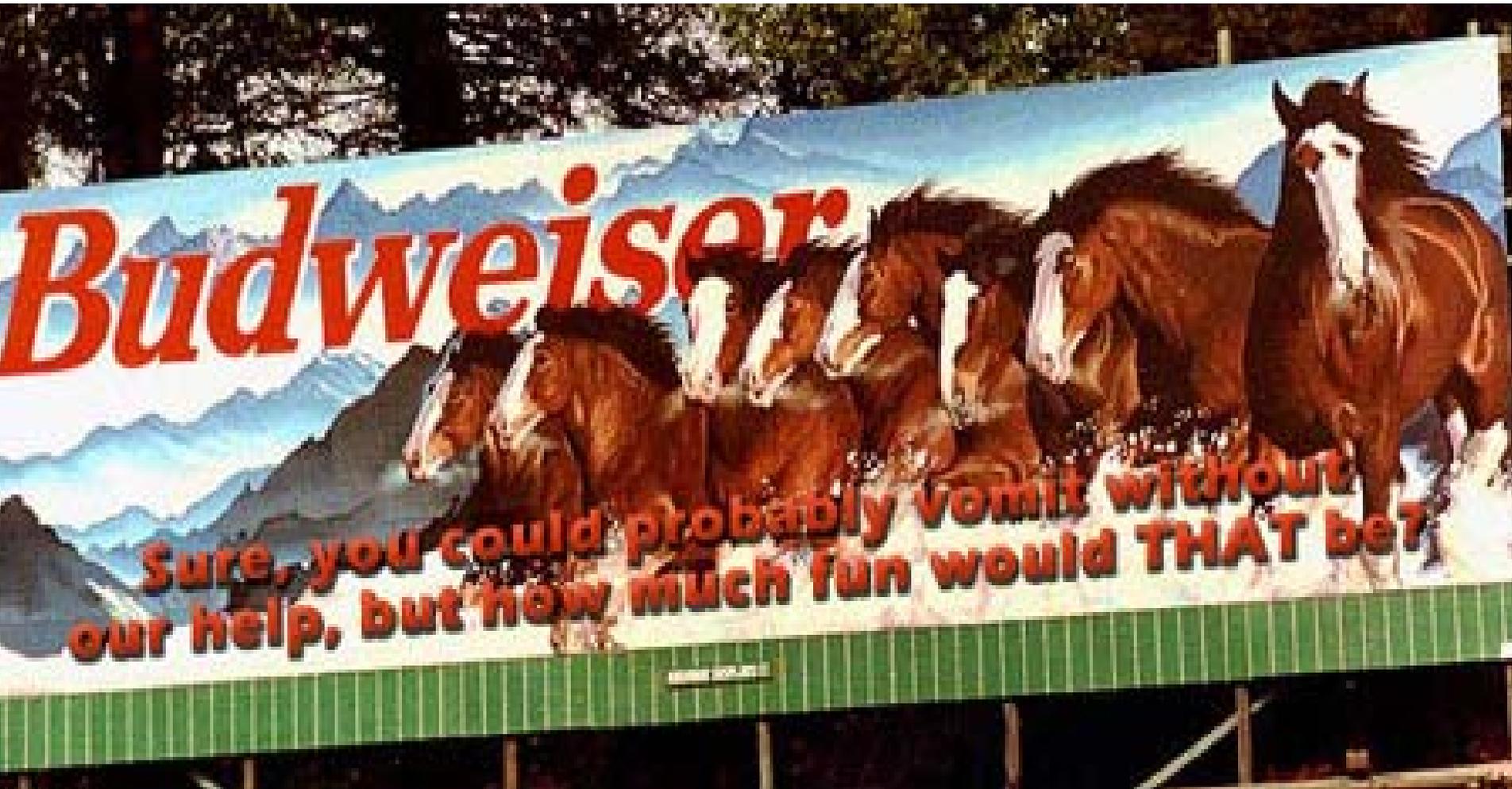
# 設定廣告目標-告知型廣告



革命性的啤酒-  
August Beer.

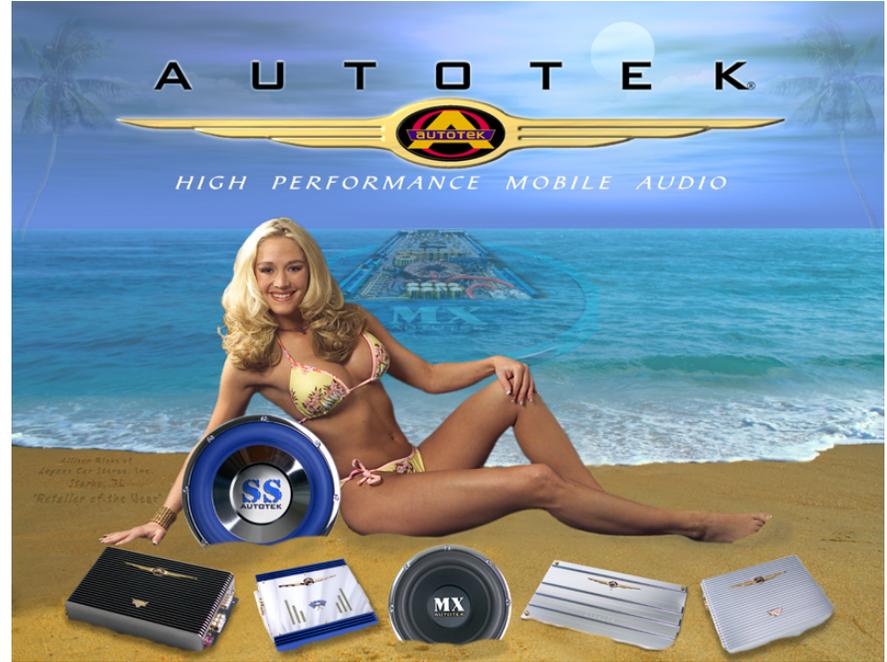


# 設定廣告目標-提醒性廣告



當然, 如果你要嘔吐, 是可以不需我們的協助; 但, 那又有什麼樂趣呢?

# 設定廣告目標-提醒性廣告



Adopting Times Square-like outdoor tactics, Louis Vuitton this summer used a gigantic display to promote its chic luggage lines to the newly rich in Shanghai's business district.

如此提醒, 你會忘嗎?

LV於上海的廣告

# 設定廣告目標-比較性廣告

- 世界上（尤其是歐盟）一些國家，如西班牙、德國、法國等，都明文禁止比較廣告，（注：《西班牙廣告法》規定：“比較性廣告屬於不實廣告，它沒有以產品或者服務的基本特徵、相近似特點以及客觀上可展示的特徵為依據。”）
- 而有些國家和地區則允許比較廣告存在，只是法律給予了某些限制。美國聯邦貿易委員會認為，比較廣告既能鼓勵競爭又能給消費者提供更多的資訊，因此予以支援。



# 設定廣告目標-比較性廣告



Miller Lite於總統選舉年的廣告主題：“明智的抉擇 (Good Call)”。

廣告強調,大多數的Bud Light的顧客認為Miller lite 風味更佳。

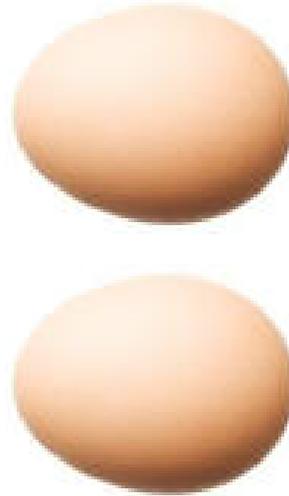


# 廣告訴求類型

廣告訴求大致可區分為以下幾種類型：

- 1. 恐懼訴求（**fear appeal**）：通常這是一種反向宣傳的策略，利用閱聽人對訊息內容所傳達的恐懼感，讓閱聽人否定競爭對手，間接肯定自己。
- 2. 獎賞訴求（**reward appeal**）：藉由外在的增強作用，達到說服的效果，通常是提供一些正面的誘因，讓閱聽人接受自己。這是在商品行銷上常用的手法。
- 3. 感性訴求（**emotional appeal**）：這個方式是以營造某種特定的形象或氣氛，藉以挑動閱聽人的情緒，進而接納自己的產品或人物。
- 4. 理性訴求（**rational appeal**）：透過實事求是的務實說理過程，以道德或理論基礎，呼籲閱聽人做深思熟慮的決定。
- 5. 權威訴求（**authority appeal**）：以訊息發送人的權威地位，來影響閱聽人的支持與接受，較常看到的就是以名人或專業人士為號召，為自己的產品或人物背書。

# 廣告訴求類型-恐懼訴求：反毒品廣告 (Brain on Drugs)



這是相當成功的一個反毒品公益廣告，許多人認為，這也是近些年來，最具影響力的廣告之一。廣告主以蛋來代表你的腦，而蛋在平底鍋上煎，代表用毒品時的腦，輔以熱油煎蛋的嗤嗤聲，頗令人印象深刻

"This is your brain. This is your brain on drugs"



# 廣告訴求類型-恐懼訴求：反毒品廣告 (Brain on Drugs)

This is your BRAIN



This is your BRAIN  
on drugs.....



成功的廣告, 往往激發  
許多非官方的搞笑版



# 廣告訴求類型-獎賞訴求 (reward appeal)



成功見證  
Experience Sharing

我真的做到了  
妳也一定可以!!

多位成功減重經驗  
的故事，與你分享



一切都是為了一一女人  
TRUST ME, YOU CAN MAKE IT!

“藉由外在的增強作用，達到說服的效果，通常是提供一些正面的誘因”

- TRUST ME, YOU CAN MAKE IT!

# 廣告訴求類型-權威訴求 (authority appeal)



「你在看我嗎？」 「沒關係，你可以再靠近一點！」



# 廣告訴求類型-感性訴求 (emotional appeal)

什麼時候開始 .....

你關心這些小孩

超過自己的小孩？



嗯, 所以, 趕快帶著左邊的那個小孩, 到王品牛排館去賣掉右邊的那四個小孩...



記得——款待心中最重要的人

分 享 美 味 · 珍 嚐 時 光

王品 台灣牛排

# 廣告訴求類型-感性訴求 (emotional appeal)

什麼時候開始 .....



你孝敬的長輩

不再是你的父母？



王品牛排館同一系列廣告

記得——款待心中最重要的人

分 | 享 | 美 | 味 | · | 珍 | 嚐 | 時 | 光

王品 台灣牛排

# 廣告訴求類型-感性訴求 (emotional appeal)

什麼時候開始 .....

你關心這些小孩

超過自己的小孩？

嗯, 所以, 趕快帶著左邊的那個小孩, 到王品去賣掉右邊的那四個小孩...

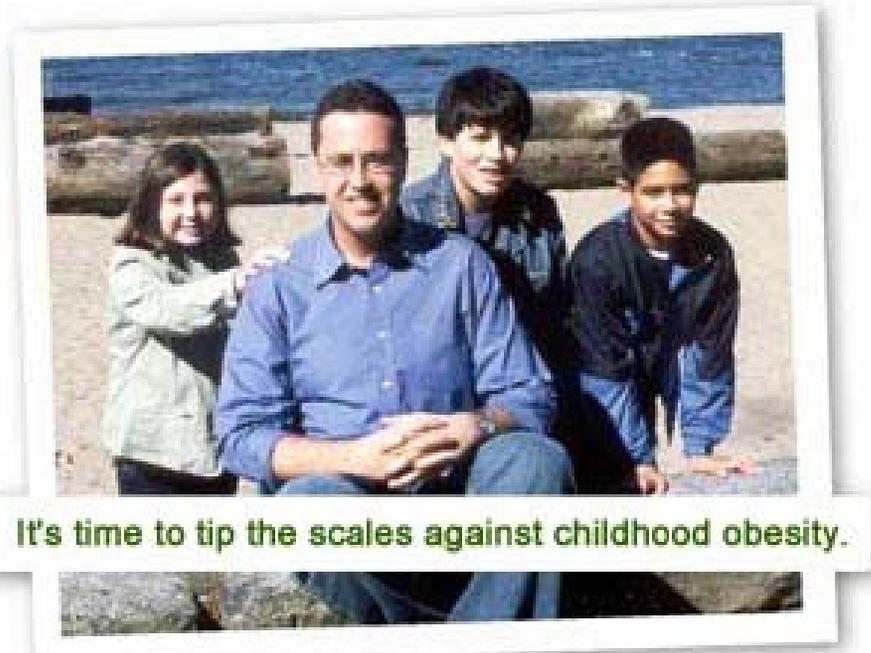
成功的廣告, 往往激發許多非官方的搞笑版

王品牛肉場

記得——款待心中最重要的人

分 享 美 味 · 珍 嚐 時 光

# 廣告訴求類型-理性訴求（rational appeal）：



**SUBWAY**  
eat fresh.

**SUBWAY**  
Sandwiches & Salads

Jared tipped the scales at 435 pounds while a student at Indiana University. After unsuccessfully attempting numerous diets, Jared grabbed a nutritional information brochure at his local SUBWAY® restaurant and started a 2,000-calorie-a-day diet by eating two SUBWAY® submarine sandwiches a day. In a year's time, and by incorporating exercise into his daily routine, Jared lost 245 pounds.



# 廣告訴求類型-理性訴求 (rational appeal) :



Do the Zenith people really build a better color TV?



TV service technicians say yes. Again.

Nationwide survey names Zenith, by more than 2 to 1 over the next best brand, as the color TV needing fewest repairs.

QUESTION: "In general, of the brands you are familiar with, which one would you say requires the fewest repairs?"

ANSWERS:	Zenith	35%
Brand A	14%	
Brand B	11%	
Brand C	5%	
Brand D	3%	
Brand E	3%	
Brand F	2%	
Brand G	2%	
Brand H	2%	
Brand I	1%	
Other Brands	3%	
About Equal	13%	
Don't Know	11%	

How the survey was made. For the second consecutive year, one of the best known research firms in America conducted telephone interviews with independent TV service technicians in more than 170 cities from coast to coast. To eliminate the factor of loyalty to a single brand, the study included only shops which serviced more than one brand of TV.

We want to hear from you. We're proud of our record of building dependable, quality products. But if it should ever happen that a Zenith product

doesn't live up to your expectations—or if you would like additional details of the service technicians' survey—we want to hear from you. Write to the Vice President, Consumer Affairs, Zenith Radio Corporation, 1900 N. Austin Ave., Chicago, Ill. 60639. We'll give your request our personal attention.



OVER 17520  
12-7-66

RCA Victor - for color so teal

New Hi-Lite Color Tube with Perma-Chrome.

Something special has been added to RCA Victor's new big screen color TV. It's RCA's new rectangular Hi-Lite Tube with Perma-Chrome. And the way it works is beautiful to behold. Ordinary rectangular tubes can produce distorted colors while they're warming up. The Hi-Lite Tube with Perma-Chrome delivers uniform color purity the moment the picture comes on. And it keeps it there for as long as you keep on viewing. What else do you get in RCA Victor Mark II-A.

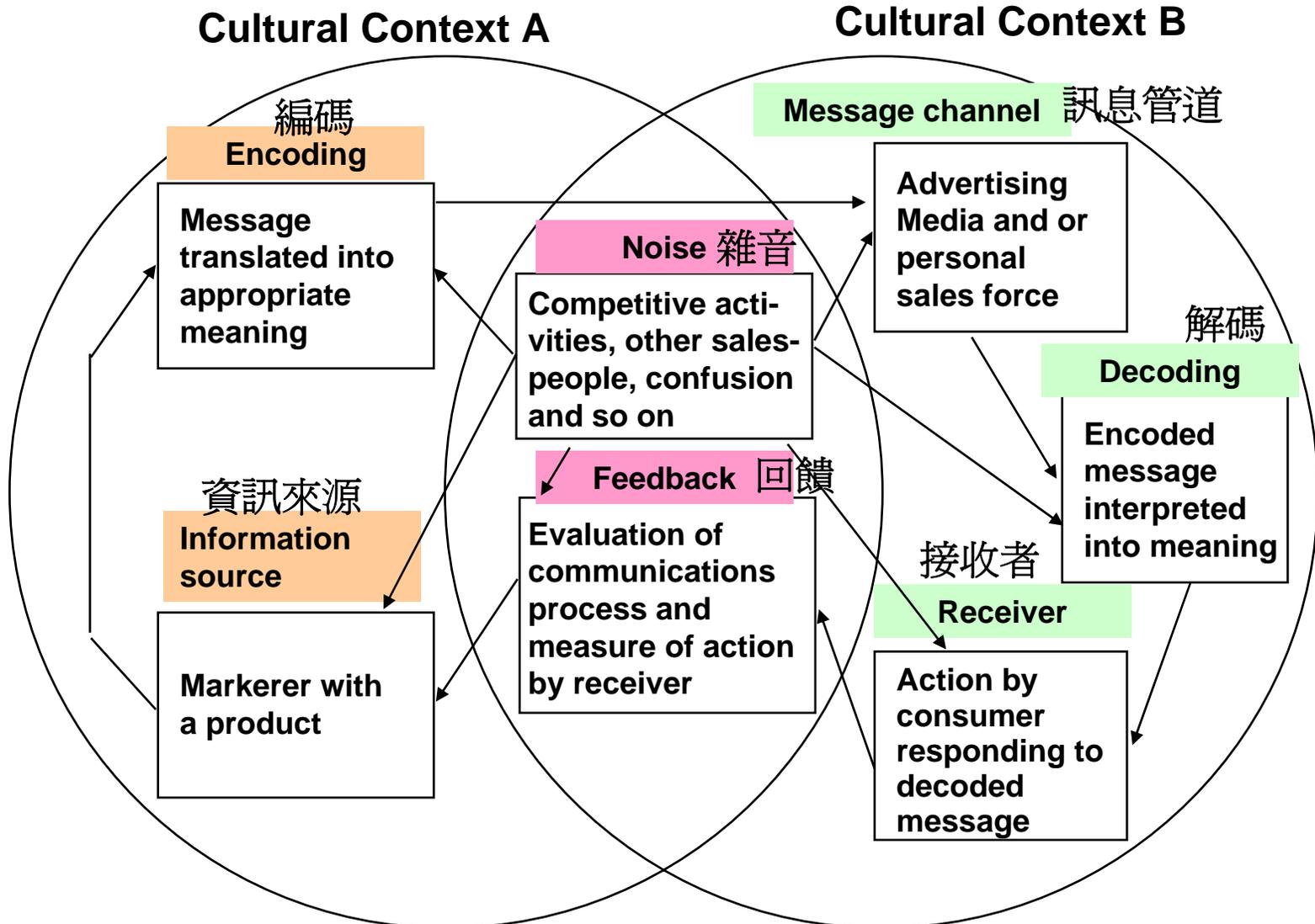
古董級的廣告.以理性說服消費者購買它們的產品.

NOTE: Answers total more than 100% because some service technicians named more than one brand.

Simulated TV picture

# International Communication Process

國際溝通(傳播)模式



# 全球廣告的創造力挑戰-國際溝通(傳播)模式

1. **資訊的來源:**國際行銷執行幹部有一個產品的訊息要傳達。
2. **編碼:**爲了傳達來自資訊來源的訊息必須轉換爲有效的符號給接受者。
3. **訊息管道:**能夠傳達編碼訊息給想要的接受者的銷售力量或廣告媒體。
4. **解碼:**傳自資訊來源而詮釋由接受者所接收符號。
5. **接收者:**收到訊息的那些消費者反應，他們也是思考傳達的對象。
6. **回饋:**有關來自接收者（意圖的對象）訊息有效性的資訊回到資訊來源，作爲評估過程的有效性。
7. **雜音:**不能控制或沒有預期的影響，例如競爭的活動及混淆，降低了過程且影響任何一個或所有的其他六個步驟。

# Advertising-國際溝通(傳播)模式

- **The 7 Steps in Creating Message (the international communication process;** 創造訊息的七個步驟; 國際溝通程序)
  - 1. An information source (資訊的來源)
  - 2. Encoding (編碼)
    - From source
  - 3. A message channel (訊息管道)
    - Who or what media conveys message
  - 4. Decoding (解碼)
    - Interpretation by receiver



# Advertising-國際溝通(傳播)模式

- The 7 Steps in Creating Message (the international communication process)
  - 5. Receiver (接收者)
    - Consumer action taken by receivers
  - 6. Feedback (回饋)
    - How effective message was
  - 7. Noise (雜音;干擾)
    - Uncontrollable and unpredictable influences



# 國際溝通(傳播)模式

- 溝通(傳播)失敗可能是由許多因素造成的:
  - 選錯媒體 (如刮毛器廣告, 如利用海報效果可能不顯; 電視不普, 及但卻設計了電視廣告; 在文盲高的地區, 用平面印刷設計,...),
  - 文化上的差異, 消費者不了解訊息
  - 訊息被正確解讀, 但無效果, 因為不是消費者需要的 (如 **Blue Diamond** 於加拿大廣告)
  - ...
- 溝通模式中的任何一步驟皆可能影響最終效果. 特別是如果廠商忽略了文化對每一步驟的影響.



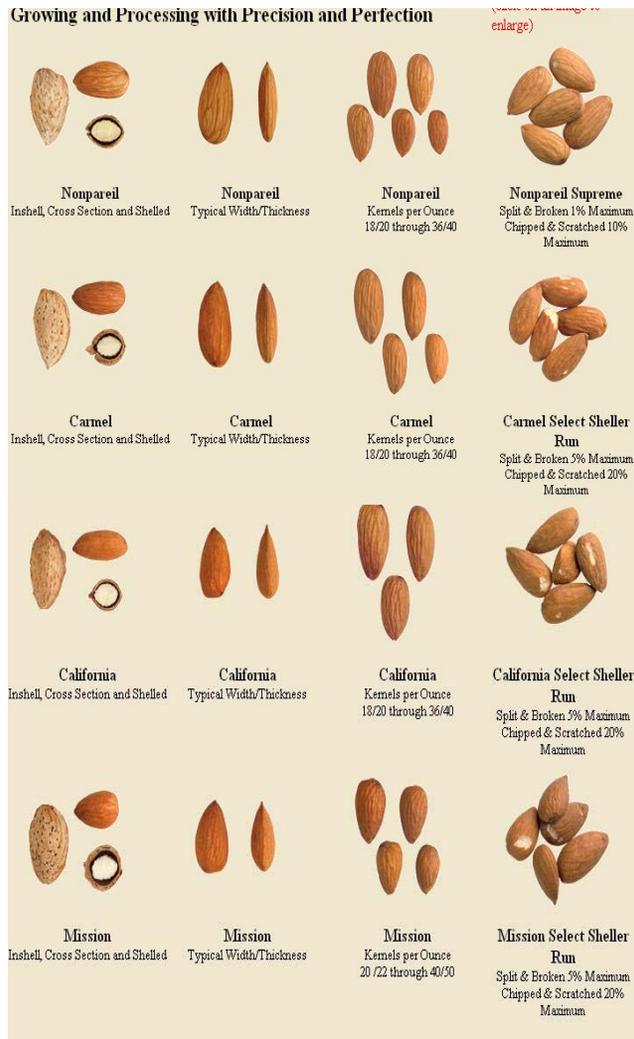
# 國際溝通(傳播) 模式

## 溝通(傳播)失敗因素

媒體選擇-廣告商欲表現的是,使用該除毛器不會讓你遍體鱗傷.廣告商很巧妙地利用ok繃帶,而避免血淋淋的畫面.然,如果此廣告放於報紙或海報上,效果可能就沒有了.



# 國際溝通(傳播)模式



此一經驗使得 Blue Diamond 小心地研究每一個市場, 並推出不同的廣告. 於紐約. 東京. 莫斯科. 司德哥爾摩... 等地的廣告, 除了企業商標相同外, 其餘內容皆不同.

**溝通(傳播)失敗  
因素-不是消費者需要的.**

美國杏仁農夫組成的“Blue Diamond”於國內成功地推出了一個改變消費習慣的廣告, 他們要美國人不要將杏仁視為特殊節日的食物, 而是將之視為零食的一種.

由於廣告相當成功, 因此也想將之向國外推展, 並先利用加拿大測試; 結果加拿大人反應冷淡, 因為加拿大本身也生產杏仁, 因此對美國的杏仁不感興趣.

# 國際溝通(傳播)模式



**Crest**



A bold blast  
of cinnamon  
that keeps your  
taste buds tingling



Cinnamon Rush

An intense rush of natural mint  
with herbal extracts for an  
invigorating brushing experience



Extreme  
Herbal Mint

A light splash of citrus  
flavor that leaves your  
mouth feeling clean  
and refreshed



Fresh  
Citrus Breeze

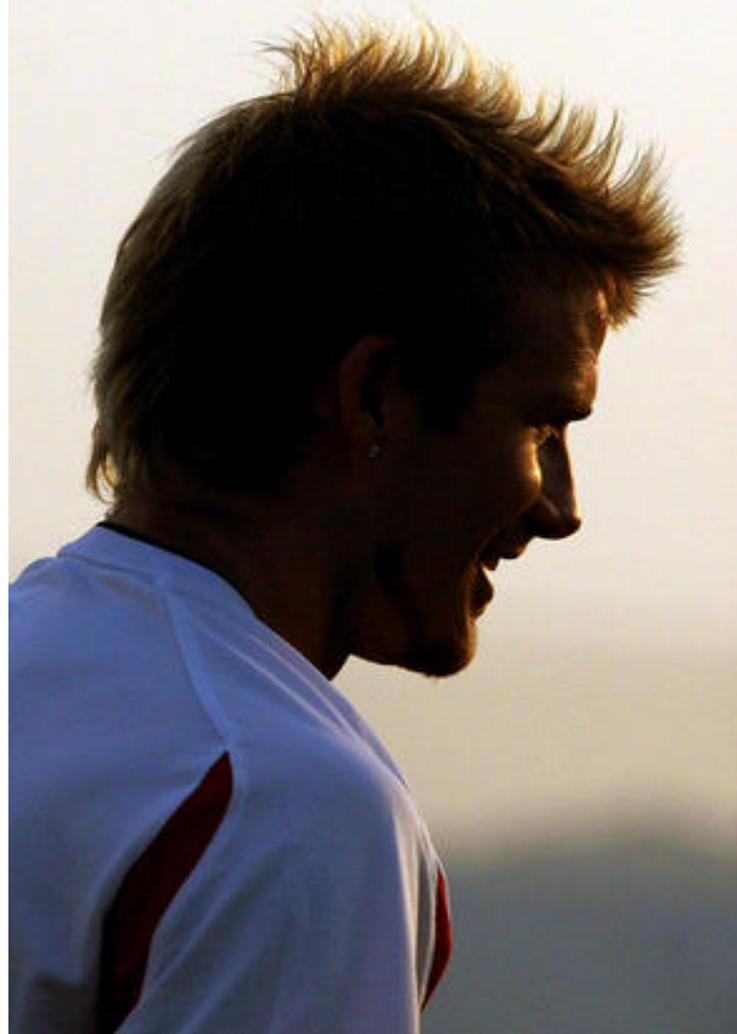
廣告訊息需能反映消費者的需求及欲望。

降低蛀牙的加氟牙膏能於美國暢銷,因為健康的牙齒對美國人而言是重要的,但對歐洲人如英國而言,牙膏是用來消除口臭的,因此此種訴求無法打動歐洲的消費者。



**ONLY Colgate Total<sup>®</sup>**  
with its 12 hour protection,  
fights 12 teeth and gum problems.

# 國際溝通(傳播)模式

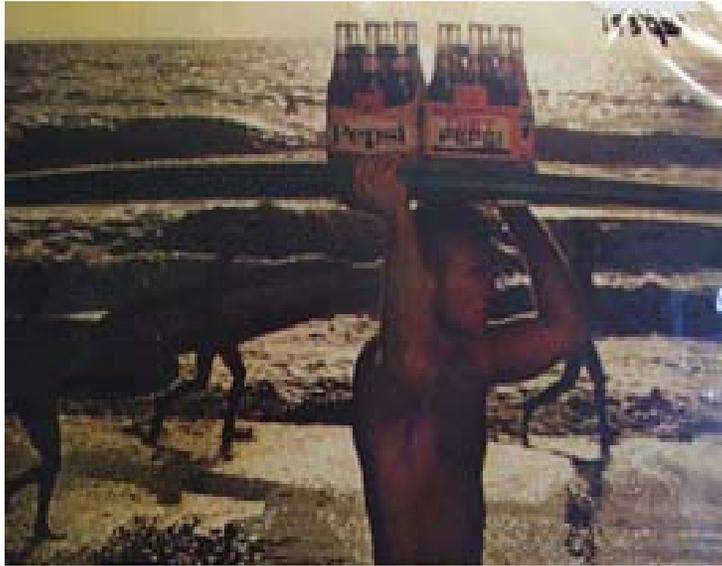


貝克漢或許是  
世界上許多地  
區很好的產品  
代言人。

但在美國, 他的  
聲望及形象將  
無法於編碼的  
過程中轉化成  
有用的訊號。

美國人偏好美  
式足球而非其  
它國家流行的  
足球。

# 國際溝通(傳播)模式



Board members  
of the Pepsi generation.

The new wave hitting the beach all over America.  
Their drink:

Pepsi-Cola, Regular and Diet.  
Faster take-off with one.  
Leaner look with the other.

Honest-to-Pepsi taste with both.  
Go on in for a sip.



解碼問題

於網路上許多這  
類的笑話流傳。  
這是其中之一。

Pepsi的

” Come Alive!”

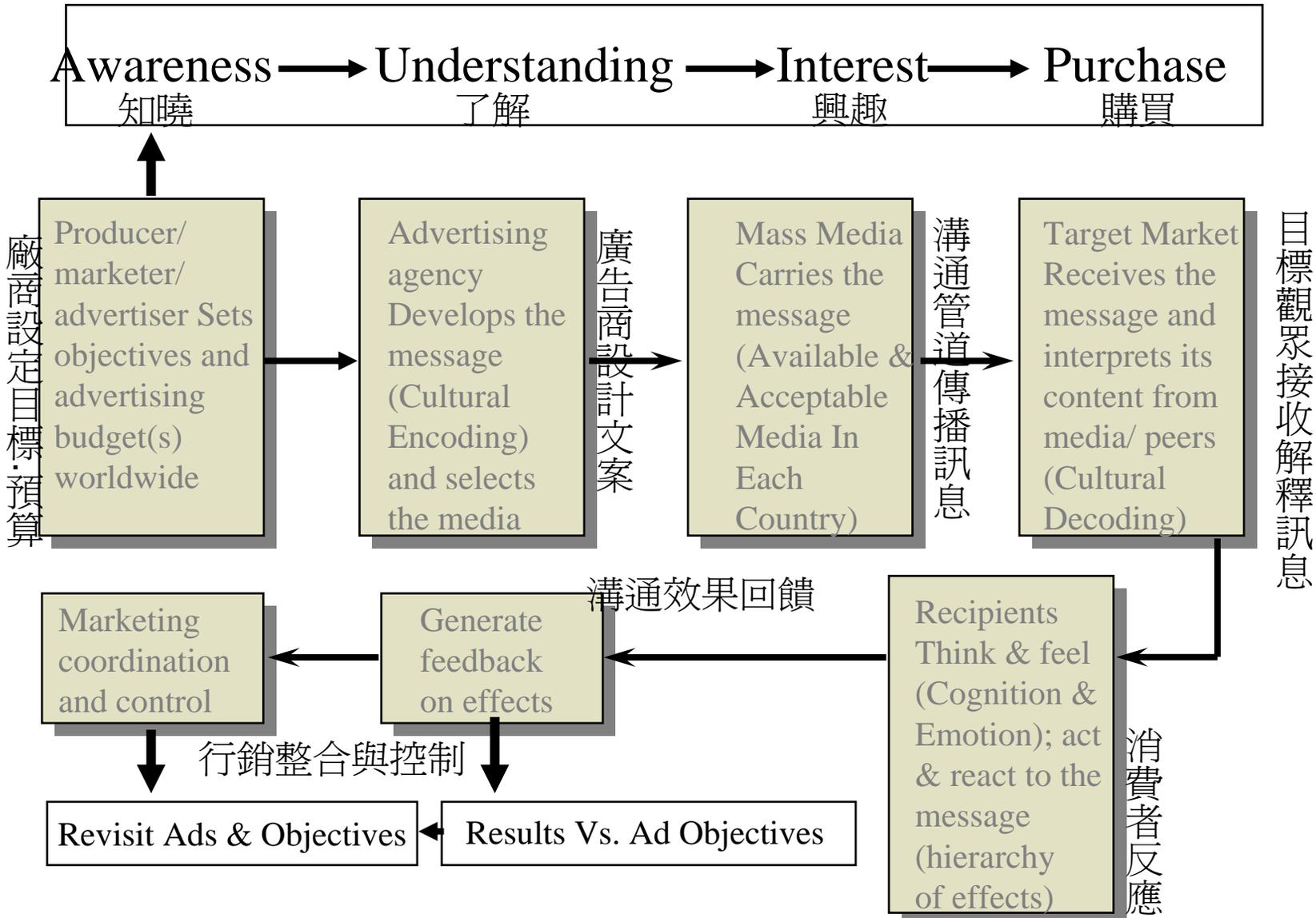
- ”年輕起來” ?

- ”祖母顯靈” ?

Pepsi's "Come Alive With the Pepsi Generation" translated into "Pepsi Brings Your Ancestors Back From the Grave" in Chinese.

# International Communications Process

國際溝通(傳播)模式

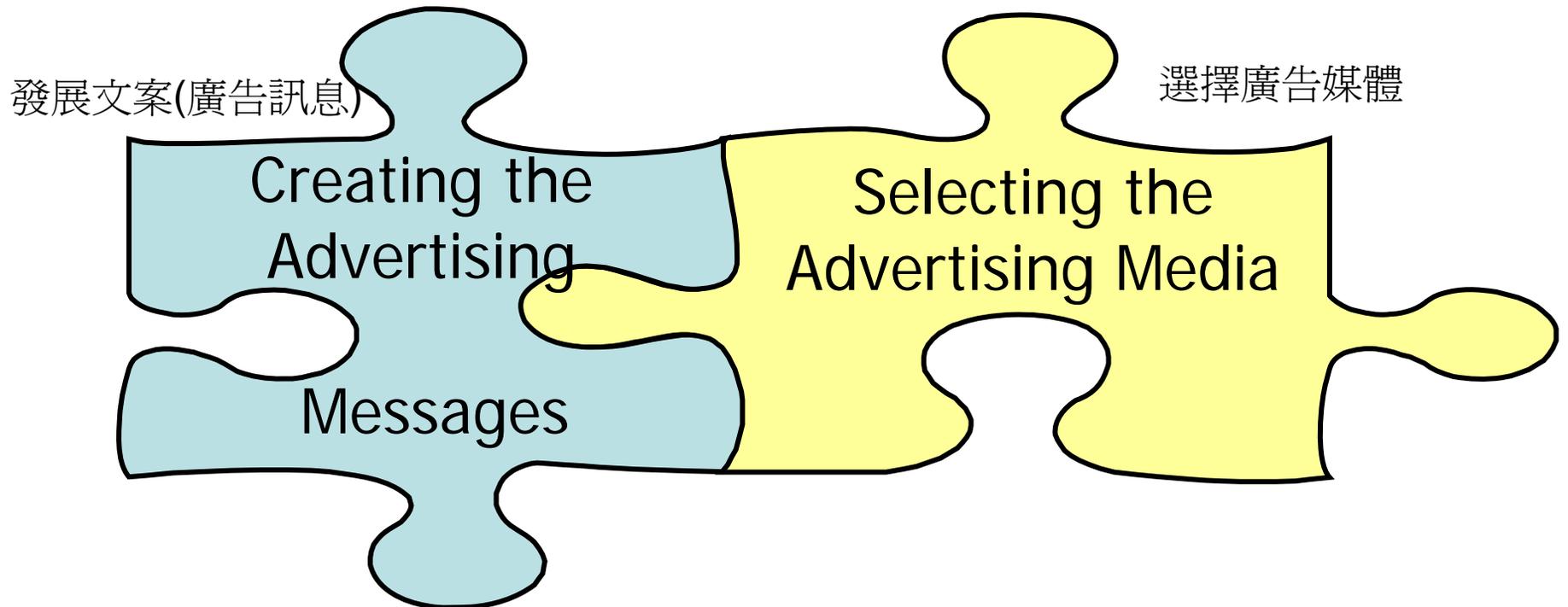


# Developing Advertising Strategy

## 發展廣告策略

主要有兩個要素: 發展文案(廣告訊息), 選擇廣告媒體

Advertising Strategy Consists of Two Major Elements and Companies are Realizing the Benefits of Planning These Two Elements Jointly.



# Creating the Advertising Message: Message Strategy 發展文案(廣告訊息)

依消費者的利益發展文案

Develop a Message  
Focus on  
Customer Benefits

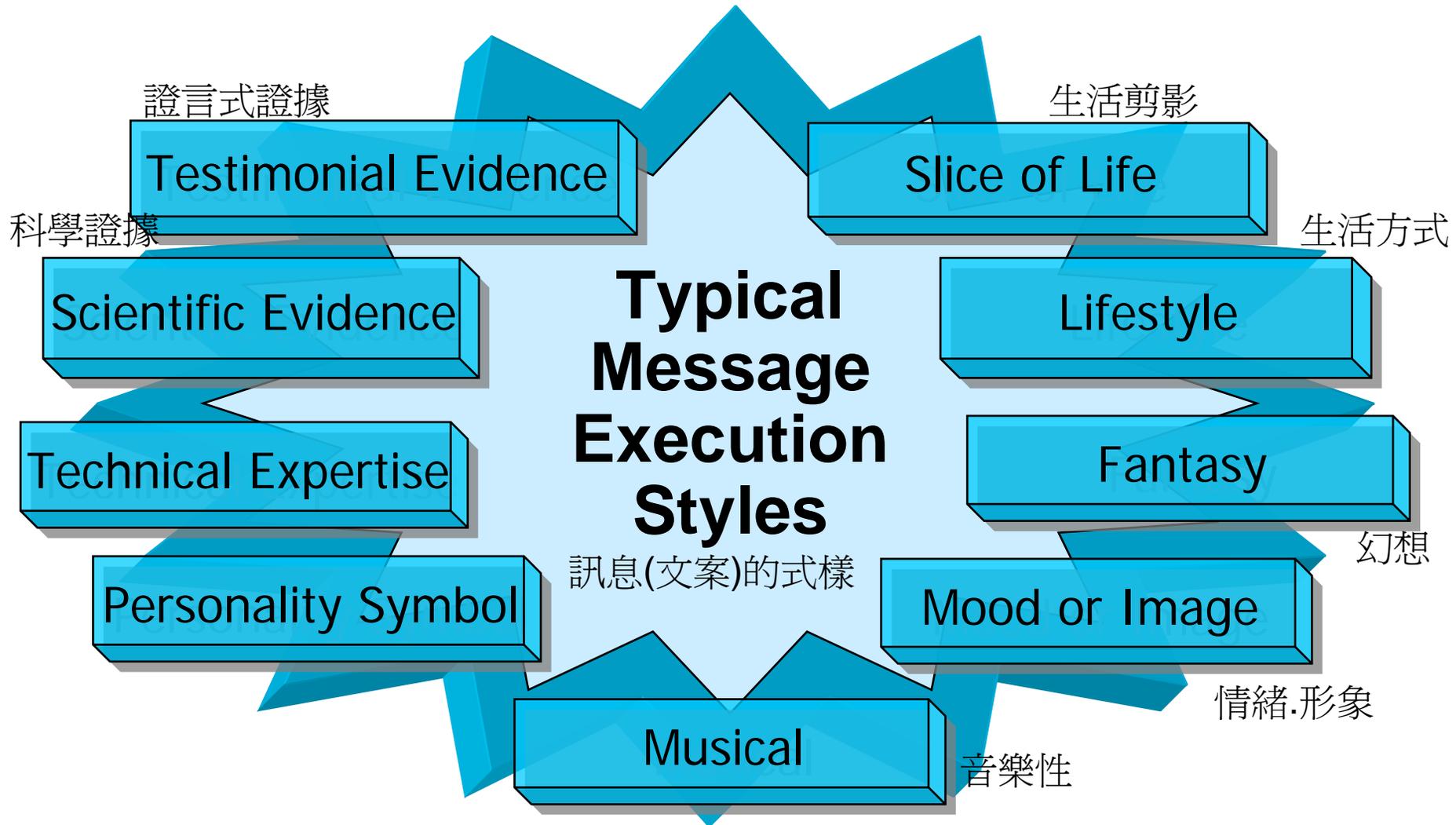
將意念.構想予以視覺化

Creative Concept  
"Big Idea"  
Visualization or Phrase

有意義.可信.且獨特的  
廣告訴求

Advertising Appeals  
Meaningful, Believable  
& Distinctive

# Developing Advertising Strategy: Message Execution



# Creative Strategy (訊息.文案)

- Approaches to Creating Advertising Copy(設計訊息.文案的方法):
  - “*Laissez Faire*” (自由放任)
  - Export Advertising (直接套用國內的)
  - Global Prototype Advertising (全球一統)
  - Prototype Standardization
  - Regional Approach (區域統一)
  - Pattern Standardization
    - Modular Approach

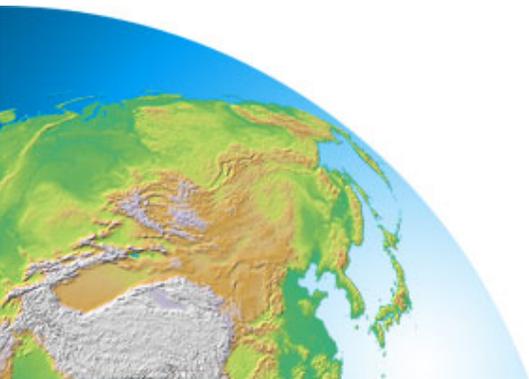
# Creative Strategy (contd.) (訊息.文案)

- Approaches to Creating Advertising Copy (設計訊息.文案的方法)::
  - (1)Export Advertising(直接套用國內的優點)
    - Benefits are include:
      - 1)The same brand image and identity worldwide 一致的  
品牌形象.
      - 2)No confusion to customers 排除混淆.
      - 3)Substantial savings 節省成本.
      - 4)Strict control over the planning and execution of your  
global communication strategy 便於控制.



# Creative Strategy (contd.) (訊息.文案)

- (2) Global Prototype Advertising
  - Guidelines are given to the local affiliates concerning the execution of the advertising.
  - Guidelines can be in the form of manuals or tapes.
- (3) Pattern Standardization Advertising
  - Guidelines usually center around the positioning theme to be used in the ads rather than the execution.
  - Execution is left to local offices.



# 創意廣告文案

“沒有什麼大不了的”

“做女人挺好”

“做一個讓他不能一手掌握的  
女人”

# 創意廣告文案

慢點吧，我們已經忙不過來了——棺材匠

除了腳印什麼也別留下，除了照片什麼也別帶走

十字路口交通安全廣告

風景區廣告

# 創意廣告文案-20世紀全球廣告業百年最佳廣告策劃排名

• 日前，美國《廣告時代》雜誌對20世紀全球廣告業做了一次回顧性的評選，其標準是：影響力、持久力、認知率和文化上的衝擊力。下麵是20世紀最佳廣告策劃前20名：

- 1、德國大眾：“小即是好。”
- 2、可口可樂：“享受清新一刻。”
- 3、萬寶路香煙：“萬寶路的男人。”
- 4、耐克：“說做就做。”
- 5、麥當勞：“你理應休息一天。”
- 6、迪比爾斯：“鑽石恒久遠，一顆永留傳。”
- 7、通用電氣：“GE帶來美好生活。”
- 8、米勒牌淡啤酒：“美妙口味不可言傳。”
- 9、克萊羅染發水：“她用了？她沒用？”
- 10、艾維斯：“我們正在努力。”

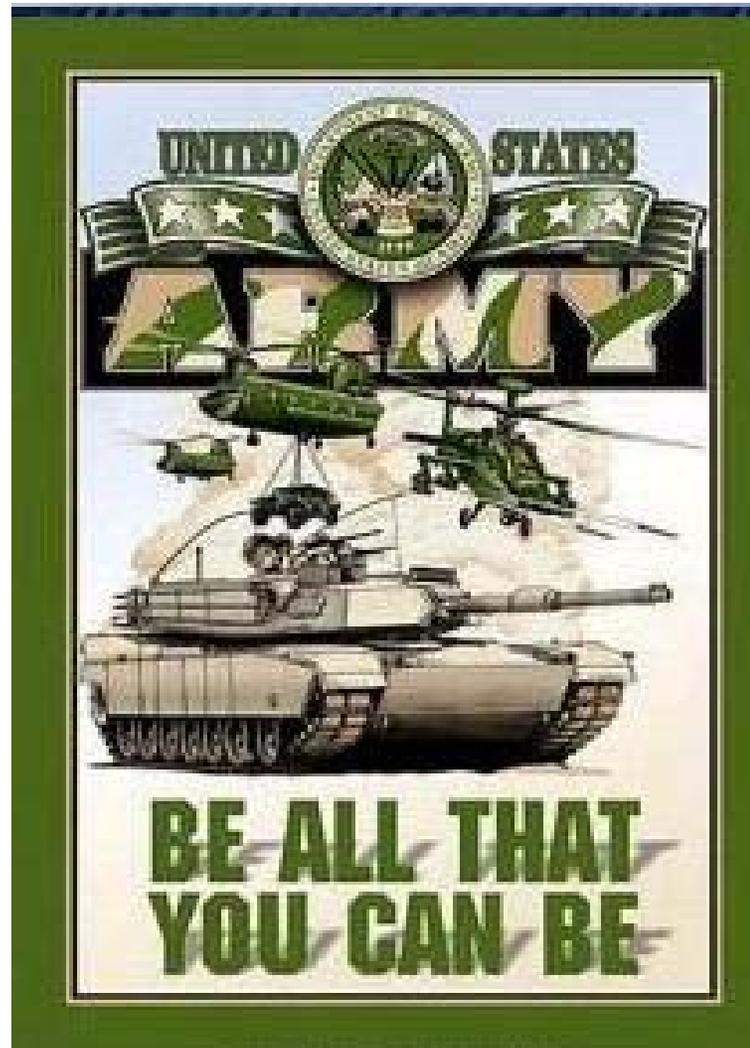


# 創意廣告文案-20世紀全球廣告業百年最佳廣告策劃排名

- 11、美國聯邦快遞公司：“快腿勤務員。”
- 12、蘋果電腦：“1984年。”
- 13、阿爾卡—舒爾茨公司：“多種廣告。”
- 14、百事可樂：“百事，正對口味。”
- 15、麥氏咖啡：“滴滴香濃，意猶未盡。”
- 16、象牙香皂：“100%的純粹。”
- 17、美國捷運公司：“你知道我嗎？”
- 18、美國徵兵署：“成爲一個全才。”
- 19、Anacin去痛片：“快、快、快速見效。”
- 20、滾石樂隊：“感覺是真實的。”

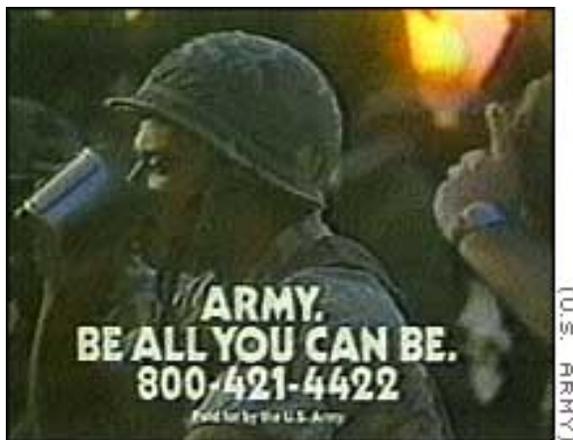


# 20世紀全球廣告業百年最佳廣告策劃排名-美國陸軍



“Be All You Can be”

目前已改成：  
"An Army of One."  
然反應不佳.

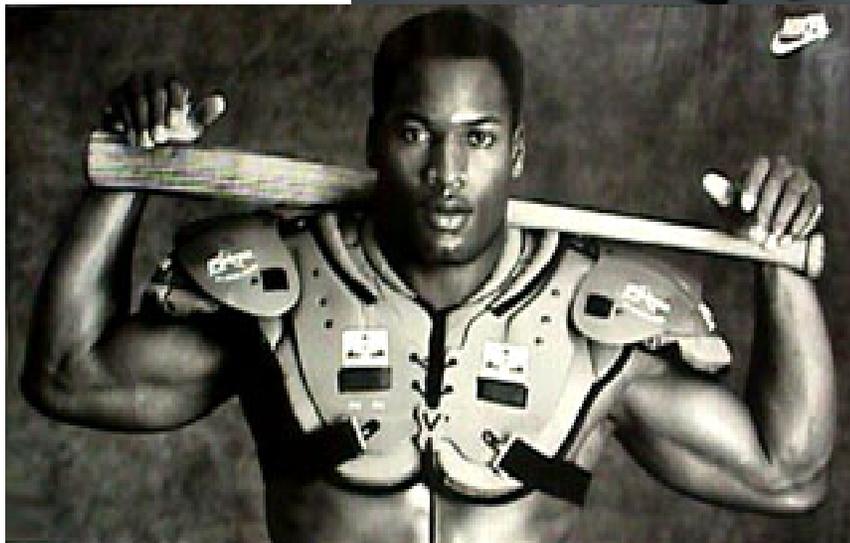
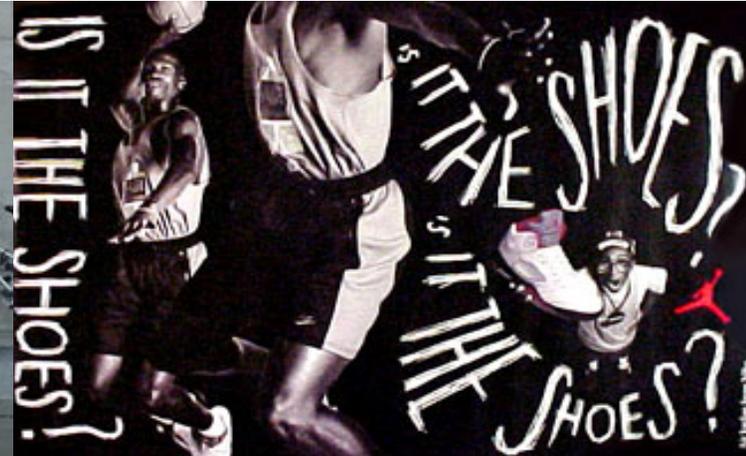


(U.S. ARMY)

# 20世紀全球廣告業百年最佳廣告策劃排名-NIKE



Just Do It



The Ball Player



# 20世紀全球廣告業百年最佳廣告策劃排名-GE



We bring good things to life .



GE帶來美好生活

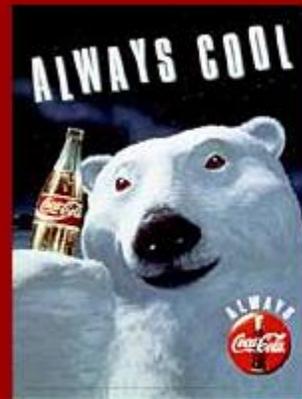


我們為生活帶來美好的東西（We bring good thing to life.）。”這句平淡的話代表了GE的歷史和理想。新的口號則為 (Imagination at work.)



imagination at work

# 20世紀全球廣告業百年最佳廣告策劃排名-Coke



Always Coca-Cola

Enjoy the moment



First Experience

# 20世紀全球廣告業百年最佳廣告策劃排名-Miller Lite



GREAT TASTE. LESS FILLING.



**Miller Lite**  
Great Taste... Less filling.<sup>®</sup>

Just over 25 years ago, Miller created the original light beer - Miller Lite. Made from only the finest malted barley and choicest hops, a frosty 12-ounce Miller Lite contains only 96 calories of refreshing goodness. And, Miller Lite has only 3.2 grams of carbohydrates per 12-ounce serving - half the carbs of Bud Light (6.6 grams), one-third less carbs than Coors Light (5 grams) and 70% less carbs than Michelob Light (11.7 grams). In 2002, Miller Lite won its third gold award at the World Beer Cup for Best American-Style Light Lager and was awarded a silver medal at this year's Great American Beer Festival. You know it's great - but do your friends? Find out with the Miller Taste Challenge!

Great taste... Less filling... Miller Lite. Good Call.<sup>™</sup>

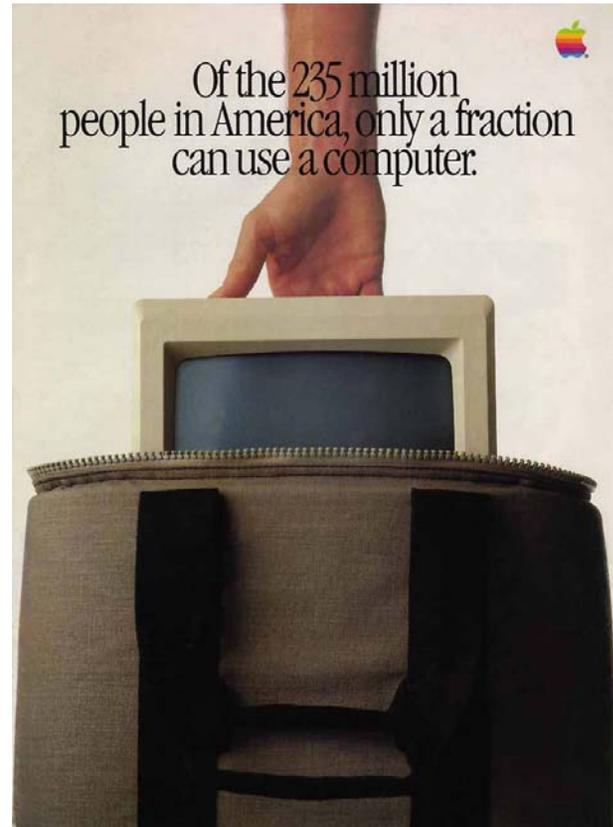
Great taste.. Less Filling



# 20世紀全球廣告業百年最佳廣告策劃排名-Apple's 1984

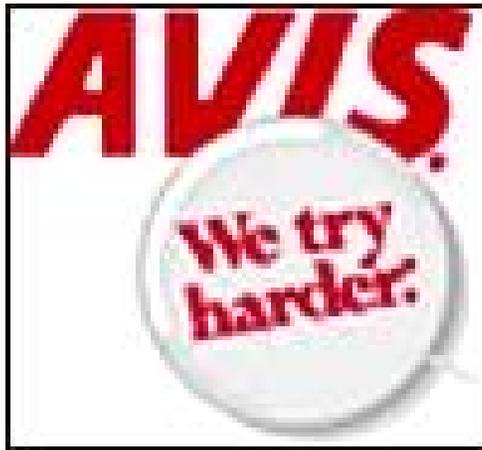
**Apple's 1984: The Introduction of the Macintosh .**

*Advertising Age* named it the 1980s' Commercial of the Decade.





# 20世紀全球廣告業百年最佳廣告策劃排名-AVIS



**AVIS** *We try harder.*

**Global denken, lokal handeln.**

Egal wo Sie gerade ein Fahrzeug benötigen, eine von 370 Avis Stationen ist garantiert in Ihrer Nähe.

Bei uns finden Sie leicht für die verschiedensten Anlässe das passende Fahrzeug.

Stationen



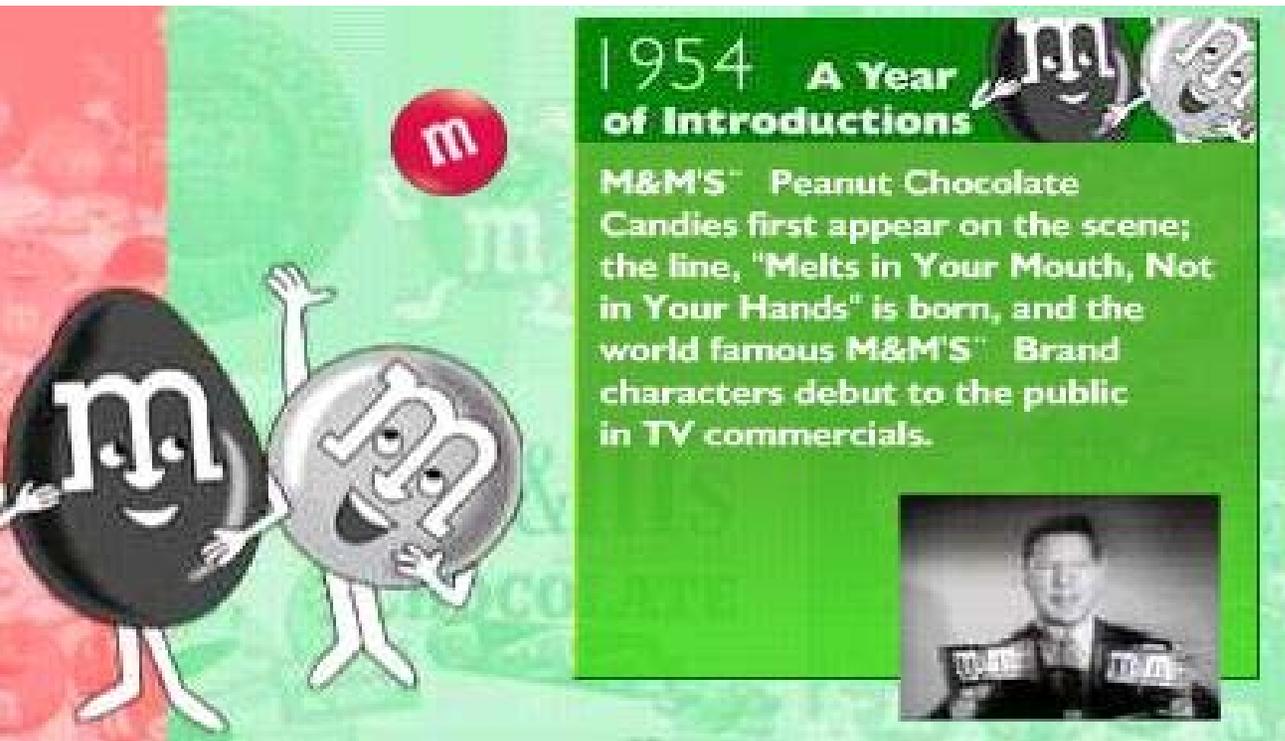
**AVIS** *We try harder.*

We try harder

オンライン予約

料金と車種

# 20世紀全球廣告業百年最佳廣告策劃排名-M&M



(Melts in Your Mouth, Not in Your Hands. )

「只溶你口，不溶你手」

新的廣告：  
(Chocolate is Better in Color)



# 20世紀全球廣告業百年最佳廣告策劃排名-Wendy's



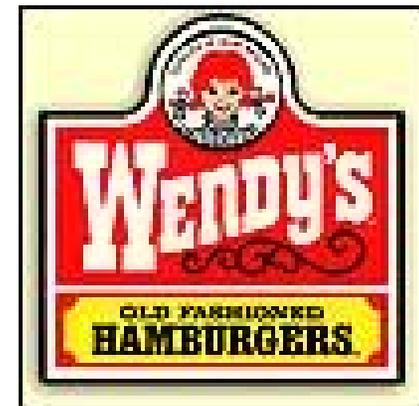
**January 1984**

"Where's the Beef@?" These three words became a national slogan... [More](#)

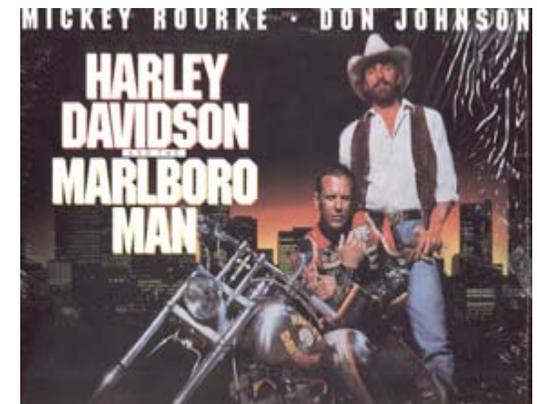
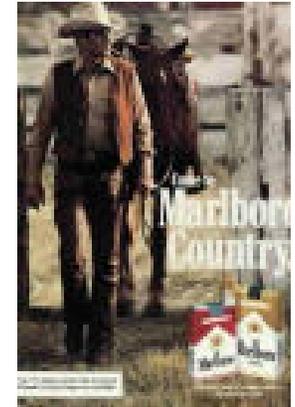
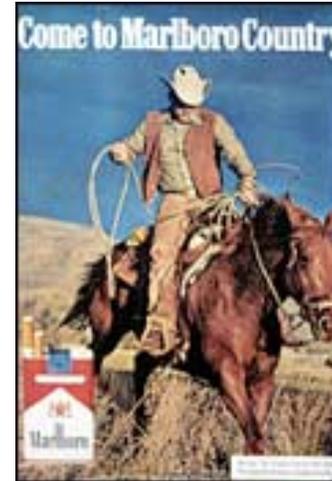
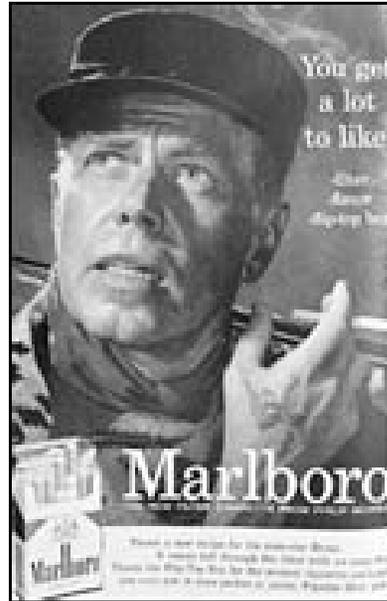
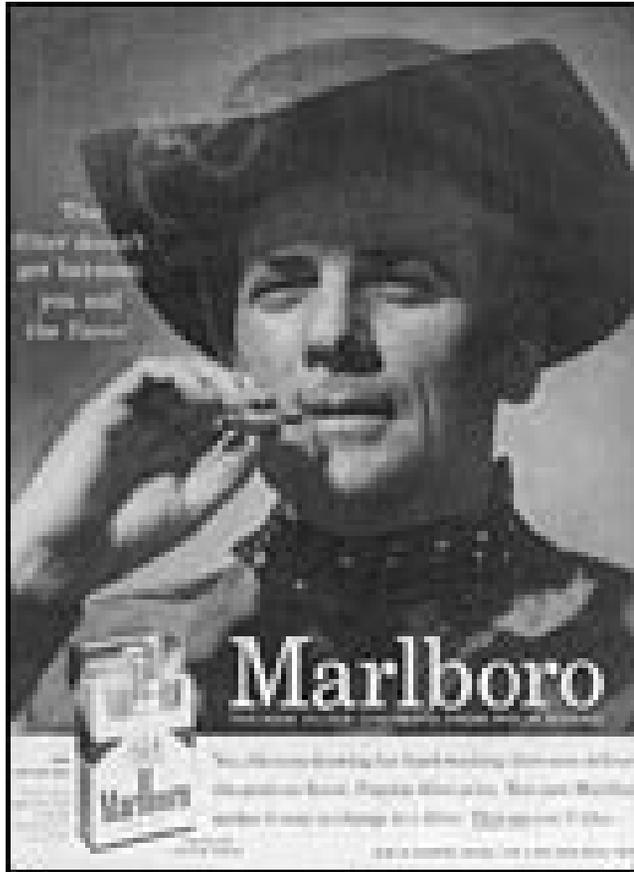
**November 1984**

Wendy's celebrated its 15<sup>th</sup> birthday with more than 2,900 restaurants in the United States and 14 countries.

Where's the Beef?



# 20世紀全球廣告業百年最佳廣告策劃排名-Marlboro



爭議頗大的 Marlboro Man

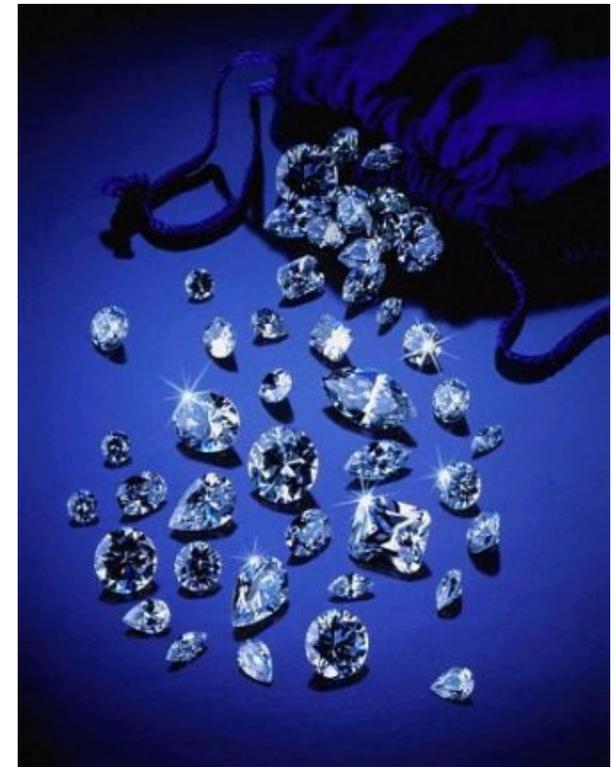
# 20世紀全球廣告業百年最佳廣告策劃排名-DE Beers

A Diamond is Forever

“鑽石恒久遠，一顆永留傳。”



Diamonds are forever



# 20世紀全球廣告業百年最佳廣告策劃排名-Maxwell

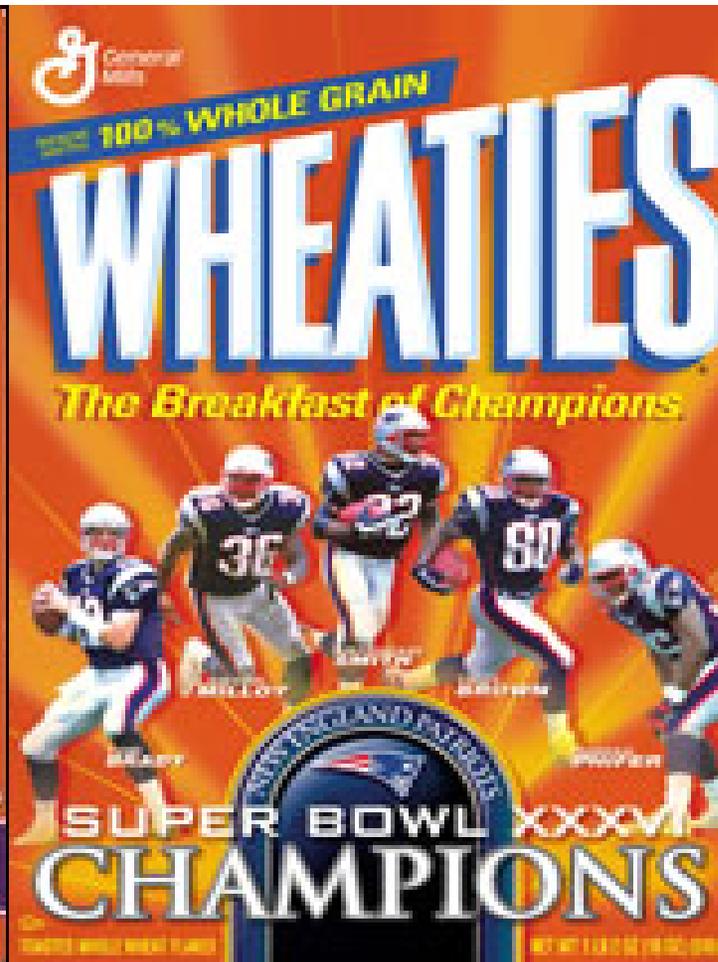
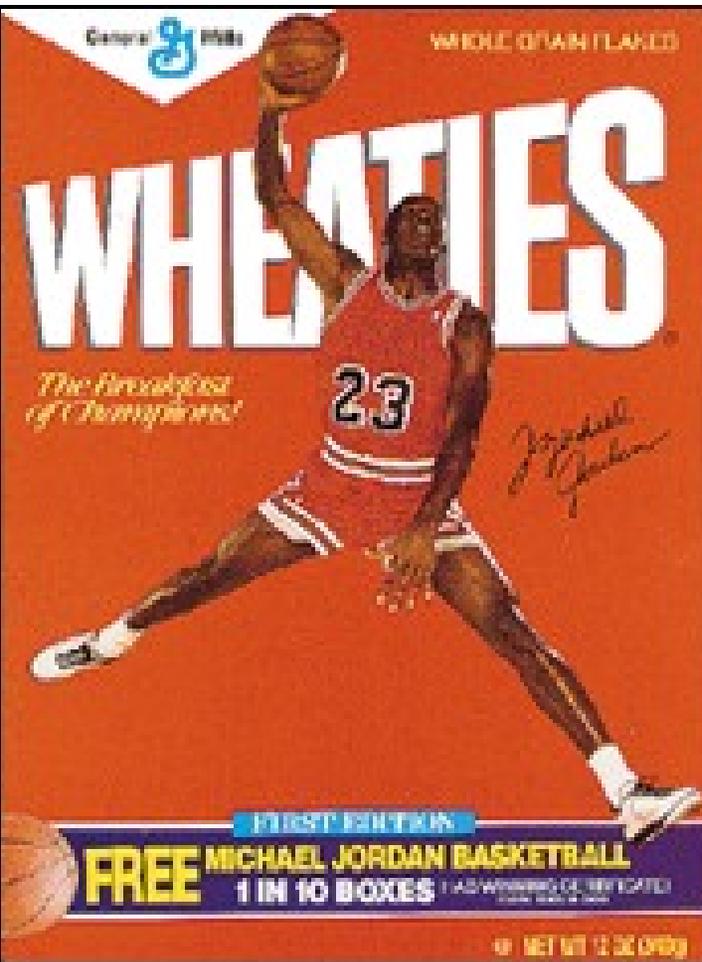
據說，羅斯福總統有一次訪問Andrew Jackson, 他請他品嚐他們的咖啡，他一口氣喝完，欣賞地說：「喝到最後一滴都是香的！」**Good to the last drop**，還把杯子倒給他們看，果然喝得一滴不剩。沒想到，他這一個友善的表示，竟給了麥斯威爾咖啡公司一個免費的廣告主意。直到今天，麥斯威爾咖啡的廣告還是用那句：「喝到最後一滴都是香的！」而包裝上，也有那隻倒空最後一滴的咖啡杯。

Maxwell House  Coffee Break



(1907)While on a visit to "The Hermitage" home of Andrew Jackson in Nashville, Tennessee, President Theodore Roosevelt is served a cup of MAXWELL HOUSE coffee and comments that it is "Good to the Last Drop."

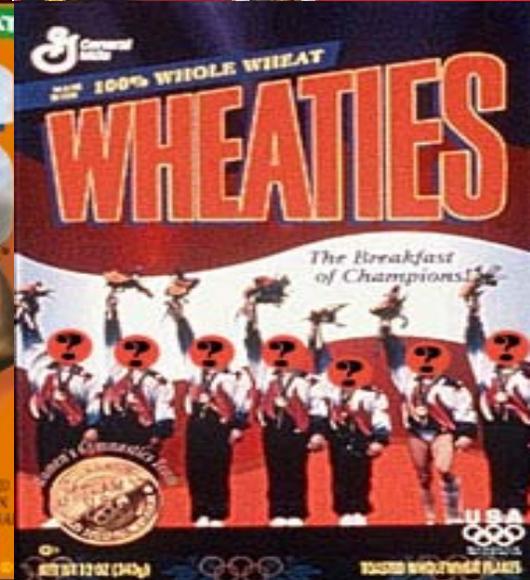
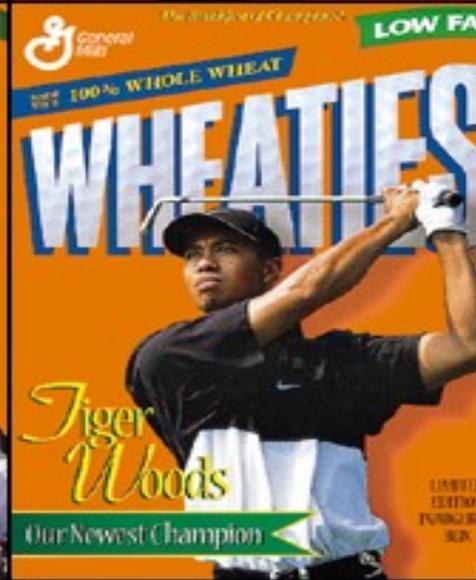
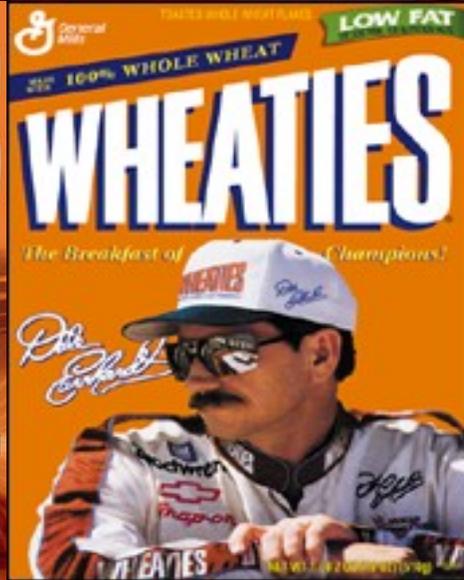
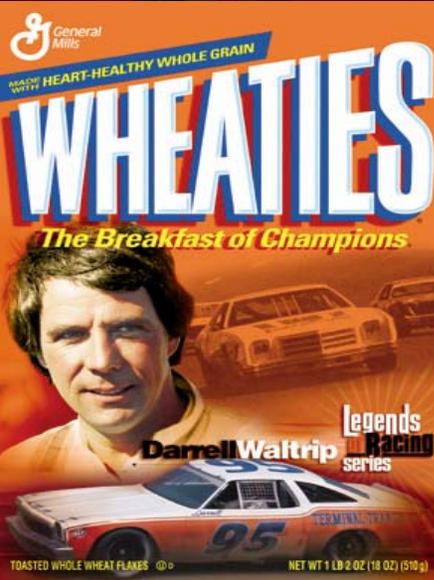
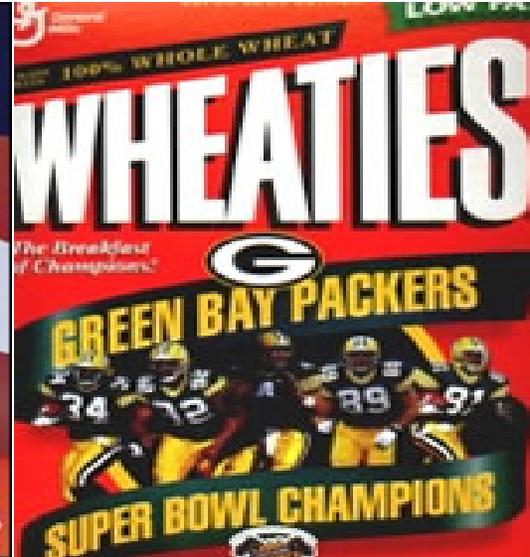
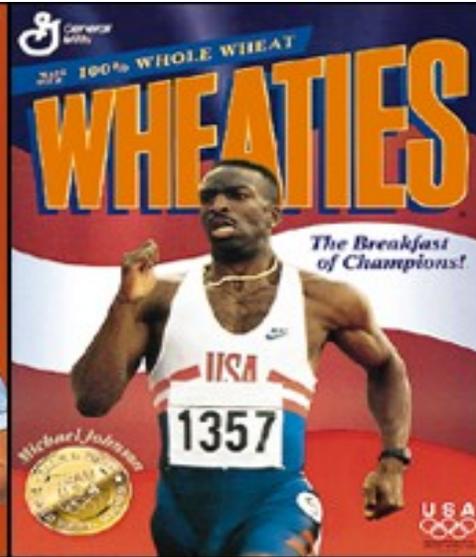
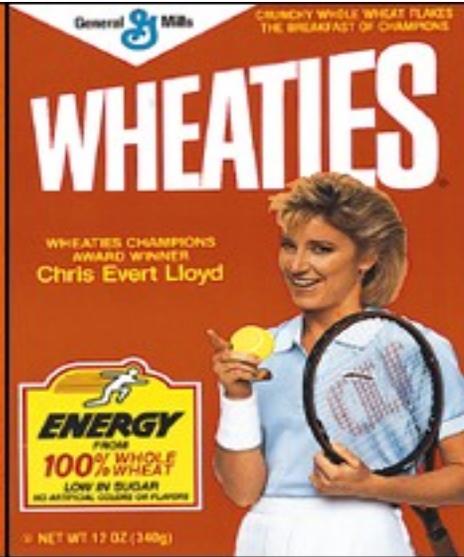
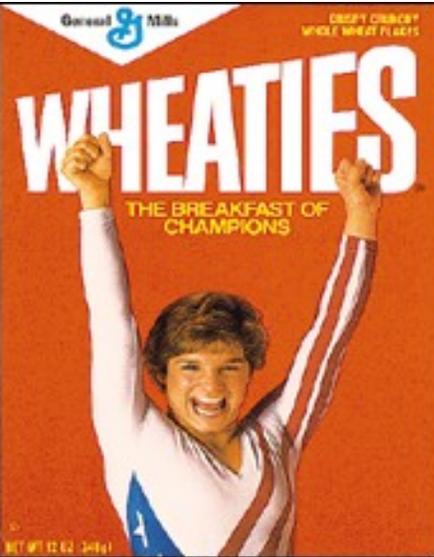
# 創意廣告文案- The Breakfast of Champions



Wheaties喜瑞兒早餐的廣告“**The Breakfast of Champions**”將美國奧運金牌選手、美式足球冠軍隊，及其它有名的運動員照片印於包裝盒上。

此一廣告已成一傳統而運動員亦以能登上包裝盒為榮

# 創意廣告文案- The Breakfast of Champions



# 創意廣告文案

“萬事皆可達，唯有情無價”，萬事達信用卡的全球廣告  
"There are some things money can't buy. For everything else, there's MasterCard."



萬事皆可達 唯有情無價



万事皆可达 唯有情无价



*Es gibt Dinge, die kann man nicht kaufen.  
Für alles andere gibt es MasterCard.*



お金で買えない価値がある。  
買えるものは MasterCard で。



돈으로 살 수 없는 감동의 순간,  
마스타카드



*Es gibt Dinge, die kann man nicht kaufen.  
Für alles andere gibt es MasterCard.*



*hay ciertas cosas que el dinero no puede comprar.  
para todo lo demás existe MasterCard.*

# 創意廣告文案-萬事皆可達, 唯有情無價



1 x Days Wages: \$63.37

1 x Tin of Paint: \$29.99

Realising that you are too stupid and you should have stayed in SCHOOL:

**PRICELESS!!!!!!!**



President of the USA  
World Travel  
Groundkeepers  
Gucci Suits

\$1 mill p.a.  
Free  
Free  
\$ 900

Having a dog called MONICA

**PRICELESS**

“萬事皆可達, 唯有情無價”  
此一廣告相當成功, 使網路上掀起了一股非官方的搞笑版



ALPHA EPSILON PHI

Date Dash

October 25, 1997



<b>Cost of Joining Mom's old sorority:</b>	<b>\$1,300.00</b>
<b>Monthly Sorority dues:</b>	<b>\$ 250.00</b>
<b>New Black dress for the Fall Bash:</b>	<b>\$ 175.50</b>
<b>Photo of you and your Sorority sisters with YOUR TIT hanging out:</b>	
<b>PRICELESS</b>	

# 創意廣告文案-萬事皆可達, 唯有情無價

1 x Bull: \$1427  
1 x Hot Pink Bull Fighting  
Costume: \$299  
Copping it up the ass from an  
angry Bull:

**PRICELESS!!!!!!!**



ammunition \$12



new rifle \$385



airline travel to  
Afghanistan \$1349



Dear Eric, it's right

**Priceless**

There are some things money can't buy,  
For everything else there's MasterCard



# 創意廣告文案

## 1994年第一屆金句

<http://event.iwant-in.net/golden/history.htm>

廣告金句	廣告主
一人吃兩人補助	新寶納多
它抓得住我！	柯達軟片
好東西要與好朋友分享！	麥斯威爾咖啡
你講台語嘛也通	西北航空
別讓今天的應酬，成爲明日的負擔	解酒益
孩子 我要你將來比我強	美強生兒童速體健
慈母心，豆腐心！	中華豆腐
擋不住的感覺！	可口可樂
靜得讓你耳根清靜	國際牌冷氣機
學琴的孩子不會變壞！	山葉鋼琴

# 創意廣告文案

1995第二屆金句

廣告金句	廣告主
不在乎天長地久，只再乎曾經擁有	時間廊鐵達時錶
化去心中那條線！	黑松汽水
它抓得住我！	柯尼卡軟片
世界上最重要的一部車是爸爸的肩膀	中華汽車
它傻瓜，你聰明！	柯尼卡軟片
安全是回家唯一的路！	台灣省交通處
好東西要與好朋友分享！	麥斯威爾咖啡
回家的感覺真好	義美食品
有點黏又不會太黏	中興米
捐血一袋，救人一命	中華血液基金會

# 創意廣告文案

1996第二屆金句

廣告金句	廣告主
ㄚ！福氣啦！	三洋維士比
小而冷，小而省！	國際牌冷氣
它傻瓜，你聰明！	柯尼卡軟片
Trust Me, You Can Make It.	媚登峰瘦身美容
我真的不是故意的！	黛安芬魔術胸罩
一步一腳印，大家愛台灣！	TVBS
最佳女主角，換你做做看！	最佳女主角瘦身美容
我不認識你，但是我謝謝你！	中華血液基金會
不在乎天長地久，只再乎曾經擁有！	時間廊鐵達時錶
肝哪沒好，人生是黑白的；	許榮助保肝丸
肝哪顧好，人生是彩色的！	

# 創意廣告文案

1997第二屆金句

廣告金句	廣告主
Trust Me . You Can Make It !	媚登峰瘦身美容
認真的女人最美麗	台新銀行
拍誰像誰，誰拍誰誰都得像誰	柯尼卡軟片
乎乾啦！	麒麟啤酒
小而冷，小而省！	國際牌冷氣
百服寧，保護你	台灣必治妥
紙有春風最溫柔	春風面紙
給你好看！	瑪丹.摩莎化妝品

# 創意廣告文案

1998第二屆金句

廣告金句	廣告主
乎乾啦！	麒麟啤酒
Trust Me. You Can Make It！	媚登峰瘦身美容
雅芳比女人更瞭解女人	雅芳化妝品
認真的女人最美麗	台新銀行
留一盞燈給最後回家的人	宏福文教基金會
The city never sleeps	花旗銀行
夜深了，打個電話回家	富邦文教基金會

# 創意廣告文案

1999第二屆金句

廣告金句	廣告主
Everything's O.K. !	太平洋電信
We are family	中國信託
有心，最要緊！	住商不動產
Just call me, Be happy	遠傳電信預付卡
合味才會甲意！	寶島鐘錶
有青才敢大聲！	台灣啤酒
我不認識你，但是我謝謝你！	中華血液基金會
知識使你更有魅力！	中國時報
這個月不會來，下個月不會來， 以後都不會來！	和信電信輕鬆打
傻瓜鏡片聰明選擇！	寶島眼鏡
關心自己也關心別人！	行政院新聞局

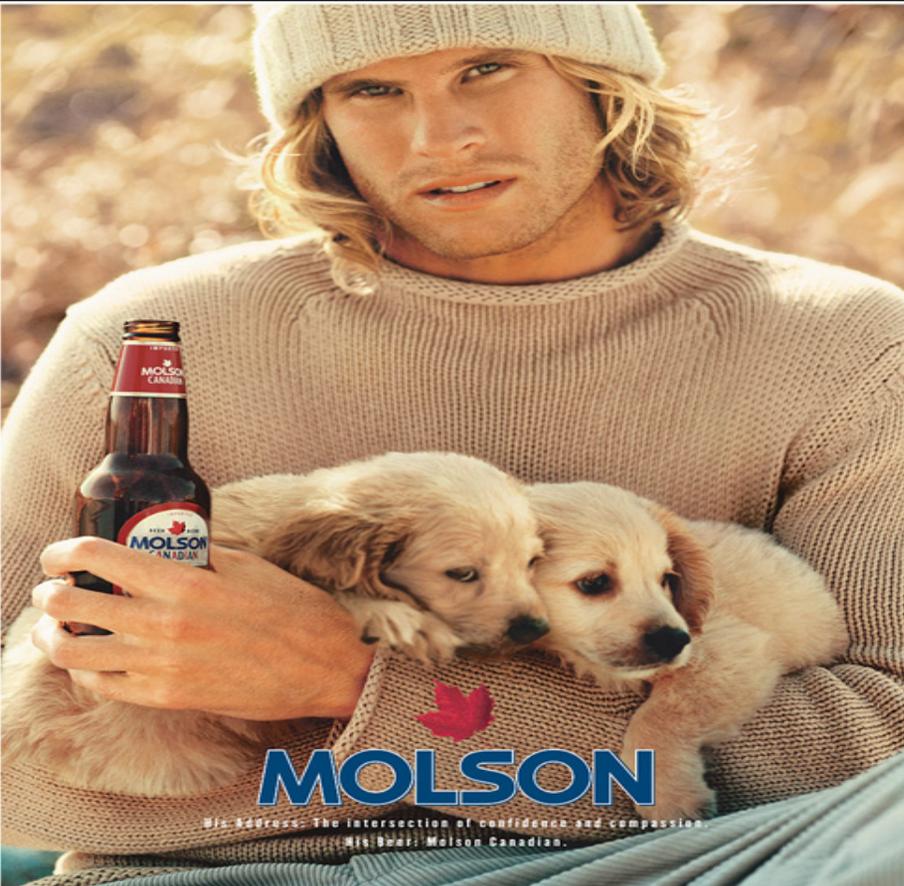
# 創意廣告-得獎作品



## "Bikini" for Sony Playstation 2

這是刊於美運動雜誌(Sports illustrated)的廣告.該雜誌每年的泳裝特刊是男人必看的;而SONY運用此一對比廣告,來點出**Sony Playstation 2**的畫面更為真實.圖中較豐滿的女性代表較接近一般人的真實狀況,而非一餐只吃三粒米的模特兒.

# 創意廣告-得獎作品



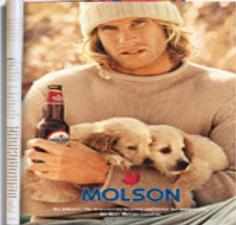
This ad appeared in the May issue of Cosmopolitan...

**The Miracle of Molson Twin Advertising™ Technology**



**HUNDREDS OF THOUSANDS OF WOMEN. PRE-PROGRAMMED FOR YOUR CONVENIENCE.**

**As you read this, women across America are reading something very different: an advertisement (fig. 1) scientifically formulated to enhance their perception of men who drink Molson.** The ad shown below, currently running in Cosmopolitan magazine, is a perfectly tuned combination of words and images designed by trained professionals. Women who are exposed to it experience a very positive feeling. A feeling which they will later project directly onto you. Triggering the process is as simple as ordering a Molson Canadian (fig. 2).



**fig. 1** It costs \$179,630 to run an ad in Cosmo. That's a \$179,630 investment in you.

**fig. 2** Molson Canadian Beer.

**fig. 3** A shapely female subject accesses pleasing imagery from her memory banks and projects them onto a Molson drinker.

**The game is about to change, and you're the heavy favorite.**

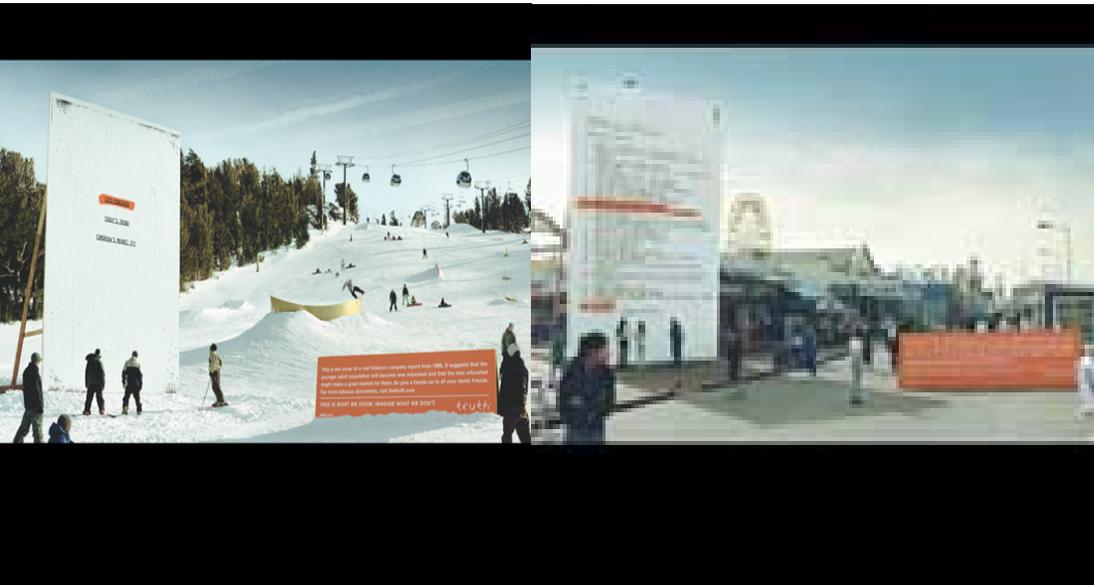
Extravagant dinners. Subtitled movies. Floral arrangements tied together with little pieces of hay. It gets old. And it gets expensive, depleting funds that could go to a new set of 20-inch rims. But thanks to the miracle of Twin Advertising Technology, you can achieve success without putting in any time or effort. So drop the bouquet and pick up a Molson Canadian. That's not just a crisp, clean import from Canada you're tasting. It's victory, my friend.



...while this ad appeared in the May issue of Playboy, FHM and other men's magazines.

**"Puppies" for Molson Breweries**這是一個幽默的廣告,MOLSON 啤酒廠商宣稱本廣告已經經專家設計過,只要MM看過這個拿著啤酒抱著狗的男人的廣告,就會對會對拿著Molson啤酒的男人產生莫大好感,因此,聰明的你,也該放棄俗套,拿起一瓶.....

# 創意廣告-得獎作品



## "Surf" for American Legacy Foundation (Magazine Ad)

這是一系列的反煙公益廣告. 籍由健康的生活(海灘.滑雪...)背景與煙害的對比, 來提醒人們不要抽煙.



圖中的大看板列出的是香煙公司所謂的機密文件(香煙有害人體), 紅色的看板則進一步指出香煙公司不知還有多少更可怕, 而又不為人知的秘密...

# 創意廣告-得獎作品



The \$179 HADDAL chest, helping uproot the fear that there will never be excitement in the bedroom. Visit [unboring.com](http://unboring.com).



"Chest" for IKEA

這麼明顯的對比, 你能了解IKEA傢具的優點了嗎?

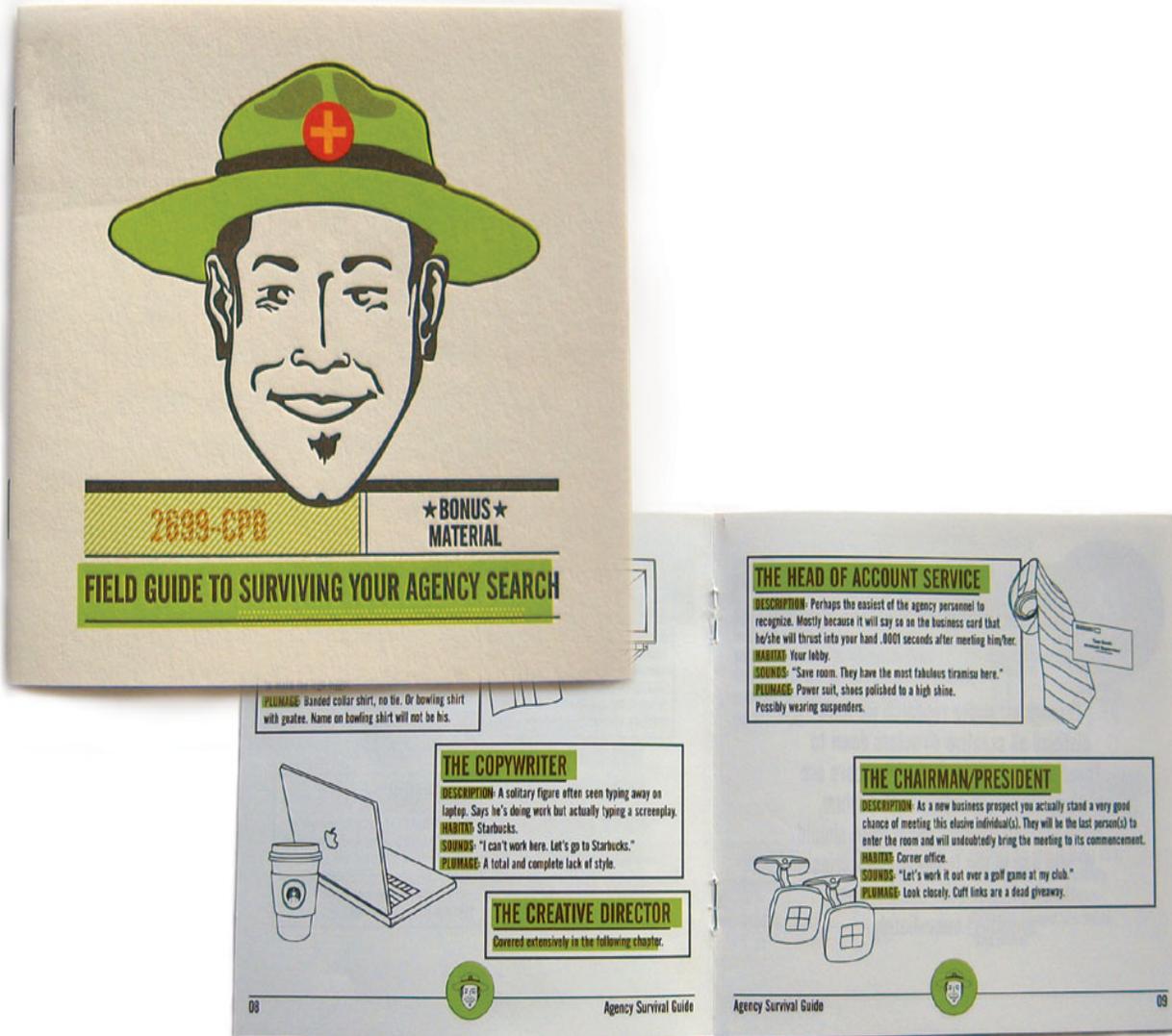
# 創意廣告-得獎作品



"PS" for IKEA  
Billboard

這是IKEA的戶外廣告, 簡潔有力, 也代表了該公司的精神:” 以便宜的價格, 提供簡單但高品質的傢具”

# 創意廣告-得獎作品



"Survival Guide" for Crispin Porter + Bogusky  
Packaging, Branding & Design

這是一家廣告公司的廣告，藉由野外求生要則，說明如何找尋廣告公司

# 創意廣告-得獎作品

## "The Jordan Love Campaign"

The campaign -- which included print, Out-of-Home (OOH) and billboard campaigns, along with films, concerts, basketball games, and a monumental four-month, 13-city Love Truck tour -- was designed to strengthen the brand on a national, regional and individual level.



# 創意廣告-得獎作品

**Steve Von Till** 3

If I Should Fall To The Field



The banjo is one of my favorite things about this album. How long have you been playing it? Well, I definitely don't consider myself a banjo player—For a total hack. But my dad has one, and I picked it up and wrote two songs. That's about the extent of it. (Laughs) "This River" and "My Work Is Done" are the only two songs that I've ever played on the banjo. But I like the sound of it. As a folk instrument, it really has a creepy sound—the way those notes ring, it's got that eerie shimmer.

Neurosis leader boxes the fabled dream and explores Americana.

Steve Von Till is a busy man. Besides co-leading Neurosis (and their experimental alter ego Tribes of Noone), he co-runs Neutral Recordings and works full-time as an elementary-school teacher. This overwhelming schedule helps explain the unexpected quiet of his 2000 solo debut, *At The Crow Place*—he recorded it at home while everyone else was sleeping. That album's stark, nocturnal vibe carries over to *If I Should Fall To The Field*, but this time the instrumentation is more fleshed out, with banjo, fiddle and pedal steel alternately accompanying Von Till's minimal guitar picking and pained, half-whispered vocals. Von Till's lyrics—with their constant references to rivers, grain, blood, stones and barren fields—depict him as a rugged yet sensitive nature-man, and the music's nods to old country, dust-bowl Americana and Irish folk traditions reinforce the rustic mood. Even Von Till's cover of Neil Young's depressing ballad "Raining Day" fits right in alongside his originals. Von Till's confessional material can get too personal for comfort, but his best moments have a quiet power that mirrors Neurosis' more traditionally "heavy" moments. (Neurosis: [www.neurosisrecords.com](http://www.neurosisrecords.com)) **William Park**

**SELF-ANALYSIS**  
With the dark prince of glam himself.

How do you know whether something you've written is a solo song? There are a couple of tracks on this CD that feel like they could almost be Neurosis songs. Why they're quieter. I can do what you're trying to do for me, the distinction is really clear. I can tell what name of mind I'm in when I pick up the guitar. Neurosis is more about composing these bigger, orchestral pieces. With my personal stuff, I'm actually trying to write a song where it's just a guy and a guitar, and he sits and sings you a song and it tells you a story.

It seems that unlike the mesh of a lot of so-called singer-songwriters, your solo stuff is more about creating a mood than coming up with a catchy tune.

Yeah, well, we're all given our gifts, you know? (Laughs) It's not that I'm supposed to catchy hooks; it's just that my gift is creating moody sounds and moody music, where you kind of create a landscape through the pieces.

**KINDRED SPIRITS**  
Johnny Cash's *American Recordings* • Neil Young's *Everybody Knows This Is Nowhere* • Angels of Light's *Real I Loved You*

12 hundred. That's how many people tobacco kills every day. **Arrows** behind the curtain.....

**SNOWGLOBS** 3  
Deep Cuts, Fast Remedies  
Pinks display signs of maturity

26 million dollars a day is spent on marketing tobacco. A deadly, addictive product. **Arrows** behind the curtain.....

as it looks on paper. Things just aren't off into westerly directions from there, however. "End Of The World" compares a singer-songwriter looking in the Paris Metro. "Heart of Southern" takes an all-American route into old-school "ballad

30 The number of years Big Tobacco withheld the truth about nicotine. **Arrows** behind the curtain.....

**DWAYNE SODANBERG** 3  
Don't Want To Know You  
Suede brings the noise but doesn't

70 percent of smokers want to quit. Only about 5% actually succeed every year. **Arrows** behind the curtain.....

KNOCK saves the pretty stuff for different albums. Soderberg places it here alongside the difficult material. On "I Understand You," he runs a crunchy beat through a drizzle of noise.

72 The year a tobacco report said that without nicotine, "there would be no smoking." **Arrows** behind the curtain.....

It fits well with the mood of the album and kind of plays into the, um, country feelings that creep up here and there.

There's nothing wrong with country. There's a little country influence on this CD. It takes a couple of bows toward the Western tradition and old-time music, when music was just something people did to express themselves and pass the time.

78 The year a tobacco company memo stated that "nicotine is a poison." **Arrows** behind the curtain.....

Little else matters

The title says it all.

The title of Soderberg's debut album, *Some Choice Some Songs*. Same Six Strings, is on target, as the disc's elsewhere, which is one of his greatest albums, and one day it just struck me that so many people do his songs, but there are that kind of steps by. To me, it really stuck and became a staple from the haunting violas—a sounds distinctly American, yet when the chorus comes in, it sounds like "Greenwich," which takes it back over to the British Isles and connects it with the Celtic tradition. It just kind of brings a lot of things together for me. It's one of those songs where I heard it and was like, "Wow, which I wrote that. So, why don't I cover it instead?" (Laughs) —William Park

80 The year a tobacco company considered looking at itself as a "drug company." **Arrows** behind the curtain.....

with a guitar, vocal harmonies, or even an "animal" opens with an intricate, delicately catchy guitar melody that's echoed in a lightly spun call-and-response. "Strong Reasons" is a mid-tempo rocker, with a wall of power chords.

86 The year a tobacco company said that nicotine "is considered to be the most toxic of all poisons." **Arrows** behind the curtain.....

Home: [www.suburbanrecords.com](http://www.suburbanrecords.com)  
Sarah Tomlinson

94 The year a former tobacco executive said, "of course it's addictive. That's why you smoke the stuff." **Arrows** behind the curtain.....

## "Arrows" for American Legacy Foundation

仍然是一個反抽煙的公益廣告。

American Legacy Foundation是一個勸導青少年不要抽煙的公益團體



18 The year a tobacco company memo stated that "nicotine is a poison." **Arrows** behind the curtain.....

# 創意廣告-得獎作品



MINI product placement in Weekly World News using cover as national Out of Home buy



Inside spread.

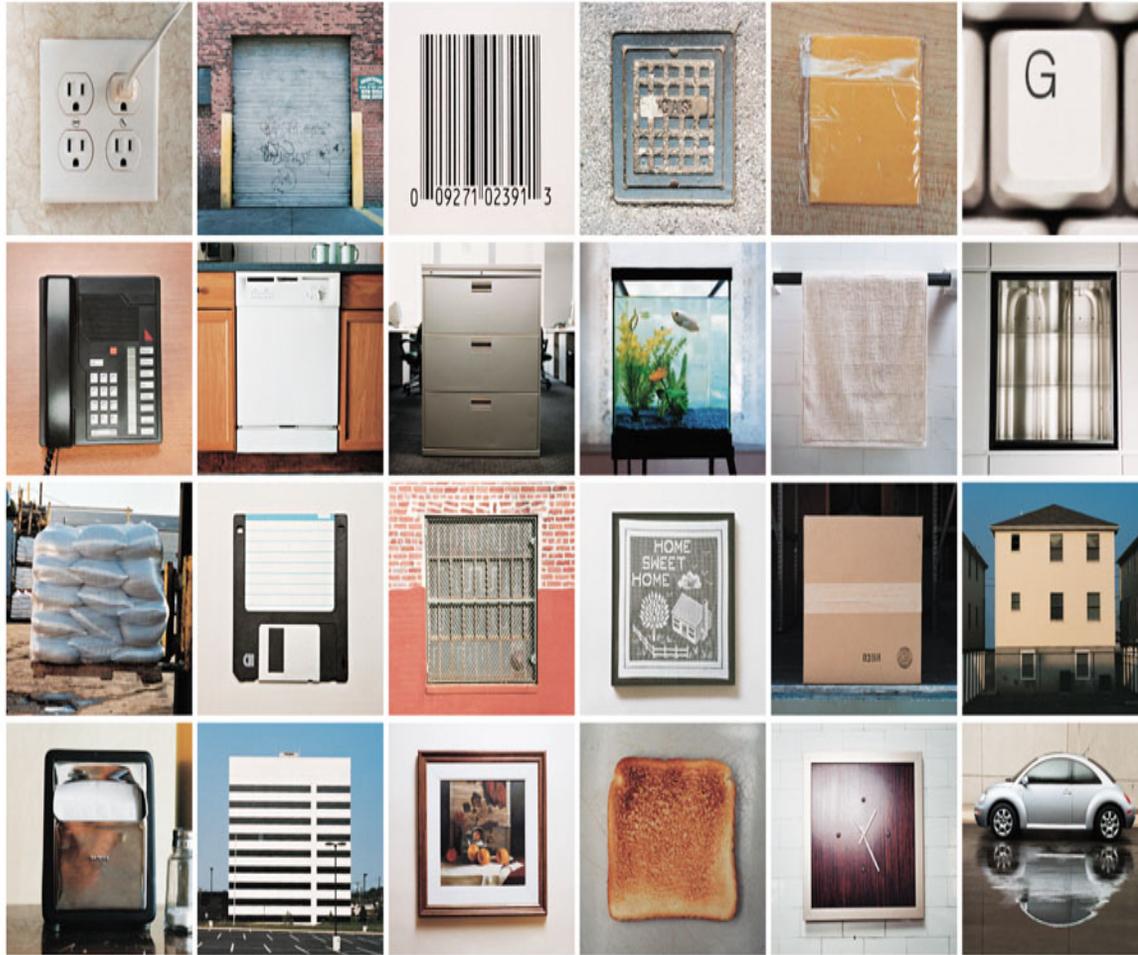


Every checkout stand in the nation became our media buy.

## "Weekly World News" for BMW

利用傳統的小報(專門報外星人.怪人.怪故事的小報)格式, 報導一個有關蝙蝠童偷了一輛BMW的虛擬故事, 藉此介紹BMW的Mini Cooper車

# 創意廣告-得獎作品



"Squares" for Volkswagen

福斯金龜車的廣告

Drivers wanted! 

# 創意廣告 得獎作品

獎項	產品名稱	廣告篇名	廣告公司	作品
金	舒絲仕女除毛刀	OK縮篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
銀	統一來一客	恐龍篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
銅	Toshiba LCD電視	街頭篇/櫻花篇/大樓篇/	意識形態廣告股份有限公司	
佳作	統一來一客	馬戲團篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
佳作	ESPN海峽盃高中籃球錦標賽	海峽中線篇	百帝廣告股份有限公司	
佳作	海尼根啤酒	聖誕快樂篇	李奧貝納股份有限公司	

**金獎廣告：**  
智威湯遜廣告 舒絲仕女除毛刀(OK縮篇)

**得獎原因：**  
遠看不了解這幅廣告的用意，但近看很有趣，會令人會心一笑。此廣告想要表達「不好的除毛刀會把你割傷」，但卻沒有給你看血淋淋的畫面；傳達了一個很簡單、很有力的訊息，和產品的利益相扣。此外，運用上海老畫報的構圖，但是不顯陳舊。

# 創意廣告-得獎作品



# 創意廣告-得獎作品



# 創意廣告-得獎作品



就是現在 來一客



#### (四) 最佳海報及看板廣告獎

獎項	產品名稱	廣告篇名	廣告公司	作品
金	統一來一客	恐龍篇	香港商台灣智威湯遜廣告有限公司台灣分公司	
銀	中興百貨週年慶	紅塵篇	意識形態廣告股份有限公司	
銅	海尼根啤酒	聖誕快樂/ 情人節快樂	李奧貝納股份有限公司	
佳作	舒絲仕女除毛刀	OK蹦	香港商台灣智威湯遜廣告有限公司台灣分公司	
佳作	NOKIA3650	錄影	達彼思廣告股份有限公司	
佳作	基督教浸信會懷恩堂	十字架	李奧貝納股份有限公司	

# 創意廣告 得獎作品

**金獎廣告：**  
智威湯遜廣告 統一來一客(恐龍篇)

**得獎原因：**  
海報要看被置放的地點，因此舒絲的OK蹦廣告做為海報就會有看不清楚的問題。來一客系列很清楚地表達出「不要等」的概念，「恐龍篇」又特別幽默，告訴你即使在這樣的時刻還是該來碗泡麵，視覺上很有趣。

# 創意廣告-得獎作品

中興百貨復興店 只剩四天

南興中興百貨週年慶折扣·大發慈悲感化紅塵男女·七情六慾得皈依

ANNIVERSARY SALE

中興百貨週年慶一年一度特約週年慶

12月10日 ~ 12月13日

特約最高折扣: 8.5折 (85折)

30% OFF

中興百貨週年慶 12月10日 ~ 12月13日 特約最高折扣: 8.5折 (85折) 中興百貨週年慶 12月10日 ~ 12月13日 特約最高折扣: 8.5折 (85折) 中興百貨週年慶 12月10日 ~ 12月13日 特約最高折扣: 8.5折 (85折)

(十一) 最佳平面廣告藝術指導獎

獎項	產品名稱	廣告篇名	廣告公司	作品
金	舒絲仕女除毛刀	OK繃篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
銀	統一來一客	恐龍篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
銅	Toshiba LCD 電視	街頭篇/櫻花篇/大樓篇	意識形態廣告股份有限公司	
佳作	中興百貨週年慶	慾海篇/紅塵篇	意識形態廣告股份有限公司	
佳作	三視多媒體	Eaterboy電視海報	電通揚雅廣告股份有限公司	
佳作	海尼根啤酒	聖火快樂篇/情人篇	李奧貝納股份有限公司	

創意廣告  
得獎作品



# 創意廣告 得獎作品

## (九) 最佳企業形象獎

獎項	產品名稱	廣告篇名	廣告公司	作品
🌸 銅	麥當勞企業形象	123篇	伊登國際廣告股份有限公司	
🌸 銅	ING安泰人壽	新秀計畫踩上來篇	香港商台灣智威湯遜廣告有限公司台灣分公司	

銅獎廣告(金、銀獎從缺)：

伊登廣告 麥當勞企業形象(123篇)；智威湯遜廣告 ING安泰人壽(新秀計畫踩上來篇)

得獎原因：

兩部作品都延續企業之前的形象，小朋友會很自然地將「3」和「M」連結在一起。安泰人壽之前一直予人很積極、侵略性強的感覺，這次「新秀計畫踩上來」非常符合這樣的感覺。

# 創意廣告-得獎作品



# 創意廣告-得獎作品



放膽踩上來。

——ING安泰人壽總裁 潘卓基

踩在巨人的肩膀上，眼光會更遠大！祇要來談談，我們樂於做你的踏腳石——ING安泰「新秀計劃」招募中。

要站上全世界最高的位置，態度更決定性關鍵！沒有態度，就沒有榮耀，ING安泰給你最有利的位，讓你證明自己的價值！歡迎有企圖心的你加入我們的「新秀計劃」，我們這裡有最多的「第一」，是你最強大的後援會！◆2002年榮獲行政院國家品質獎◆五度蟬聯天下雜誌保險業標準企業第一名◆連續兩年獲得現代保險雜誌評選為台灣最值得推薦的保險公司◆保險案件最多百萬圓桌MDRT會員，做好企業，才能成為更好的人！ING安泰是你開拓新事業最好的踏腳石。 [www.ing.com.tw](http://www.ing.com.tw)

ING  安泰

## (十五)最佳媒體版面運用獎

獎項	產品名稱	廣告篇名	廣告公司	作品
銅	NOKIA 7650	特殊版面系列	達彼思廣告股份有限公司	
佳作	紐西蘭佳沛金奇異果	係金A篇	香港商台灣智威湯遜廣告有限公司台灣分公司	
佳作	義美烏炫餅乾	貪污篇	智得溝通事業股份有限公司	

銅獎廣告(金、銀獎從缺)：

達彼思廣告 NOKIA 7650(特殊版面系列)

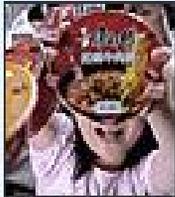
得獎原因：

現今廣告已經很難玩出什麼特殊版面，此廣告在媒體版面上的確有所突破，不過也引發不少關於廣告畫面與新聞畫面間界線問題的討論與爭議。

創意廣告  
得獎作品



## (七) 最佳促銷創意獎

獎項	產品名稱	廣告篇名	廣告公司	作品
銀	TIERRA LS 代客買單專案	銀行篇	香港商台灣智威湯遜廣告有限公司台灣分公司	
銅	三菱真會選有夠保險專案	真會選有夠保險系列 (竊盜險篇+風災洪水篇)	聯旭國際股份有限公司	
佳作	全家便利商店	缺熱水篇	運籌廣告公司	
佳作	汎亞電信	全民半價588篇	麥肯廣告股份有限公司	

# 創意廣告 得獎作品

銀獎廣告(金獎從缺)：

智威湯遜廣告 TIERRA LS代客買單專案(銀行篇)

得獎原因：

由於景氣與市場的關係，今年「促銷」廣告類的表現蠻豐富。TIERRA銀行篇廣告表達的訊息就是廣告概念本身，很直接。

# 創意廣告-得獎作品



# 創意廣告-得獎作品



# 創意廣告-得獎作品





## (八) 最佳公共服務獎

獎項	產品名稱	廣告篇名	廣告公司	作品
銀	社團法人台灣酒與社會責任	輪胎篇	香港商上奇有限公司(台灣分公司)	
銅	113兒童保護專線	牛奶篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	
佳作	Ford Service	奶瓶篇	香港商台灣智威湯遜廣告有限公司 台灣分公司	

# 創意廣告 得獎作品

銀獎廣告(金獎從缺)：

上奇公司 社團法人台灣酒與社會責任促進會--酒後不開車(輪胎篇)

得獎原因：

此作品相當幽默有趣，用幽默的手法來推一個老掉牙的觀念，讓人一看再看都還是很有趣。

# 創意廣告-得獎作品



# 創意廣告-得獎作品



很多人比你更需要用水  
所以，限水期間  
我們暫停為你洗車的服務

你也許不知道，洗一部車的用水，約可以泡300瓶嬰兒奶粉，供給2.5人一天充足的飲水量，或者，讓25個小孩吃一頓豐盛的晚餐。因此，在限水期間，Ford專業服務廠與大家一起共體時艱，暫停為你洗車的服務，並將繼續提供車內部的清潔工作，及洗車/換油/換子機油等服務，讓社會上比你更需要用水的人，都能因為共同節省水資源，而不受困擾。 \*以上數字以新加坡單月水之平均量100公升為準



(十四) 最佳系列廣告獎

獎項	產品名稱	廣告篇名	廣告公司	作品
金	統一來一客	恐龍篇/馬戲團篇/聖火篇	香港商台灣智威湯遜廣告有限公司台灣分公司	
銀	海尼根啤酒	聖誕快樂/情人節快樂	李奧貝納股份有限公司	
銅	麥當勞早餐	移車位篇/老闆找篇	麥肯廣告股份有限公司	
佳作	三菱真會選有夠保險專案	真會選有夠保險系列 (TVC: 竊盜篇+風災洪水篇)	聯旭國際股份有限公司	
佳作	Toshiba LCD電視	街頭篇/櫻花篇/大樓篇	意識形態廣告股份有限公司	
佳作	YAMAHA新一代 SVMAX125	野蠻女友篇30+功能篇10X2	聯廣股份有限公司	

創意廣告  
得獎作品

金獎廣告：  
智威湯遜廣告 統一來一客(恐龍篇/馬戲團篇/聖火篇)

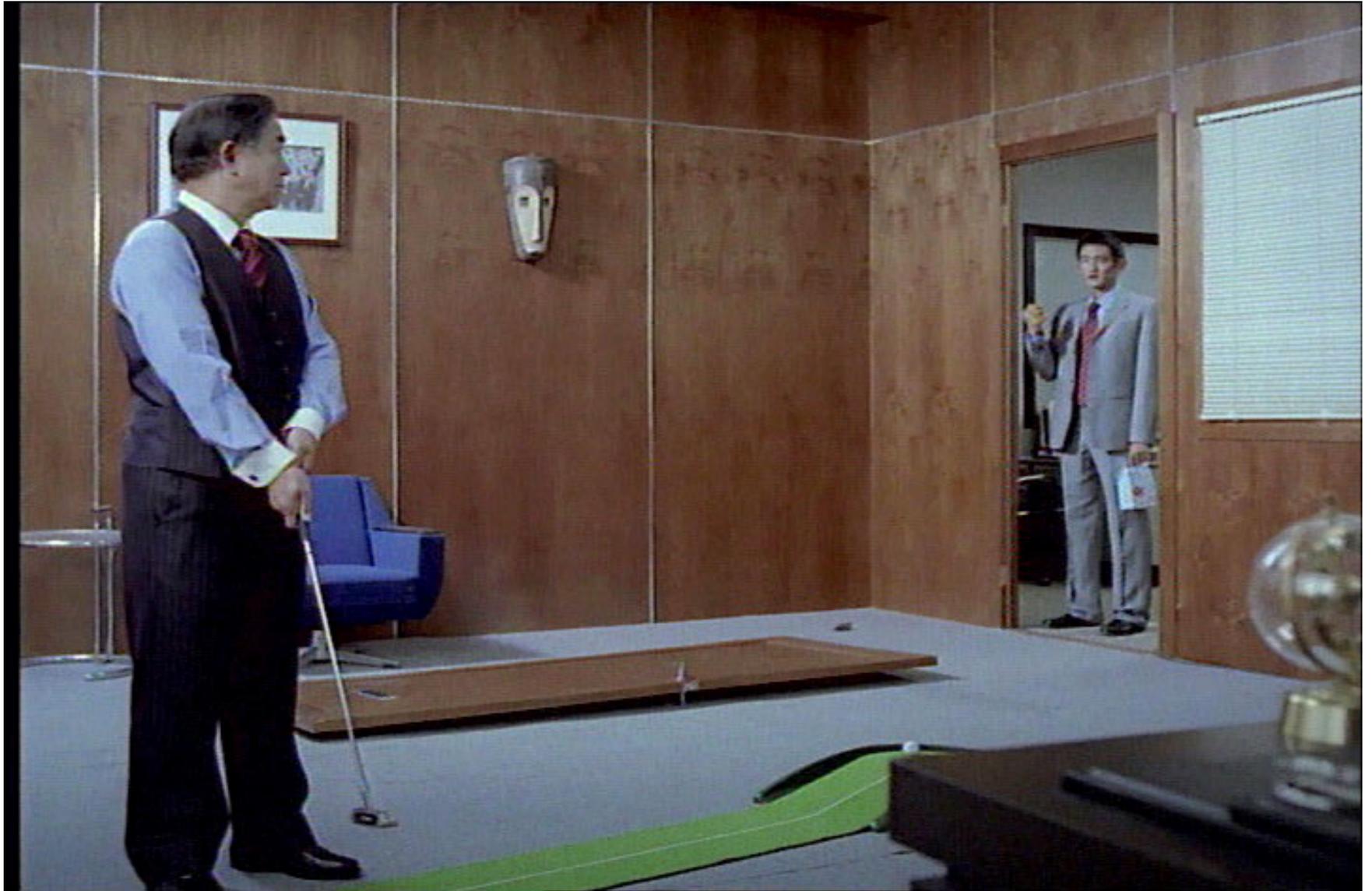
# 創意廣告-得獎作品



# 創意廣告-得獎作品



# 創意廣告-得獎作品

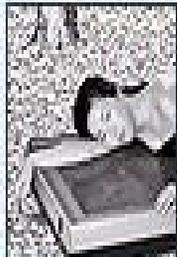


# 創意廣告 得獎作品

## (十) 最佳平面廣告文案獎

獎項	產品名稱	廣告篇名	廣告公司	作品
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金	中興百貨秋裝上市	腳篇/鞋子篇	意識形態廣告股份有限公司	
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銀	TOSHIBA LCD電視	街頭篇/櫻花篇/大樓篇	意識形態廣告股份有限公司	
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**金獎廣告：**  
意識形態廣告 中興百貨秋裝上市(腳篇/鞋子篇)

**得獎原因：**  
好的文案不在於字數多寡，這兩篇廣告文字很簡單、而且相互對應，乍看之下廣告的圖像其實還沒有把話說完、說滿，要加上文字後整個廣告的力量才會出來，讓觀者有被敲到的感覺，相較之下，得銀獎的Toshiba LCD電視系列廣告，即使不看文字，圖像也說得夠明白了。



# 全球廣告的創造力挑戰

法律的束縛

語言的限制

文化的差異

媒體的限制

生產及成本的限制

# Creative Challenges of Global Advertising

**Legal Constraints**

**Linguistic Limitations**

**Cultural Diversity**

**Media Limitations**

**Production and Cost Limitations**



# Legal Constraints on Advertising 法律的束縛

- Varies from one country to another where limits can be on(限制的情況與內容不同):
  - Types of products/services that can or can not be advertised (那類產品不得廣告, cigarettes, alcohol..)
  - Amount of time given to advertise products/services on tv, radio etc (廣告的時間. 時段;科威特的國營電視每天只能播32分鐘的廣告;德國規定廣告間需相隔20分鐘, 且每小時廣告不能超過12分鐘;而英國的商業電視台每小時只能播7分鐘廣告;義大利: 同一個廣告一年只能播10次,且每次播映需間隔10天).
  - Who the advertising can be targeted to (目標觀眾; 例,兒童節目不可有xxx廣告..)(children, etc)



# Advertising Regulations 法律的束縛

- The major types of advertising regulations include(主要的相關法令規定):
  - Advertising of “Vice Products” and Pharmaceuticals 爭議性產品(酒.煙.成人用品.藥品...的廣告)
  - Comparative Advertising(比較性廣告;德國.比利時.盧森堡禁止;英國.愛爾蘭.西班牙.葡萄牙可,但不可指名道姓.)
  - Content of Advertising Messages (廣告內容;如,血腥.怪.力.亂.神.墮胎...)
  - Advertising Targeting Children (針對兒童的廣告)
  - Other Advertising Regulations: Issues of local languages, tax issues, and advertising rates (其它;馬來西亞:所有廣告皆需是本土製作.).

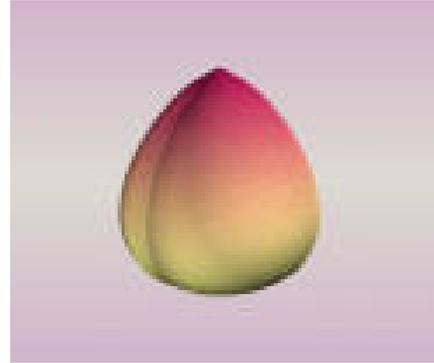
## Advertising Regulations 法律的束縛

- In the U.K., all advertising is allowed if not specifically forbidden (如果沒有禁止, 就是可以做).
- In Germany, everything is forbidden if not specifically allowed (除非準許, 否則就是不能做).
- In Italy, everything is allowed, even if forbidden (不管有沒有法令禁止都是可以做的), and
- In Belgium, nobody knows what's forbidden (沒人知道那些是禁止的).

# Advertising Regulations 法律的束縛

- Strategies to deal with advertising regulations(應付法令規定的手段):
  - Keep track of regulations and pending legislation (時時注意法令規定的發展)
  - Screen the campaign early on (即早因應, 即早控制廣告設計)
  - Lobbying activities (遊說)
  - Challenge regulations in court (據狀控告)
  - Adapt marketing mix strategy (調整溝通組合)

# 全球廣告的創造力挑戰-文化的差異

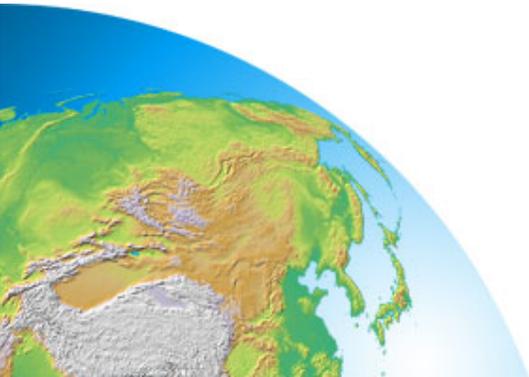


媽媽, 嬰兒是怎麼來的?

P&G的幫寶適在日本剛推出時銷售情況不佳, 事後分析才知道, 許多日本人對於廣告上一隻Stork送尿片的鏡頭感到困惑. 嬰兒不是從桃子裡蹦出來的嗎?

# Global Advertising and Culture 全球廣告的創造力挑戰-文化的差異

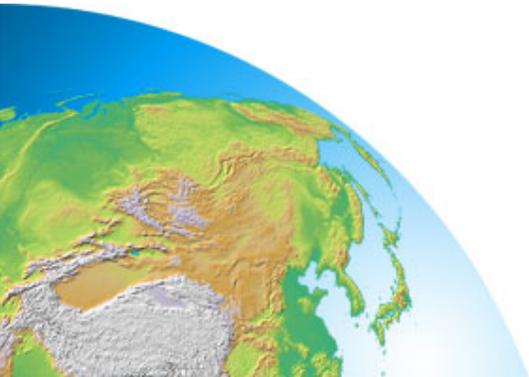
- Language Barriers (語言障礙)
  - Language is one of the most formidable barriers in global marketing.
  - Three types of translation errors can occur in international marketing(常見的三種翻譯錯誤):
    - Simple carelessness
    - Multiple-meaning words
    - Idioms



# Global Advertising and Culture

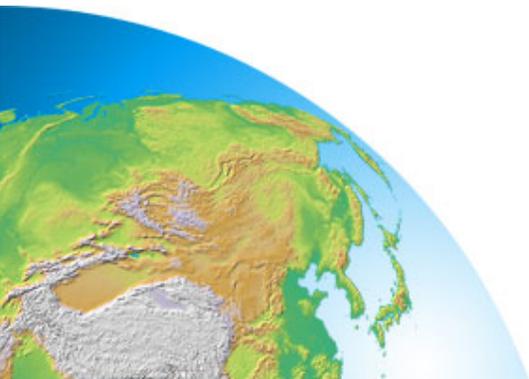
## 全球廣告的創造力挑戰-文化的差異

- Other Cultural Barriers(其它文化障礙)
  - Religion (宗教)
  - Cultural traps/cultural dimensions
    - Geert Hofstede's cultural grid can be used to assess the appropriateness of comparative advertising campaigns (see Exhibit 14-2). The five cultural dimensions include:
      - Power distance
      - Uncertainty avoidance
      - Individualism
      - Masculinity
      - Long-termism



# Global Advertising and Culture 全球廣告 的創造力挑戰-文化的差異(contd.)

- Solutions to the language:
  - 1) Involve to local advertising agencies.
  - 2) Don't translate into the local language.  
Use the English slogan worldwide.
  - 3) Use voice-overs to incorporate local slang.



# 媒體企劃及分析

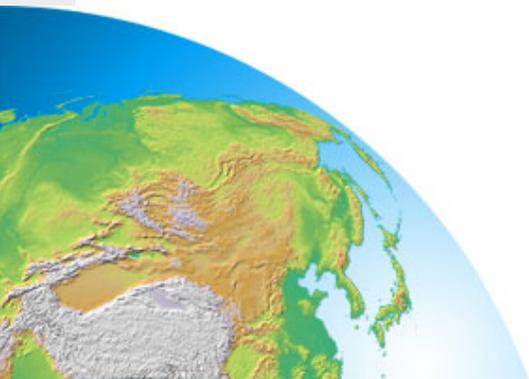
- 策略性的考量
- 可用性
- 費用
- 涵蓋
- 缺乏市場資料



# Media Planning & Analysis

- **Tactical Considerations**
- **Availability**
- **Cost**
- **Coverage**
- **Lack of Market Data**

16-7

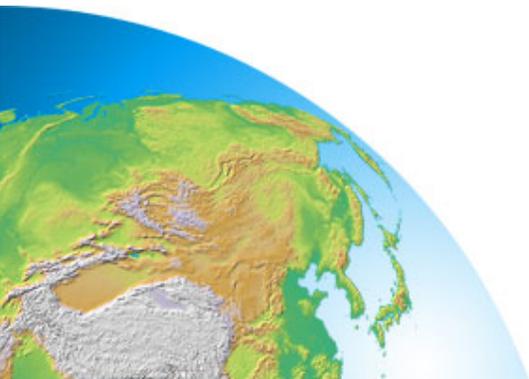


# Media Usage in Various Countries

<b>Nation</b>	<b>TV</b>	<b>Print</b>	<b>Radio</b>	<b>Cinema</b>	<b>Transit</b>
<b>Argentina</b>	148	155	43	16	47
<b>Brazil</b>	126	77	10	—	4
<b>France</b>	2,712	4,717	611	57	1,108
<b>Germany</b>	2,826	13,423	641	157	550
<b>Japan</b>	133,434	12,900	1,913	—	5,231
<b>South Korea</b>	1,083	1,755	188	—	708
<b>Spain</b>	2,386	4,569	873	62	384
<b>Sweden</b>	143	1,560	—	13	82
<b>United Kingdom</b>	4,621	9,071	287	84	530
<b>United States</b>	45,410	67,536	14,022	—	1,672

# Global Media Decisions 全球媒體決策

- Media Infrastructure (媒體基本環境)
  - Media infrastructure differs from country to country
- Media Limitations(媒體限制)
  - The major limitation in many markets is media availability.



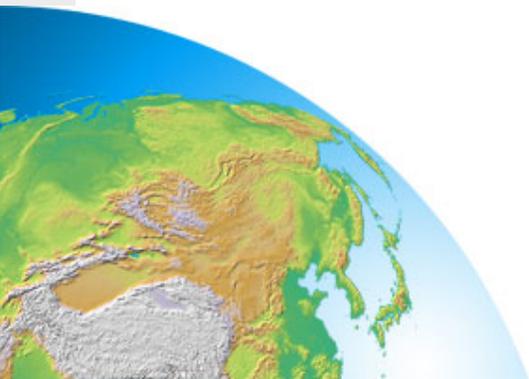
# Global Media Decisions

- Recent Developments in the Global Media Landscape(全球媒體發展趨勢):
  - Growing commercialization and deregulation of mass media(漸商業化,且管制越來越鬆)
  - Shift from radio and print to TV advertising (越來越多企業利用電視而少用廣播.平面)
  - Rise of global and regional media (區域性.全球性媒體的興起)
  - Growing spread of interactive marketing
  - Growing popularity of text messaging
  - Improved monitoring
  - Improved TV-viewership measurement

# 媒體選擇

- 報紙
- 雜誌
- 廣播及電視
- 衛星及有線電視
- 直接郵寄
- 網際網路
- 其他媒體

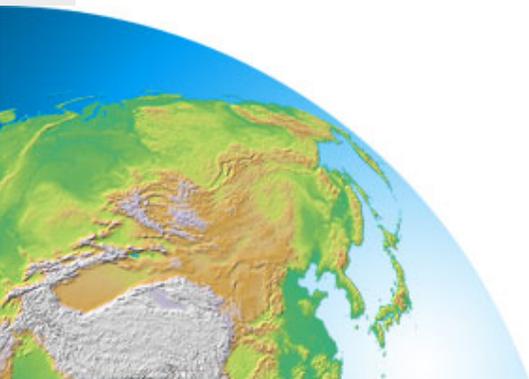
16-8



# Media Selection

- **Newspapers**
- **Magazines**
- **Radio & Television**
- **Satellite and Cable Television**
- **Direct Mail**
- **Internet**
- **Other Media**

16-8



# Advertising Strategy:

## Selecting Advertising Media 媒體選擇

- Deciding on reach, frequency, and impact.
- Choosing among the major media types.
  - Media habits of target customers,
  - Nature of the product,
  - Types and costs of messages.
- Selecting specific media vehicles.
  - Specific media within each general media type.
- Deciding on media timing.
  - Scheduling advertising over the course of a year.

# 主要廣告媒體的優缺點比較

廣告媒體類型	優點	缺點
報紙	時效、普及、可信度高、涵蓋面廣、快速回應市場變化	印刷品質較差、廣告壽命短、年輕客層接受度低
雜誌	印刷精美、讀者區隔、廣告壽命較長	無法快速回應市場變化、僅能接觸部份目標顧客
廣播	低成本、快速回應市場變化、邊收聽邊做事	聽眾不一定注意收聽、無法展示產品、廣告壽命甚短
電視	具聲音影像、可展現高創意、可在短期間接觸大量顧客	昂貴、高干擾
戶外廣告	低成本、高重複展露、低干擾	受地區限制、廣告創意發揮受限
網際網路	高選擇性、互動機會、低成本、全球性、整合廣告與購買行為	僅限於上網人口、可信度較低

# MEDIA各個媒體特性

- Print Media
  - Magazines
  - Newspapers
  - Yellow Pages
  - Newsletters
  - Programs
- Electronic Media
  - Radio
  - Television
- Digital Interactive Media

# Media各個媒體特性, continued

- Out-of-Home Media
  - Outdoor advertising
    - Billboards
  - Transit advertising
- Direct Mail
  - Mailed directly to prospective customers
- Other Media
  - Videos
  - Computer disks/CDs

- 網路廣告類型

- Banners

- Buttons：連至公司之下載網頁

- Key words：搭配搜尋引擎之廣告

- Portals, hot corners, and other Ad

- products...：網頁工具列或商標之超鏈結圖示、插頁式廣告等

- Offline Ads：如PointCast將廣告送至client端

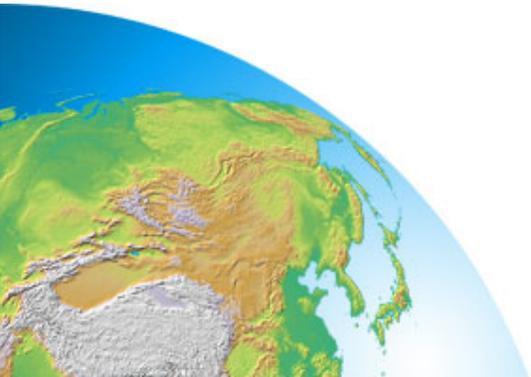
- Sponsored content：贊助廠商

- Direct E-mail and ‘Push’ service

- Intelligent Agents：個人化廣告

# INTERNATIONAL & FOREIGN MEDIA

- International Media
  - Covers several countries
- Foreign Media
  - Local media of a country



# Media and Selection Criteria

- Availability
- Viability
- Coverage
- Cost
- Quality
- Television
- Radio
- Magazines
- Newspapers
- Catalogs
- Direct Mail
- Billboards
- Cinemas



# 廣告媒體



*Flowers.* Alive With Possibilities.™  
Bring some home today.  
Created by the Flower Promotion Organization, 2002.



[decorating.wav](#)  
[camouflage.wav](#)  
[snap.wav](#)

**Magazine Ads**  
**Billboards**  
**Truck Signs**  
**Television Commercials**  
**Radio Spot**



*Flowers. Alive with Possibilities.*

美國切花產業公會為提高花卉的銷售, 而推出的 "Flowers, Alive with possibilities." 廣告企劃案



"Fire Starter"



"Paper Weight"



# Setting the Advertising Budget 逐 設定廣告預算

銷售百分比法

<p><b>Affordable</b> Based on What the Company Can Afford (可負擔程度)</p>	<p><b>Percentage-of-Sales</b> Based on a Certain Percentage of Current or Forecasted Sales</p>
<p><b>Objective-and-Task</b> Based on Determining Objectives &amp; Tasks, Then Estimating Costs (跟據目標.任務需要設定)</p>	<p><b>Competitive-Parity</b> Based on the Competitors' Promotion Budget (根據競爭對手的預算)</p>

# Methods used to set the Promotion Budget 設定廣告預算



1. **Percentage of Sales**
2. **Competitive Parity**
3. **All You Can Afford**
4. **Objective and Task**

# Setting the Global Advertising Budget

## 設定廣告預算

- Advertising budgeting methods :
  - (1)Percentage of Sales(銷售百分比法)
  - To sets the overall ad budget as a percent of sales.
  - The base is either past or expected sales revenues.
  - The advantage is simplicity.
  - The downside is faulty reasoning- advertising generates sales not the reverse.



# Setting the Global Advertising Budget

## 設定廣告預算(contd.)

- (2)Competitive Parity(根據競爭對手的預算)
  - 1)Use your competitors' spending as a benchmark by simply matching their spending amounts.
  - 2)Rationale—the competitor's collective wisdom signals the “optimal” spending amount.
  - 3)Shortcomings:
    - Competitor's spending might be faulty.
    - New entrants should spend more than established competitors.



# Setting the Global Advertising Budget

## 設定廣告預算(contd.)

- (3)Objective-and-Task Method (跟據目標.任務需要設定)
  - Promotional efforts are treated as a means to achieve the advertiser's stated objectives.
  - Steps:
    - 1)Spell out the goals of the communication strategy.
    - 2)Determine the tasks that are needed to achieve the desired objectives.
    - 3)The planned budget is the the overall costs that the completion of these tasks will amount to.
    - 4)Experimentation helps to refine the method.

# The Objective and Task Approach 跟據目標. 任務需要設定)

## OBJECTIVE

To increase awareness among college students for a new videogame. Awareness at the end of the semester should be 20percent of all students from the existing 0 percent today.

## TASKS

## COSTS

Advertisements once a week for a semester in 500 college papers.	<u>\$280,000</u>
Direct-mail samples to student leaders on 500 college campuses	50,000
Sponsor a national contest for video-game players	<u>100,000</u>
<b>Total Budget</b>	<b>\$430,000</b>

# Setting the Global Advertising Budget

## 設定廣告預算(contd.)

- (4)Resource Allocation (資源分配法)

- 1)Bottom-up planning—each country subsidiary independently determines how much should be spent within its market and then requests the desired resources from headquarters.

- 2)Top-down planning—the opposite approach.

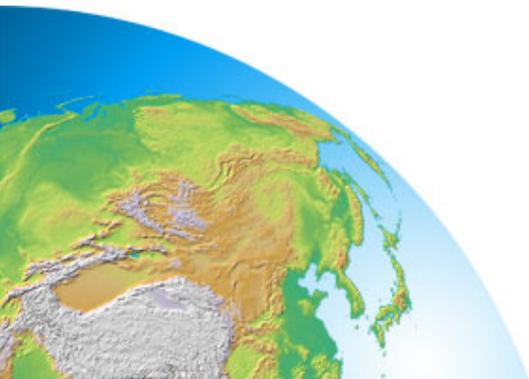
- 3)Regional angle—regions review needed resources and submit requests to headquarters.



# Advertising Campaign Budget

## 設定廣告預算考慮因素

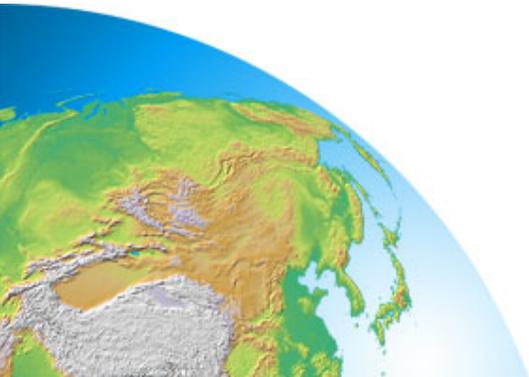
- **Internal Conditions** (內部狀況)
  - Management orientation
  - Advertising objectives
  - Resources available



# Advertising Campaign Budget

## 設定廣告預算考慮因素

- **External conditions (外在環境)**
  - Governmental regulations
  - Competitors' advertising strategies
  - Market attractiveness
  - Media restrictions

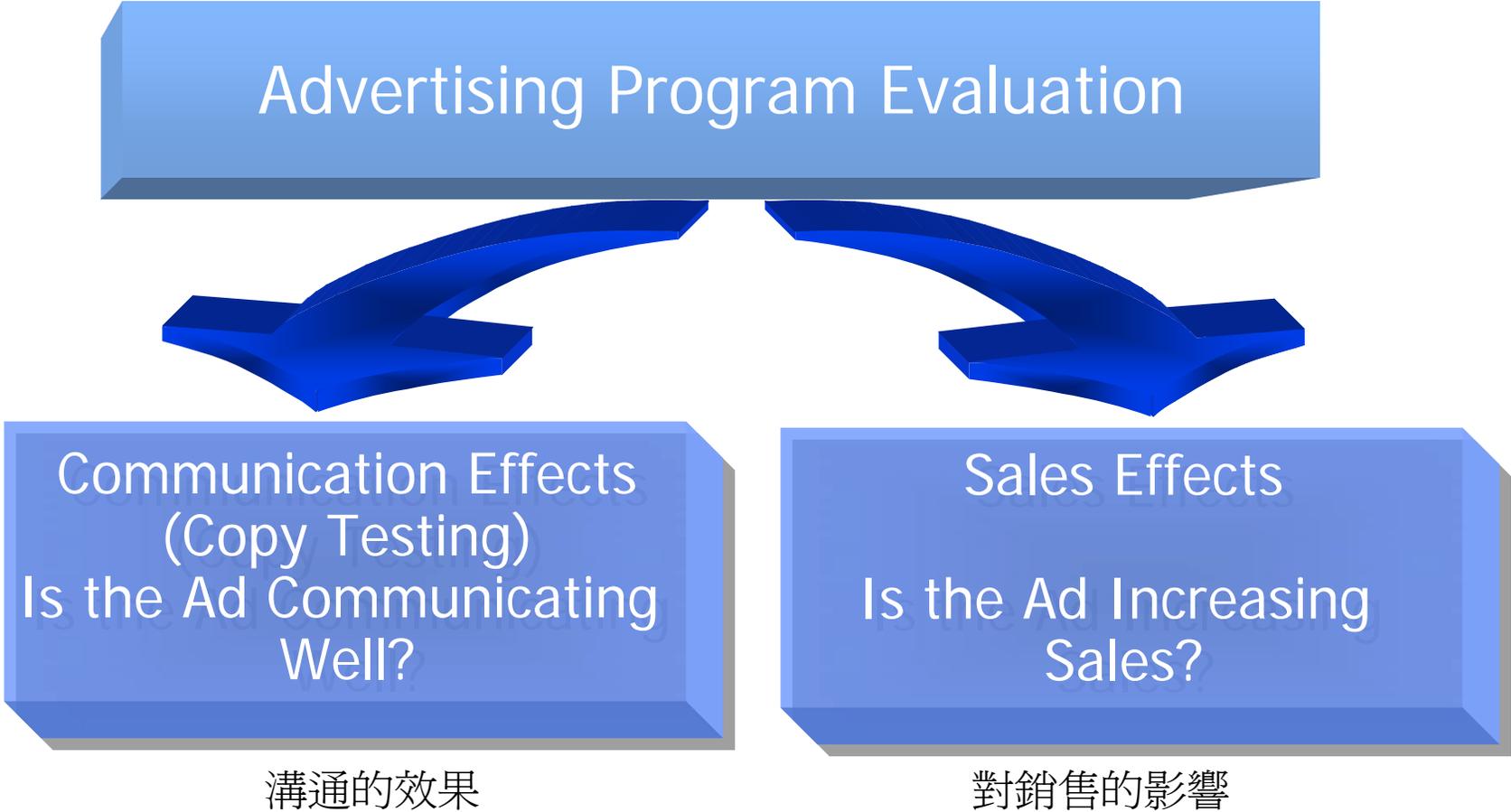


# 1997年有線電視、電腦及網路 在十大媒體市場的家庭滲透

	國家	有線電視	個人電腦	網路
16-9	美國	66.9	4.1	21.3
	日本	22.9	22.9	9.9
	德國	59.9	20.7	11.6
	英國	7.0	15.0	5.0
	法國	7.0	8.0	1.7
	巴西	4.3	5.2	0.003
	南韓	14.0	N/A	1.8
	中國	25.8	25.8	N/A
	義大利	N/A	3.4	1.9
	墨西哥	7.5	1.5	0.06

# Evaluating Advertising 廣告評估

Advertising Program Evaluation



```
graph TD; A[Advertising Program Evaluation] --> B[Communication Effects (Copy Testing) Is the Ad Communicating Well?]; A --> C[Sales Effects Is the Ad Increasing Sales?];
```

Communication Effects  
(Copy Testing)  
Is the Ad Communicating  
Well?

溝通的效果

Sales Effects  
Is the Ad Increasing  
Sales?

對銷售的影響

# 廣告不奏效

- 品牌名稱的讀音問題
  - Bardok(聽起來像俄語的妓院)
  - Coca Cola (Sounds like bite the Wax Tadpole)
  - Misair (聽起來像法語的討厭的人)

- 翻譯

- 意味

- 踏腳石
  - 洗汽車
  - 定價高

- 傳達

- 絆腳石
  - 汽車灌腸
  - 過高估計的

- 象徵

- 貓頭鷹
  - 在印度是壞兆頭

- Other Countries make mistakes too

- Zit (德國巧克力)
  - Koff (啤酒)

# Misfires in Advertising

- **Phonetic Problems with Brand Names**
  - Bardok (Sounds like Brothel in Russian)
  - Coca Cola (Sounds like bite the Wax Tadpole)
  - Misair (Sounds like Misery in French)

- **Translations**

## Intent

- Stepping Stone
- Car Wash
- Highly Rated

## Translation

- Stumbling Block
- Car Enema
- Over Rated

## Symbols

- Owl
- Bad Luck in India

- **Other Countries make mistakes too**
  - Zit (Chocolate from Germany)
  - Koff (Beer)