

Ads

From Communication Arts Ad Annual 2008
and elsewhere

Pay attention to

- The idea
- The headline (if there is one)
- The image (style, point of view, composition, how type is placed on it)
- The logo and tagline and how they are used and positioned

Features of product



I STILL REMEMBER KISSING
MY FIRST SOY SAUCE. HE
WAS A FOREIGN EXCHANGE
SOY SAUCE FROM SOY SAUCE.
I'D HAD A CRUSH ON HIM
FOR NEARLY THREE WHOLE-
SOY SAUCES. SO YOU CAN
IMAGINE MY ELATION WHEN
HE FINALLY ASKED ME OUT ON
A SOY SAUCE. AFTERWARD,
HE WALKED ME TO MY
SOY SAUCE. I THINK MY MOM
WAS WATCHING THROUGH
THE SOY SAUCE. BUT I DIDN'T
CARE. I LET HIM GIVE ME
A SOY SAUCE ANYWAY. I WAS
ON CLOUD SOY SAUCE FOR
THE REST OF THE NIGHT.

REMEMBER THE DAY, NOT THE STAIN.



WHEN THE KETCHUP I WAS
COACHING WON THE LITTLE
LEAGUE WORLD KETCHUP,
I WAS PRETTY STOKED.
I DIDN'T THINK WE COULD
PULL IT OFF. IT WAS THE
BOTTOM OF THE SIXTH
KETCHUP AND WE WERE
DOWN BY THREE KETCHUPS.
EDDIE MARRUM WAS UP
TO THE KETCHUP. FIRST
KETCHUP. IT'S A SWING AND
A KETCHUP. NEXT KETCHUP.
MORE OF THE GAME. LAST
KETCHUP. EDDIE KNUCKS IT
OUT OF THE KETCHUP.
SEE YA! THE GERBILS WIN
THE WORLD KETCHUP! THE
GERBILS WIN THE KETCHUP.

REMEMBER THE DAY, NOT THE STAIN.





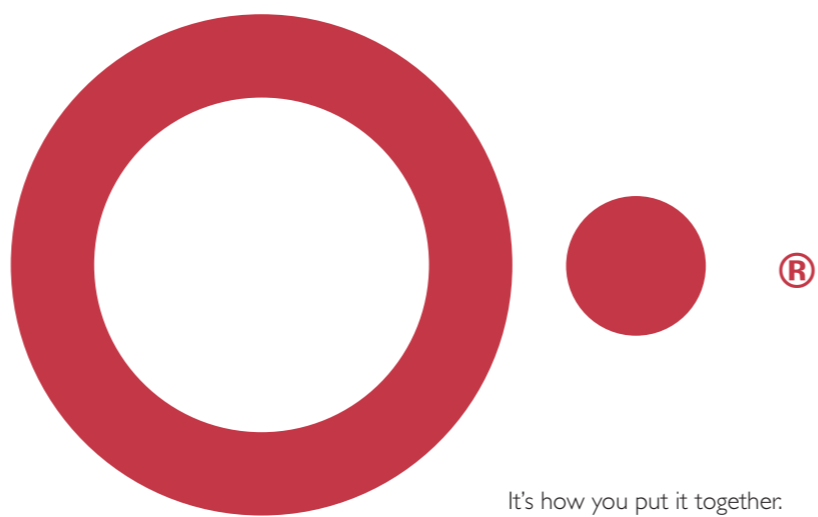
THE ORIGINAL LIGHTER
zippo
GUARANTEE
The product or any Zippo Lighter, when returned to our factory,
will be put in perfect mechanical condition free of charge, for as
long as it is in charge of use for the repair of a Zippo Lighter,
regardless of age or condition. The Zippo, trademark, is our guarantee.
©2010 Zippo Manufacturing Company
Manufactured in the USA www.zippo.com



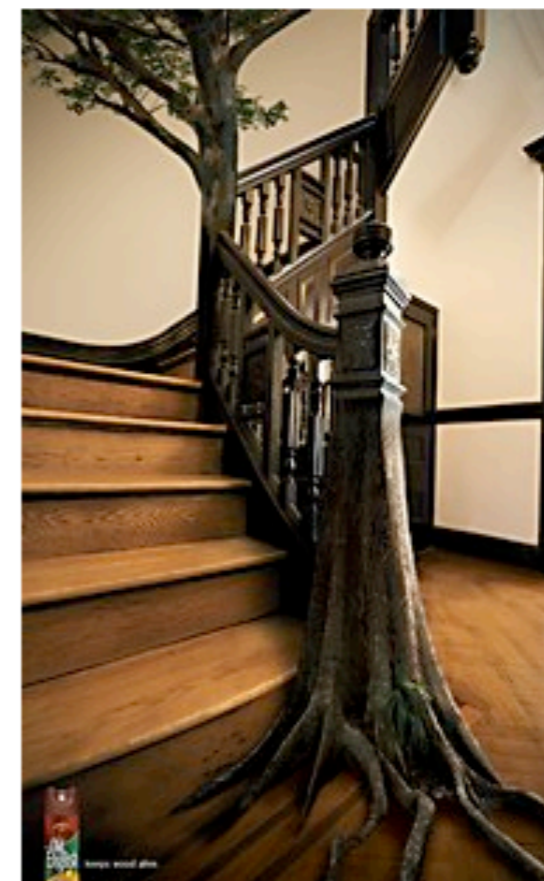
THE WORLD'S FINEST
zippo
GUARANTEE

This product is our Zippo Lighter, when returned to our factory, will be given a thorough mechanical condition free of charge. We will also charge a cost for the repair of a Zippo Lighter regardless of age or condition. The Zippo, however, is not guaranteed.

ZIPPO MANUFACTURING COMPANY
BRIDGEVILLE, PA 15005 USA WWW.ZIPPO.COM



It's how you put it together.



Copy

GATHERING THREAT
AXIS OF EVIL
WEAPONS OF MASS DESTRUCTION
SLAM DUNK
SHOCK AND AWE
MISSION ACCOMPLISHED
FIGHT 'EM THERE NOT HERE
BRING 'EM ON
STAY THE COURSE
LAST THROES
HECK OF A JOB BROWNIE
GLOBAL WAR ON TERROR
I AM THE DECIDER
STUFF HAPPENS

haven't we had enough? democrats 08

DOES YOUR SODA'S
LABEL READ LIKE
AN INGREDIENT LIST



OR A TOXICOLOGY
REPORT?

FRUITFLAZZ



IT'S LIKE MAKING OUT
WITH A PIECE OF FRUIT.



ONLY IT WON'T MAKE YOU
A LOSER.

FRUITFLAZZ



A HEARTY BELCH
IN THE FACE OF



THE SODA
ESTABLISHMENT.

FRUITFLAZZ





flying 101

Kulula

Kulula

the big cheese

jump seat

galley

avionics

engine #1

wing #1

windows

throne zone

landing gear



THE NEW EDGE UNDERSTANDS 10,000 VOICE COMMANDS.

See details next page.



Drive one.

Appealing to culture



YOUR DAD HAD GROUPIES

He soloed. People paid to see him. He drank cocktails. But not in martini glasses. They were whisky cocktails. Made with Canadian Club®. Served in a rocks glass. They tasted good. **DAMN RIGHT YOUR DAD DRANK IT**



Canadian Club.



about **Six**
bucks a day.

**CHEAPER THAN
YOUR SMOKES, A SIX
PACK, A LAP DANCE,
A BAR TAB, ANOTHER
TATTOO, A PARKING
TICKET, A GAS
STATION BURRITO,
A LIP RING, BAIL,
CHEAP SUNGLASSES,
MORE BLACK T-SHIRTS**





THE APPLE PIE AT THE PICNIC

THAT TURNED INTO LAUGHTER THAT GREW INTO MEN
THAT WENT THEIR SEPARATE WAYS THAT FOUND EACH OTHER
LAUGHING OVER GRANDMA'S APPLE PIE THAT TURNED
EVERYBODY INTO LITTLE BOYS AGAIN.



FOR THE WAY IT'S MADE.™

The new KitchenAid® Architect® Series II oven with Steam Assist. It keeps apple pies moist on the inside and even eliminates the need to bake vents. So your recipes are as memorable as what happens around the table. Discover the entire family of appliances at KitchenAid.com.



THE COLD LEMONADE
THAT FUELED AN IDEA THAT TURNED INTO A SAILBOAT
THAT TOPPLED OVER THAT TURNED INTO A HUG THAT MADE
HIM REALIZE GETTING TO THE OTHER SIDE OF THE POND
IS ONLY A SMALL PART OF THE JOURNEY.



HOW THE WAY IT'S MADE.™

The new KitchenAid® Architect® Series II refrigerator is redefining down to the details. Like the stainless water dispenser that offers a faster, better fill. It's the little things in life that often make all the difference. Discover the entire family of appliances at KitchenAid.com

*There's a sport called
'Complete and utter bitch.'
Become the world Champ.*



Get the body every other woman would love. To spit on. The gradient compression in **Skins®she** increases circulation, which can reduce fluid retention for a tighter and firmer appearance. That's sure to get his blood pumping. And hers boiling. skins.net

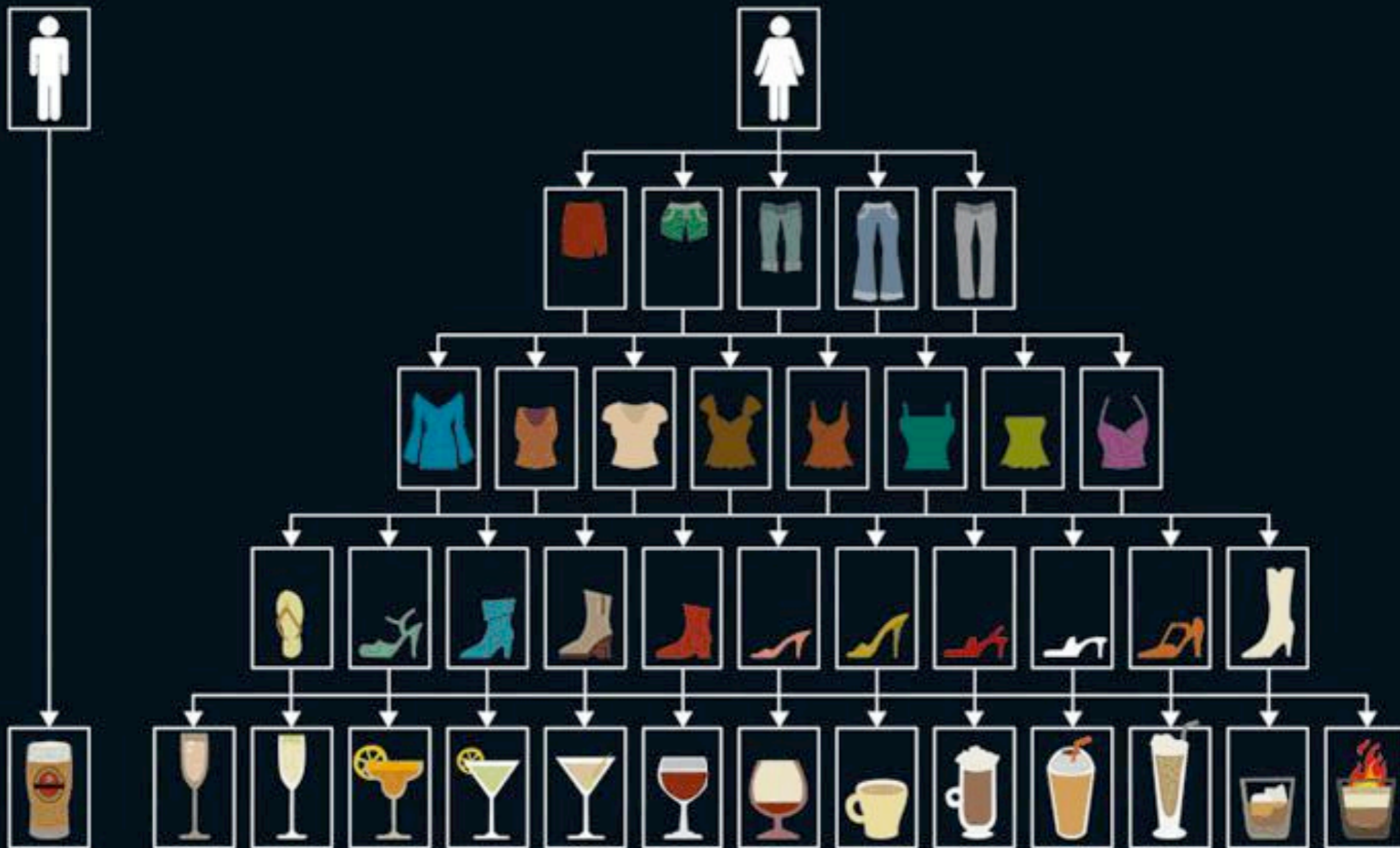
SKINS. » she

*Get a body to die for.
And watch women
queue up to help with
your funeral arrangements.*



Skins®she are perfect for the woman who loves the feel of claws sticking into her back. The gradient compression in **Skins®she** can increase lymphatic drainage, reducing cellulite and varicose veins, for legs that will feel like heaven. And that's exactly where other women will want to send you. skins.net

SKINS. » she



Thank God you're a man.

Celebrities

L' O R

"This makeup is so true to my own skin,
it actually mimics it."

—Beyoncé



WARM

NEUTRAL

Beyoncé wearing The Match Concealer shades in 02 Soft Skin.
www.lorealparis.com ©2005 L'Oréal Paris

Madison Lintell
Paris, France
www.dior.com

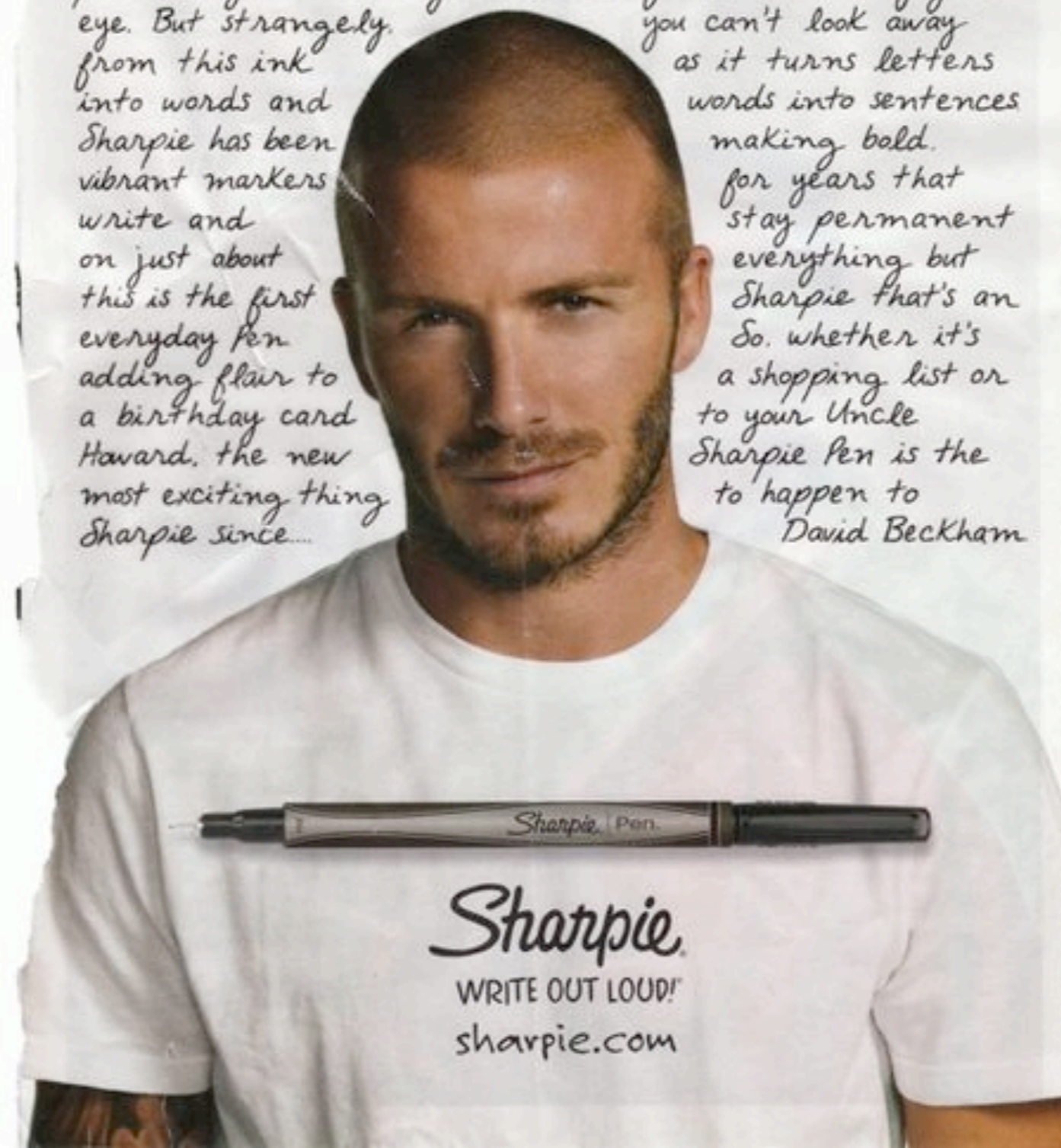
Dior

LADY



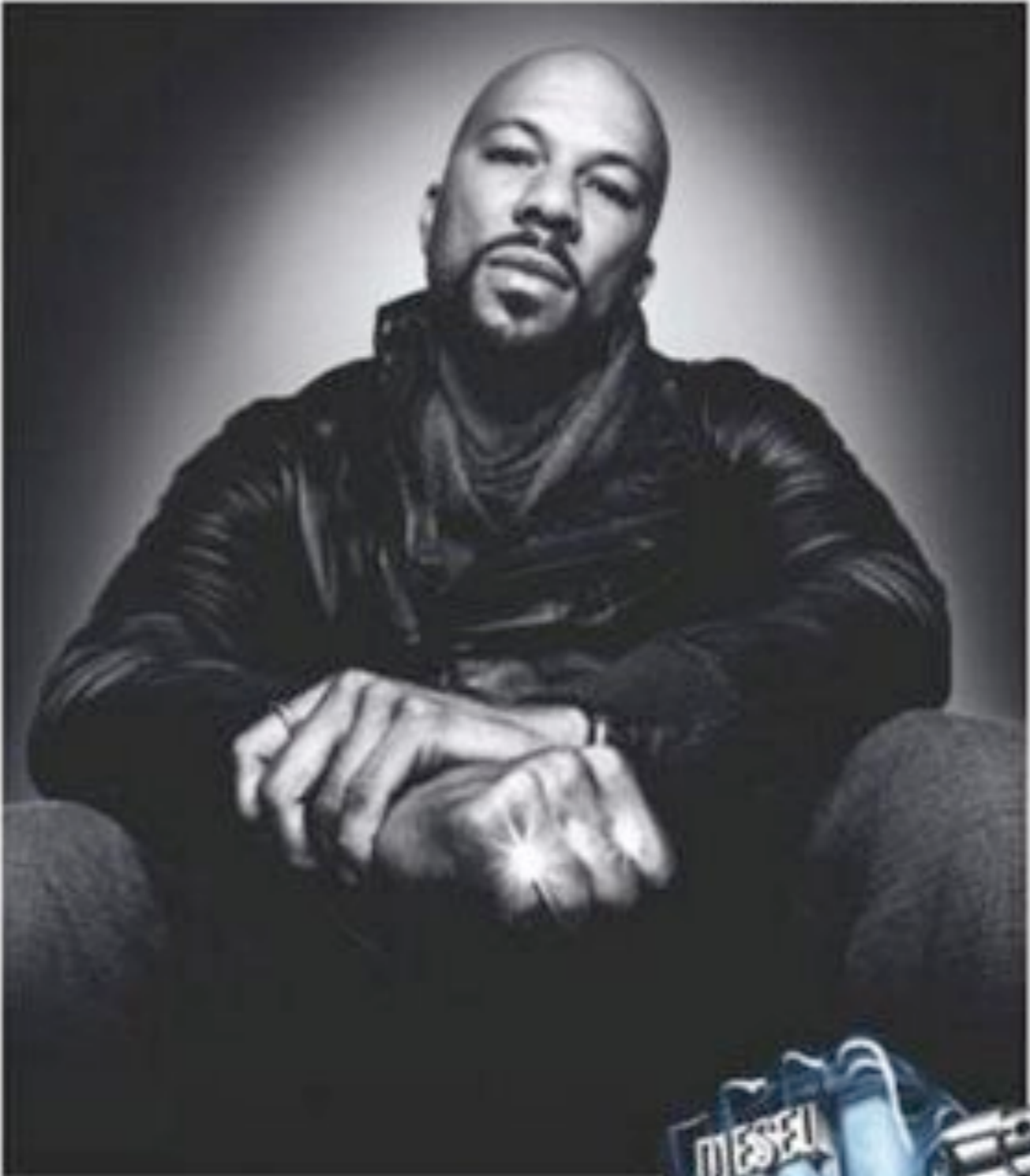
This is the new Sharpie Pen. It doesn't bleed through paper, so you can write on both sides. It's such a cool pen, in fact, that you're reading this when you could be looking at David Beckham. If you did stop reading, you'd see that David Beckham is looking directly at you. You can practically see his wry smile out of the corner of your eye. But strangely, you can't look away from this ink as it turns letters into words and words into sentences making bold, vibrant markers for years that stay permanent everything but Sharpie that's on write and on just about Sharpie that's on. So, whether it's a shopping list or to your Uncle Howard, the new most exciting thing Sharpie since...

© 2008 Sanford L.P.



Sharpie
WRITE OUT LOUD!
sharpie.com

DIESEL



ONLY THE BRAVE
THE NEW FRAGRANCE



bodybymilk.com

Mind by Masi.
Body by milk.

My hero? Think hard.
It's milk. Some studies suggest
teens who choose it instead
of sugary drinks tend to
be leaner, plus the protein
helps build muscle.
So grab a glass. Then you can
change the future, too.

got milk?[™]

© 2004 AMERICA'S DAIRY FARMERS

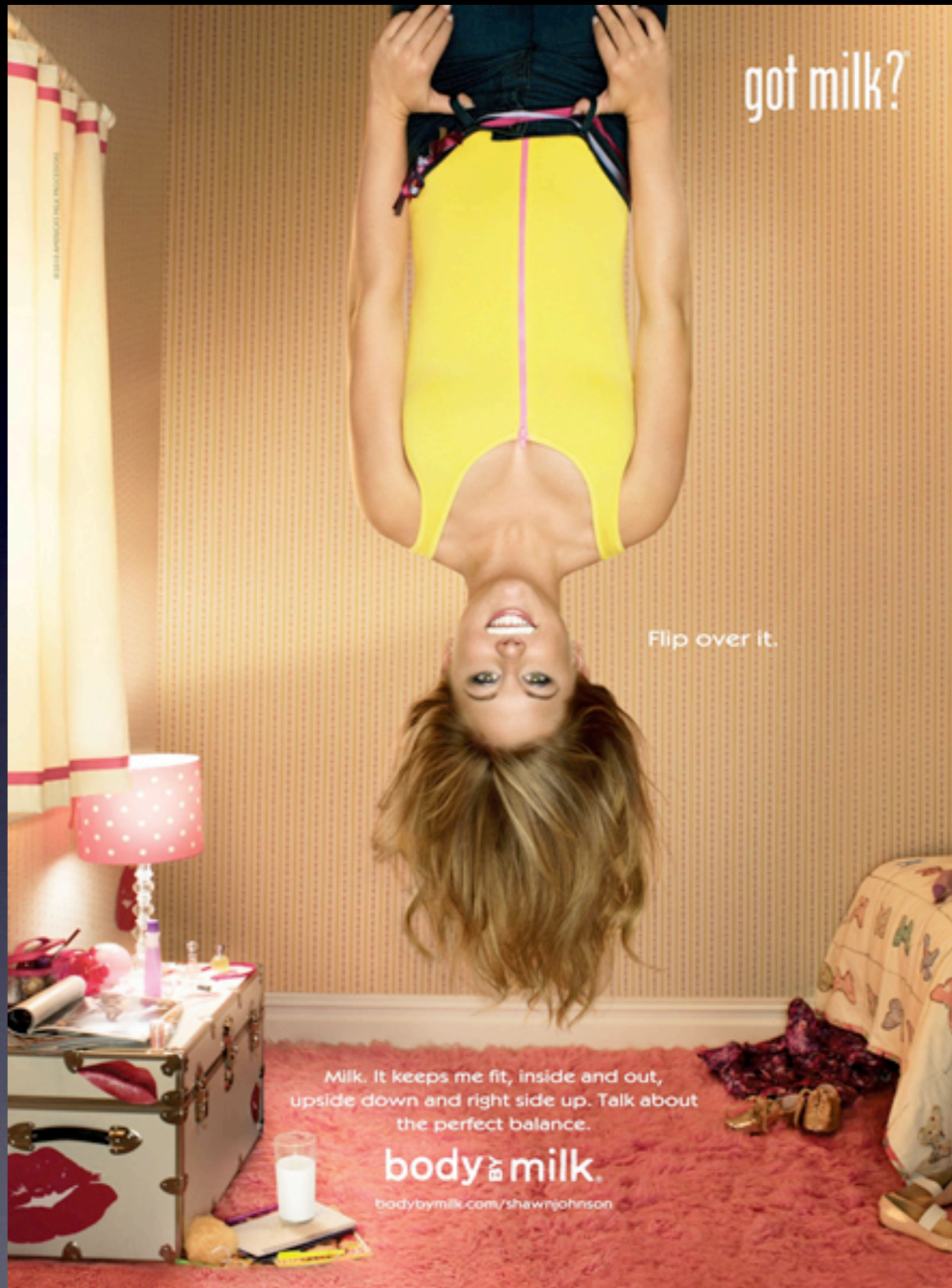
got milk?

Flip over it.

Milk. It keeps me fit, inside and out,
upside down and right side up. Talk about
the perfect balance.

body by milk.

bodybymilk.com/shawnjohnson




EVAN SHEGHER ©2009 AMERICA'S MILK PROCESSORS



Go Big.

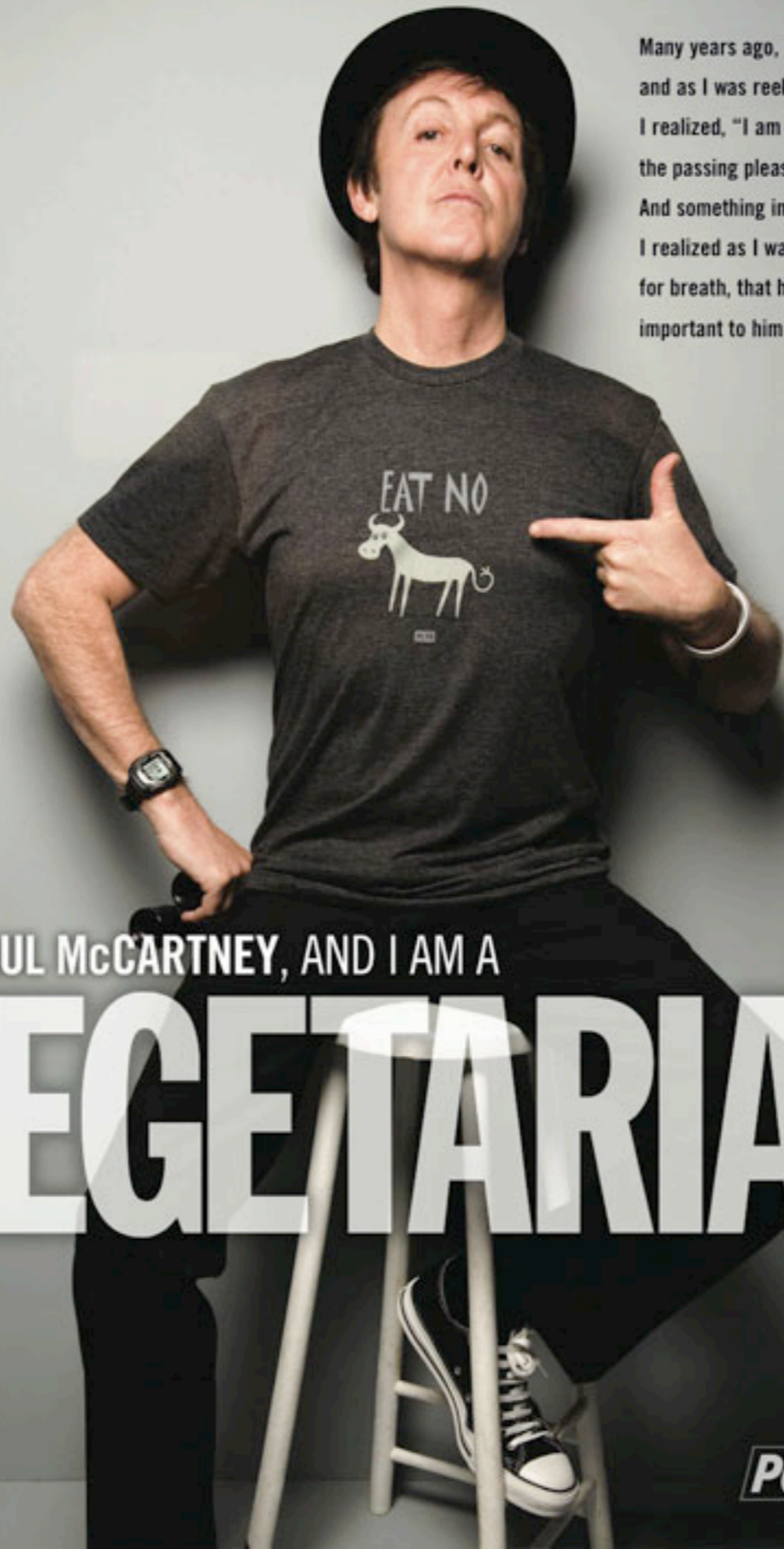
I always push myself as far as I can go. But at the end of the day, I come back to milk. The protein helps build muscle and the unique mix of nutrients helps me refuel. So eat right, train hard and drink lowfat milk. Gotta roll.

body  milk.

www.bodybymilk.com

got milk?

Photo © 2007 PETA, Courtesy of Paul McCartney



Many years ago, I was fishing,
and as I was reeling in the poor fish,
I realized, "I am killing him—all for
the passing pleasure it brings me."
And something inside me clicked.
I realized as I watched him fight
for breath, that his life was as
important to him as mine is to me.

I AM PAUL McCARTNEY, AND I AM A

VEGETARIAN

PETA.org

Fresh Viewpoint

Humor

HARVEY NICHOLS
NOW OPEN IN BRISTOL

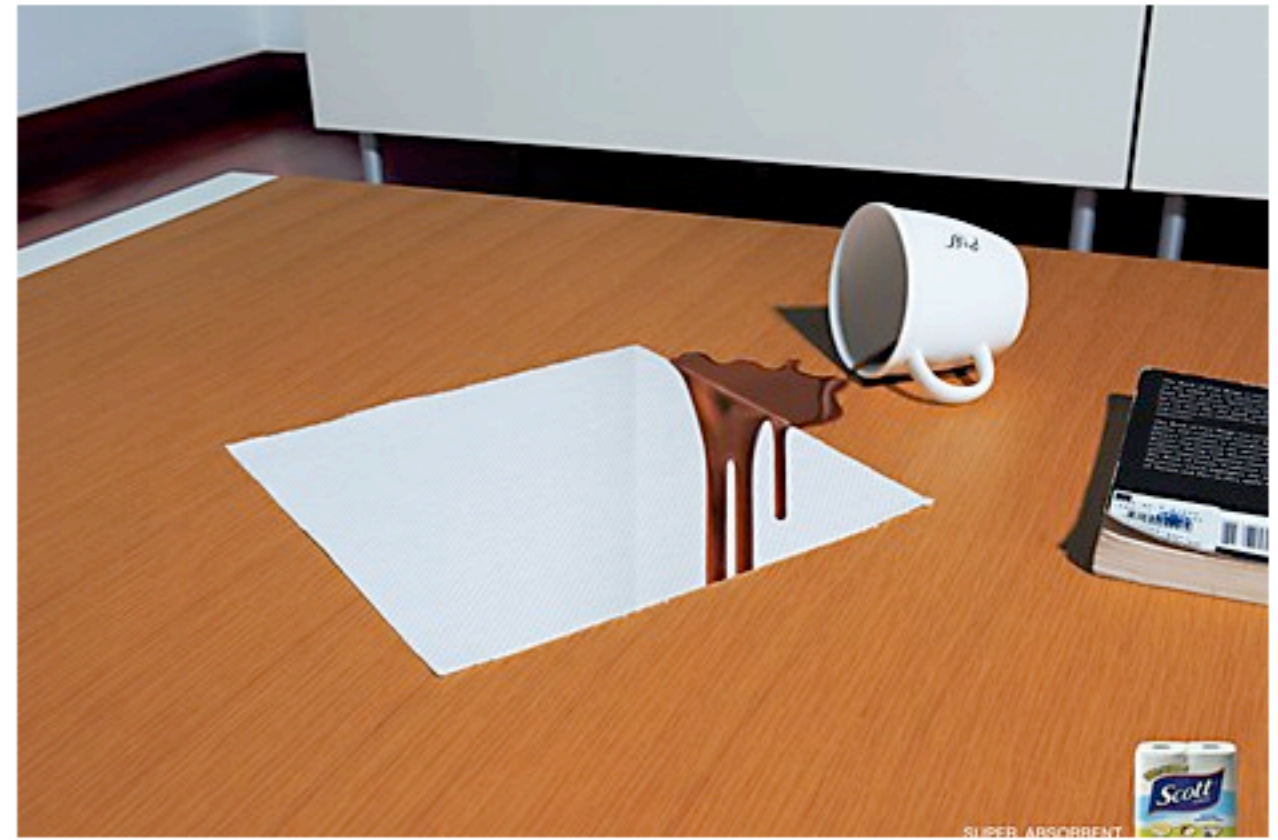
PHILADELPHIA STREET • QUAKERS FRIARS





YOUR FOOD BETTER PROTECTED.







Nutrition Facts

Obesity will soon replace
smoking as Canada's
number one health problem

Think before you eat

Dietitians
of 416 594 0857
Canada www.dietitians.ca



The five passenger Wrangler Unlimited. Bringing more people to more remote places.



Jeep
jeep.ca

THE MOST GAMES AVAILABLE ANYWHERE, EVERY SUNDAY.
CAN WE GET AN AMEN? | NFL SUNDAY TICKET ONLY ON DIRECTV



Whether you're praying for divine intervention or renouncing one of your fantasy players, you'll have more opportunities to do it with NFL SUNDAY TICKET, exclusively from DIRECTV. You'll get the largest selection of NFL match-ups available anywhere, up to 14 games every Sunday. And only the nation's leading satellite provider brings it all to you with 100% digital picture and sound. Sundays are sacred, so remember to watch the language. Visit directv.com or call 1 800 DIRECTV.





Amnesty International 