

# Campanii publicitare care au schimbat lumea

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- Ce campanii publicitare va amintiti?

Ce **elemente**  
credeti ca ar trebui sa aiba o  
**campanie publicitara**  
pentru a avea un  
**impact semnificativ asupra**  
**societatii?**

# Elemente ale unei campanii reusite

- O idee **simplică** și ușor de înțeles
- O idee **diferită**
- O idee **relevantă** pentru consumatori și nevoile lor

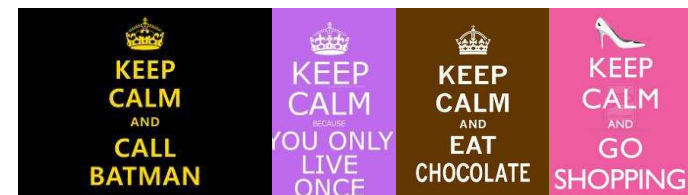
# Top 10 campanii publicitare

	Marketer	Campaign	Agency	Year
1	Volkswagen	"Think Small"	Doyle Dane Bernbach	1959
2	Coca-Cola	"The pause that refreshes"	D'Arcy Co.	1929
3	Marlboro	The Marlboro Man	Leo Burnett Co.	1955
4	Nike	"Just Do It"	Wieden & Kennedy	1988
5	McDonald's	"You deserve a break today"	Needham, Harper & Steers	1971
6	DeBeers	"A diamond is forever"	N.W. Ayer & Son	1948
7	Absolut Vodka	The Absolut Bottle	TBWA	1981
8	Miller Lite	"Tastes great, less filling"	McCann-Erickson Worldwide	1974
9	Clairol	"Does she...or doesn't she?"	Foote, Cone & Belding	1957
10	Avis	"We try harder"	Doyle Dane Bernbach	1963

# Campanii care au schimbat modul de gandire

- **Keep Calm and carry on (1939)**

- Conceputa de Guvernul Britanic (Ministerul Informatiei – responsabil pentru publicitate si propaganda in timpul WWII)
- Utilizeaza imaginea simbolica a coroanei Regelui George VI
- 2 postere anterioare: “*Your Courage, Your Cheerfulness, Your Resolution will Bring Us Victory*” si “*Freedom is in Peril*”
- Distribuita in cazul invaziei naziste
- Reclamele nu au apucat sa fie folosite atunci, dar au devenit populare in 2008 (criza economica)



# Campanii care au schimbat modul de gandire

- **A Diamond is Forever (1947)**

- Sloganul a schimbat conceptul de logodna
- De Beers, companie de bijuterii
- Diamantul este perceput ca fiind etern, cu implicatii emotionale si romantice si un lux necesar
- Imaginile au aparut in Fortune, Vogue, Time, The New Yorker
- Target: cititorii din inalta societate
- A influentat publicul american sa considere inelul cu diamant ca un ritual al logodnei



# Volkswagen





# Context

- Producatorii de masini doreau sa creeze masini cat mai mari, mai rapide si mai luxoase
- VW a preferat pozitia opusa – a creat o masina mica, modesta si pentru orice consumator – Beetle (vandut intre 1938-1975)
- A revolutionat creativitatea in publicitate prin campania “**Think Small**”
  - indivizii trebuiau recompensati prin publicitatea pentru care “pierdeau timp” sa o citeasca

# Campania Think Small



## 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

rigger 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 small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



# Campania Think Small

- Cea mai buna campanie de publicitate a secolului XX (Ad Age – in urma unui sondaj US)

# Think Small



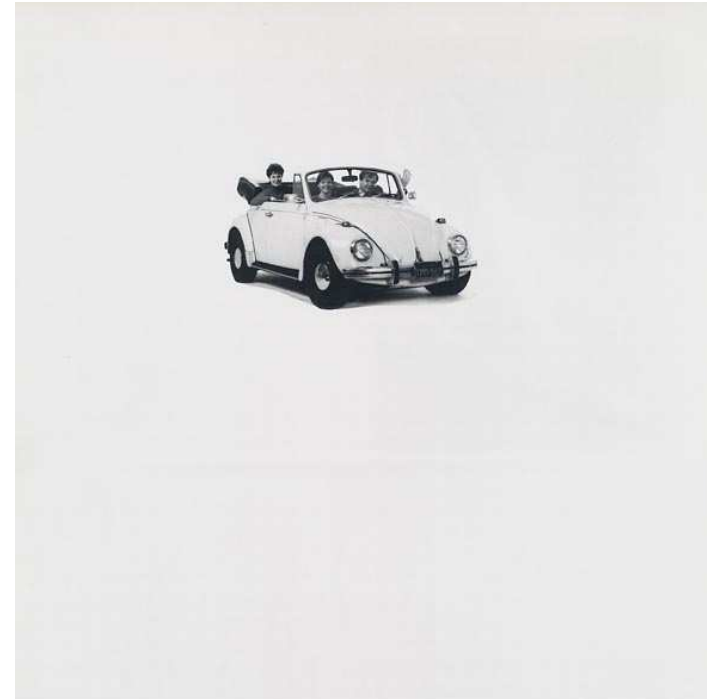
## Think very small.

Our little car isn't so much 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 stores it in our shops.  
In fact, some people who enjoy playing around  
with our small toy don't even remember that it

doesn't run on gas.  
That the oil doesn't need changing.  
That it never needs an freeway.  
That the tires never wear out.  
That's because once you get used to our small  
car, you won't ever think about it any more.  
Except when you squeeze into a tiny parking  
space.

Or when you realize that you don't have to  
pay any insurance.  
Or when you trade in your old micro-machine  
for a new one.  
Think it over.

**Micro Machines**



## Think small.

As you can see, we are a very small firm.  
But we aren't complaining. In fact, we  
think our size has something to do with  
our amazing creative abilities.  
Look at it from a historical perspective:  
Shakespeare worked alone.  
John & Paul wrote no hits with George  
or Ringo.  
A fifth Marx brother, Gummo, gummed  
up the works.

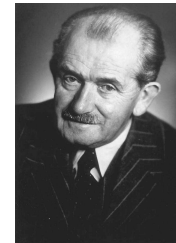
Small teams work best. Even in  
advertising.  
When our copywriter gets an idea, she  
doesn't have to reserve the conference  
room. We don't even have a conference  
room.  
She can just yell across the office to the  
art director, and he can yell back.  
It's a bit noisy, but it works. Even a few  
big agencies use our little "creative

department" pretty regularly.  
Okay. So maybe this isn't the most orig-  
inal ad you've ever seen.  
But you read it, didn't you?  
Think it over. And then call Dane first  
thing Monday for a look at our portfolio.  
Dane Henos Design  
5347 A Folsom Blvd.  
Sacramento, CA 95819  
(916) 456-1968

PHOTOGRAPHY BY DAVID BRONKHORST

# Sucesul Beetle

- Influenta lui Adolf Hitler (pasionat de masini) care a cerut o masina a poporului - Volk-Wagen
  - in care incap 3 copii si 2 adulti,
  - dupa care intorci capul, dar nu prea fancy
  - usoara in greutate, dar echipata complet
  - leftina (“**cheap to buy and even cheaper to keep running**”) – insa putini germani si-o permiteau
- Numarul de masini dintr-o tara si numarul de Km parcursi sunt o masura a standardelor culturale ale unei natiuni (Hitler)
- Mijloc de revolutionare a timpului liber
- Ferdinand Porches – creatorul design-ului Beetle
- Agentia de publicitate Doyle Dane Bernbach (DDB)
  - 1960 pentru a introduce Beetle pe piata US
  - Cercetari statistice, Design grafic, Noi metode de comunicare publicitara
- Producerea in masa a masinii in America – “Icon” american



# Promovarea Beetle

- Agentia Doyle Dane Bernbach (DDB)
  - Reclame – **umor si onestitate**
  - Folosirea umorului = acceptarea mesajului si rasplata pentru audienta
  - Conexiune emotionala cu consumatorii
  - Fara atac asupra concurentei
  - Un tip de comunicare comuna, ca de la om la om

- Filmul “Herbie the Love Bug”



# Simbolul Beetle

- In mai putin de 12 ani, Beetle a devenit un simbol international
- Peste 21 de milioane de masini produse din 1938
- Simbolizeaza o era, un stil de viata, un trend, un fenomen social, o pasiune
- Un simbol al pacii in lume

# Beetlemania

- Design nonconformist
- Posibilitate de personalizare
- Definirea unei generatii
  - flower power,
  - hippie culture
  - freedom







**We do our thing.**

The funny thing is, we didn't even know we had a "thing". We've been perfecting one car for 25 years, steering clear of the idiocy of annual model changes. Our only worry has been how to make the VW work better, not look different.

And we haven't done badly at all: The 1970 VW is faster and quieter with a longer-lasting engine than any other beetle. But you still need a scorecard to tell the '70 from other years. Or any year from any other year. Nobody in the world makes and serv-

ices a car as well as we do. Because nobody's been doing it as long on one model. We still use old-fashioned words like "mifty," "peachy" and "swell". And we stick to old-fashioned ideas like craftsmanship and dedication and skill.



**You do yours.**

Then, for \$1839\*, our thing becomes your thing. And what happens is wild. People treat VWs like something else. They polish them, scrub them, stripe them and flower them in very far-out ways. Why? Why mostly on Volkswagens? We think it's affection, pure and simple.

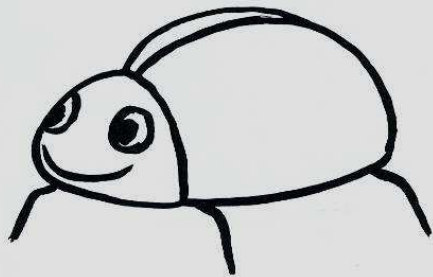
A VW is a new member of the family who happens to live in the garage. And when a VW moves in, people fill out. Driving a VW, we are told, is a groove. You don't get zapped with freaky running costs. Or zoned with kinky maintenance bills. Or dlobbered with crazy depreciation.

We've built the VW durably enough to withstand heat, cold, flood, snow, sand, mud. Yet it's durable enough to withstand a whole new generation. Maybe you thought we were a nut. When all the time we were really in the groove.





# Beetle - simplitate



## Our image.

Once upon a time, a young lady visited our plant. (In our view, the more the merrier.)

"What a sweet little car," she said. "It looks just like a beetle."

Now we're a pretty down-to-earth bunch.

At that moment we were figuring how much larger our brake-area would have to be if we stepped up our horsepower.

She stopped us cold.

After we'd made some discreet inquiries, we found out that a good many people shared her opinion.

But we also found out that people never said "beetle" nastily.

Always affectionately.

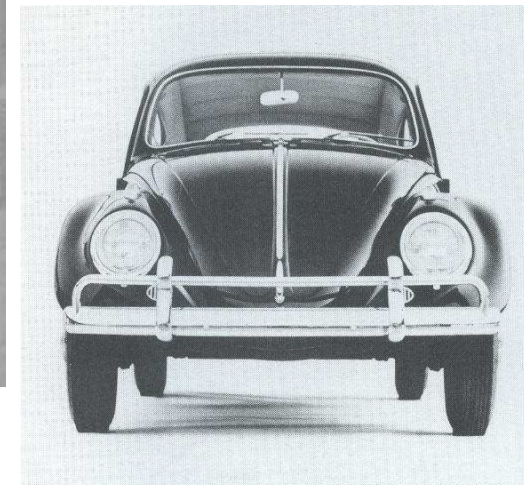
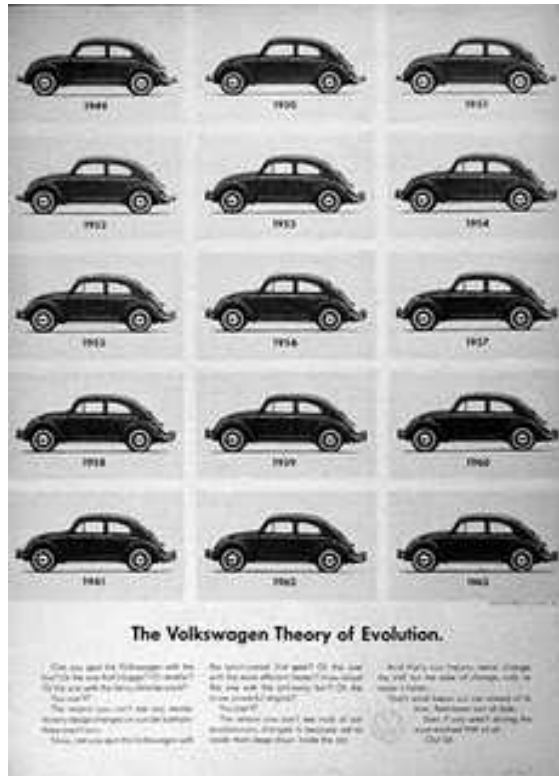
So we grew resigned to our nickname, and finally rather pleased with it.

It seems to say a lot about our attitude to car-making: determined, painstaking, unpretentious.

After all, some people try like mad to create a favorable impression.

We'd simply tried to make the Volkswagen a practical car.

And we'd gotten our very own image.



## Any change will be an improvement.

All we do when we change the Volkswagen is to make it work even better. You don't play with the way it looks. So the 1965 VW still looks the same. And there you have the whole Volkswagen point of view. We keep looking for ways to improve it. And then we knock our brains out to

make the new pieces fit old VW's, too. All the improvements make it feel better. And every one has made the car a touch better than it was before. This year, for example, all the windows are bigger. There's more legroom in back. The heater/delco has been improved. And so have the brakes.

Even the jack has been redesigned. This system not only makes the VW better all the time, but also makes parts easier to get: mechanics more skillful and owners always in style. And we can still sell it for \$1,995.\* Keep the change.





## Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blighted and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Krosser did.

There are 3,339 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!

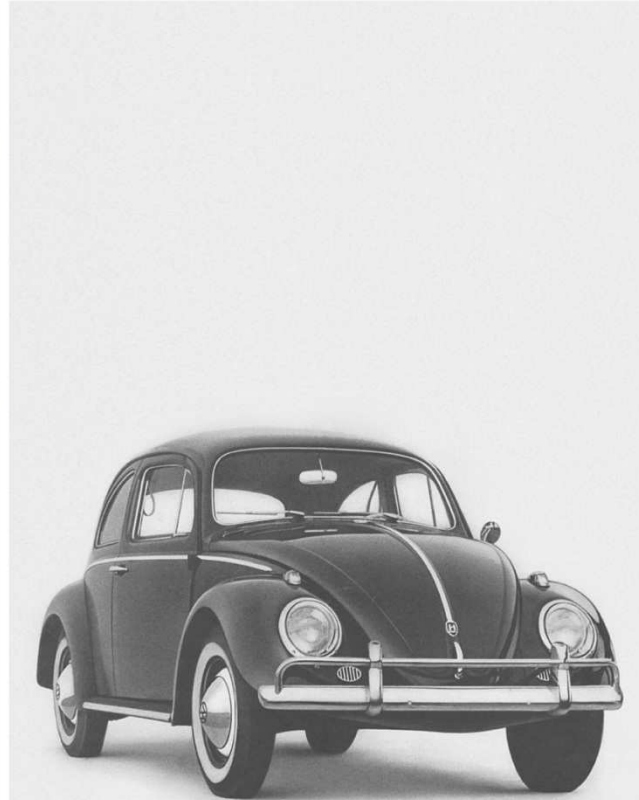
Every shock absorber is tested (spot checking won't do); every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand); tote up 187 check points, gun ahead to the automatic

broke 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.



## This ad was not a lemon.

Although this ad originally ran in the 60s, it's still considered to be one of the world's most successful newspaper advertisements.

It was one of the many famous print ads that helped VW build their brand.

And VW still use newspaper advertising today to effectively support their brand strategy, proving that newspapers are still the most reliable of vehicles.

But this medium doesn't just build brands over the long term. Independent research shows that newspaper advertising makes an immediate sales impact and delivers lasting sales uplift. Particularly when used in conjunction with TV.

In fact this combination way outperforms other media combinations.

So, like the lovable Beetle, newspaper advertising

is your simple, hard-working, utilitarian medium.

And with 37 million weekly readers spending an average of 40 minutes per paper, when it comes to selling your brand, newspapers are a peach.

Not a lemon. [www.nmauk.co.uk/scanlines](http://www.nmauk.co.uk/scanlines)



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# The Volkswagen for people who refuse to drive Volkswagens.



If you refuse to drive a Volkswagen because it's ugly, we can help you. If you refuse to drive a Volkswagen because you have eight kids and it isn't big enough, you have our sympathy. If you refuse to drive a Volkswagen because it isn't fancy enough, that's for you to decide. But if you refuse to drive a Volkswagen be-

cause you're used to an automatic transmission, here's a tip. Note you can drive a Volkswagen all over these without changing. We call it a new option: the automatic stick shift. And in true Volkswagen fashion, a bug with an automatic stick shift will get you up to 25 miles on a gallon of gas, use very little oil, and

have a drop of water in antifreeze. But just because we've made the VW easy to drive, doesn't mean we're about to make it any easier on any bigger car for their million any faster. So we imagine some people will still refuse to drive Volkswagens. You can't win them all.



## Small. Medium. Large.

Along time ago we made our first Volkswagen. It held 4 people comfortably and about 4 pieces of luggage just as comfortably. It could go 27 miles on a gallon of gas. And cover 42,000 miles on a set of tires.

We called it the bug.

Then a little later (as we make another Volkswagen, it won't for families who want 100 bug for the bug. The new Volkswagen had enough room for eight people and sixteen pieces of luggage. (About sixteen more bugs than you could fit into most

other wagons that hold eight people.) We called it a box.

And for a while, everybody was happy. Then we began to find out that for a lot of people the box was too much Volkswagen, and the bug not enough.

So we made the Squaredock hatch. (Imagine you haven't noticed it's the one in the picture between the bug and the box.) It's a lot bigger inside than the beetle, and a lot bigger than the box. It's got enough room for 4 people and about 5

pieces. Or 2 people and about 13 pillows.

Our new Squaredock has a 45 h.p. air-cooled engine that averages 27 m.p.g. Which is pretty good for a car that can go 54 m.p.h.

It also has disc brakes, nylon bar suspension and synchromesh transmission. As a matter of fact, in everything you've come to expect from a VW.

On behalf of everybody here, we'd like to welcome it to the family.



## Some Volkswagen owners look down on other Volkswagen owners.

When you purchase your Volkswagen Beetle or a Volkswagen Squareback, you really don't see it in the world. The Beetle. Wagon. even a good look before they enter ours.

And it looks more like the biggest car you've ever seen.

But the VW Wagon had 1200 cc.

It's also great. You need a pair of boots to hold it up, but the engine is built. By its 1000 cc, it's only 8 inches longer than the Volkswagen Beetle.

To people who were up to the high ring, it's not just a car, it's a family.

They look in the back a fine view.

They still don't worry about freezing or boiling, the engine is air-cooled. They still get a long way on a gallon of gas (about 27 miles) and a very long way on a set of tires (about 42,000 miles).

And a pair of boots does to drive the Volkswagen into town look like a million miles.



# New Beetle

- 1994 – un nou concept de Beetle
- 1998 – incep productia si vanzarile pe piata Americana

# New Beetle

It's official. Curves are back.



The New Beetle, by special delivery only.



The New Beetle 新甲壳虫 经典非只在既往 时尚不限于当下



北京2008年奥运会汽车合作伙伴

#### The New Beetle from Volkswagen.

One of the most advanced curves the world ever, will soon be seen on Indian roads. That's the New Beetle's progress looks every year of your first through. Fly design and you'll find its powerful yet efficient 1.8L, 1600 (110 HP) petrol engine and 4-speed automatic gearbox, all set for action. Its advanced safety, ABS, ESP and world class technologies also make driving a pleasure second to none. No wonder, there's a car about all the attention. German engineering. Recurring Legends.



Volkswagen. Das Auto.

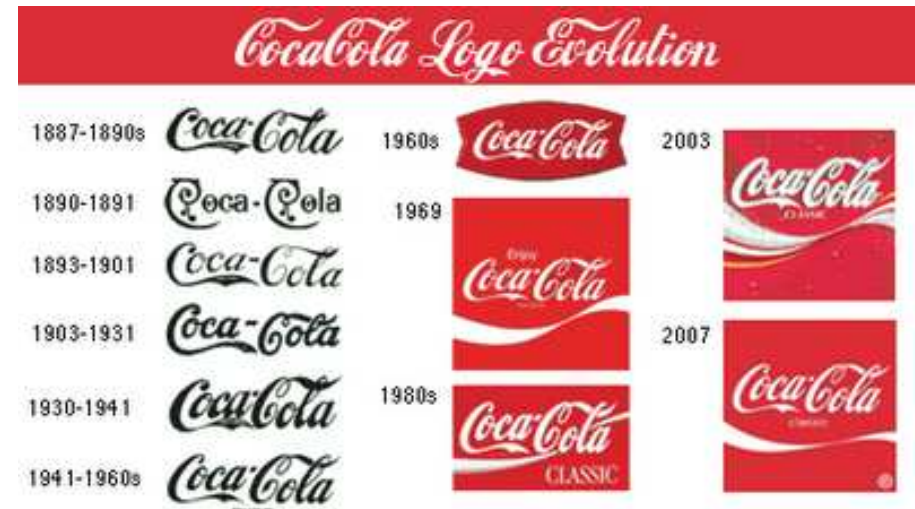
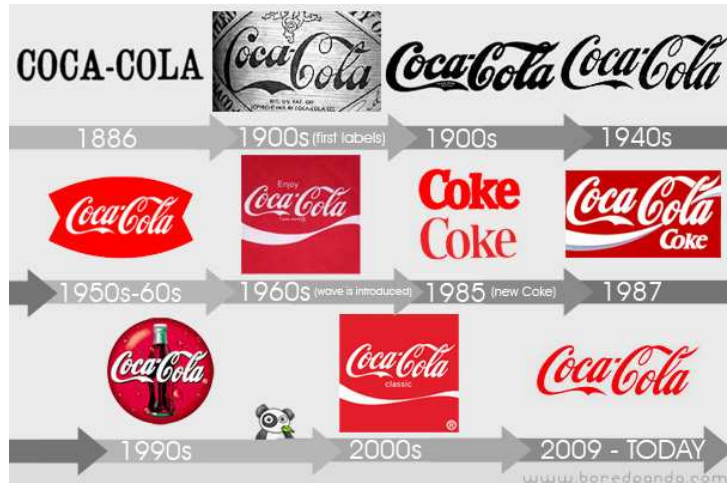
*Coca-Cola*



# Coca-Cola

- 1886, New York (in timpul constructiei Statuui Libertatii)
- Inventator: John Pemberton (farmacist in Atlanta)
- Context: cauta o formula rapida pentru durearea de cap (a combinat un lichid de culoarea caramelului cu sifon)

# Coca-Cola – logo evolution



# Coca-Cola in farmacie

- Se vindea cu 5 centi paharul
- In primul an, se videau 9 pahare pe zi
- 1891 – firma este vanduta pentru 2300\$  
lui Asa Griggs Candler, un afacerist
  - Acesta devine primul presedinte al firmei
  - Aduce prima viziune de afaceri
  - Pana in 1895 a construit fabrici in Chicago, Dallas, Los Angeles

# Coca-Cola imbuteliata

- 1894, Joseph Biedenharn, om de afaceri din Mississippi este primul care pune bautura in sticle
- 1923, Robert Woodruff a devenit, pentru 60 de ani, presedintele companiei
  - Geniu al marketingului
  - A imprimat logo-ul chiar si in arenele de lupta cu Tauri din Spania

# Coca-Cola Bottle



# Coca-Cola si razboiul

- 1941 – US intra in al Doilea Razboi Mondial
- *“fiecare persoana in uniforma sa primeasca o sticla de Coca-Cola cu 5 centi, oriunde s-ar afla si oricat ar costa compania”*
- 1940-1960 – Coca-Cola ajunge si in Europa (numarul tarilor de distributie se dubleaza)

# Coca-Cola si razboiul

**"Coca-Cola goes along"**

Drink **Coca-Cola**  
Delicious and Refreshing



**"It's the real thing"**

Ice-cold Coca-Cola gets a hearty welcome. It's the answer to thirst that adds refreshment. Coca-Cola has that extra something to do the job of complete refreshment. It has a taste that's uniquely satisfying — a quality that's unmatchable. That's why the only thing like Coca-Cola is Coca-Cola itself. Thirst asks nothing more.

5¢

Everybody's happy...Have a Coke



...the pause that refreshes brightens the trip

A familiar custom followed them when they were overseas... the pause that refreshes with ice-cold Coca-Cola. How a Coke was a welcome greeting heard at one time or another behind nearly every fighting front. Now they are headed for home. Back to the hills, down streams, the old home town and the gang. Back to that American kind of life... with its happy ways and customs. In far away lands, ice-cold Coke brought them a touch of home, a glow of familiarity. It brought life, vigour and cheerfulness to brighten every a dull moment... just as it gets us beginning happy moments at home.



**"Your thirst takes wings"**

Ice-cold Coca-Cola quickly sends thirst flying. Every delicious sip has the flavor of refreshment. Thirst asks nothing more than ice-cold Coca-Cola. You'll like it, now...and often.

Drink **Coca-Cola**  
Delicious and Refreshing  
5¢

**YOU TASTE ITS QUALITY**

Experience proves that nothing adds the flavor of quality. You taste the quality of ice-cold Coca-Cola. Again and again you enjoy the flavor of its delicious taste...and its cool, clean aftertaste of complete refreshment. There's also nothing more.

sallyedelsteincollage.com

**"Just like old times"**



DRINK **Coca-Cola**  
ICE COLD

**"My old friend Coke"**



DRINK **Coca-Cola**  
Delicious and Refreshing

Tastes like home



1943

DRINK **Coca-Cola** 5¢

# Coca-Cola si extinderea

- 1961 – incepe sa isi creasca numarul de branduri
  - 1961 – Sprite
  - 1963 – TAB
  - 1966 – Fresca
- 1978 – Coca-Cola Company a fost singura companie care putea sa vanda bauturi racoritoare in China



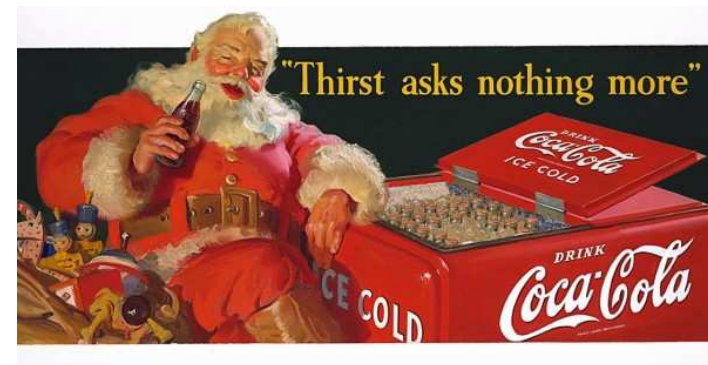
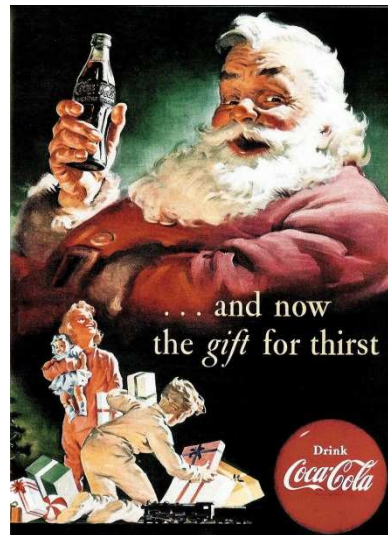
# Coca-Cola si inovatia

- 1985 – prima schimbare a formulei de preparare si a gustului (cea mai mare greseala de marketing facuta vreodata)
  - La teste, consumatorii au fost incantati
  - Dupa lansare, consumatorii au cerut formula originala inapoi

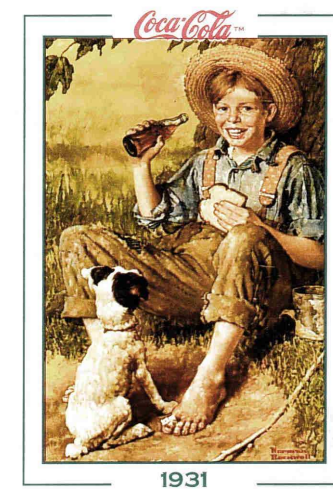
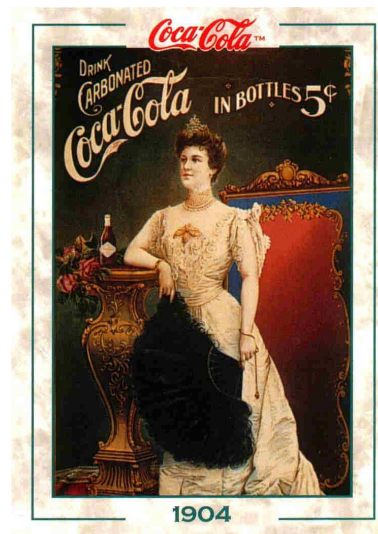
# Coca-Cola si publicitatea

- Nickname – “Coke”
- 1971 – reclama “I'd Like to Teach the World to Sing”
- Este asociata cu imaginea moderna a lui Mos Craciun
- Dar nu a fost nici macar prima companie de bauturi racoritoare care l-a folosit pe Mos Craciun (Coca-Cola si Mos Craciun 1920)
  - White Rock Beverages l-a folosit pe Mos Craciun in 1923 pentru gin, dupa ce in 1915 l-a folosit pentru a vinde apa minerala

# Coca-Cola si Mos Craciun



# Coca Cola – printuri vechi



# “The pause that refreshes”

Drink  
**Coca-Cola**  
Delicious and Refreshing

**The pause that refreshes**

The need to pause for refreshment comes to everyone... whether in the heat of a busy day or the cool of a calm evening, ice-cold Coca-Cola is for such a moment... to add its refreshing life and sparkle to your relaxation.

THE DRINK EVERYBODY KNOWS...  
IS COOL... IS CRISP...  
WHEREVER YOU ARE

**The pause for people-on-the-go**

People on-the-go are never too busy to go to the soda fountain. It's a place where the hurried are glad to take a minute for the pause that refreshes with ice-cold Coca-Cola... that refreshing little stop that keeps you going. Try it.

**YOU TASTE ITS QUALITY**

Experience proves that nothing takes the place of quality. You taste the quality of ice-cold Coca-Cola... when you sip the fountain at its delicious best... and its cool, clean refreshment of complete refreshment. There's also nothing more.

5¢

THE PAUSE THAT REFRESHES

4 p.m. - the pause that refreshes

VICE PRESIDENT

Drink  
**Coca-Cola**  
Delicious and Refreshing

for you

Drink  
**Coca-Cola**  
Delicious and Refreshing

for me

**The Pause That Refreshes**

**The pause that refreshes**

Drink  
**Coca-Cola**  
Delicious and Refreshing

**YOU TASTE ITS QUALITY**

Experience proves that nothing takes the place of quality. You taste the quality of ice-cold Coca-Cola... when you sip the fountain at its delicious best... and its cool, clean refreshment of complete refreshment. There's also nothing more.

5¢

There's one thing everybody will agree they need. They'll agree, that's true. When it happens to you, that's a good time to relax and enjoy the pause that refreshes with a frosty bottle of ice-cold Coca-Cola. You'll like it.

DRINK  
**Coca-Cola**

**The pause that refreshes**

USO

# Coca-Cola – printuri noi



# Valorile Coca-Cola

- Crearea unor **campanii globale** si traducerea lor in diferite limbi si diferite culturi
- Abilitatea de a stapani setea
- Abilitatea magica a brandului de a **conecta oamenii** si de a-l strange impreuna indiferent cine sunt sau cum traiesc

# Cateva sloganuri Coca-Cola

- 1886 "Coca-Cola-Delicious, Refreshing, Exhilarating"
- 1886 "Drink Coca-Cola"
- 1917 "Three Million a Day"
- 1920 "Drink Coca-Cola With Soda, The hit That Saves The Day"
- 1922 "Thirst Knows No Season"
- 1928 "A Pure Drink Of Natural Flavors"
- 1936 "It's The Refreshing Thing To Do"
- 1939 "Coca-Cola Goes Along"
- 1943 "A Taste All It's Own"
- 1945 "Coke Means Coca-Cola"
- 1948 "It's The Real Thing"
- 1952 "What You Want Is A Coke"
- 1955 "Americans Prefer Taste"
- 1963 "Things Go Better With Coke"
- 1979 "Have a Coke and a Smile"
- 1993 "Always Coca-Cola"
- 2000 - Enjoy.
- 2006 - The Coke Side of Life
- 2009 – Open Happiness
- 2011 - Life Begins Here
- 2012 - Enjoy Coca Cola
- 2013 – Share a Coke



# Share a Coke

Share a **Coke** with a friend  
Get in touch with a good friend, an old friend, or maybe even a new friend.  
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# United Colors of Benetton

UNITED COLORS  
OF BENETTON.

# United Colors of Benetton

- Cel mai mare producator de haine din Europa
- S-a nascut in Italia in 1965 (pana in 1985 nu a avut parte de publicitate, in adevaratul sens al cuvintului)
- Luciano Benetton a remarcat lipsa de culori vii in hainele existente pe piata
- Provocarile UCB
  - Disparitia granitelor geografice in urma globalizarii – concurenta internationala
  - Cresterea expectantelor consumatorilor (calitate ridicata la preturi mai mici, solutii individuale)
  - Rapiditatea schimbarilor (inovare continua)

# Oliviero Toscani

- Fotograf Benetton (1985-2000)
- Reteta: o fotografie puternica cu logo-ul intr-un colt
- Publicitate pasiv-agresiva
- *"Advertising is the richest and most powerful form of communication in the world. We need to have images that will make people think and discuss."*



# Temele abordate in printuri

- Campanii de constientizarea problemelor socio-economice, mai degraba decat campanii publicitare
  - Armonie rasiala
  - Razboi
  - Rasism (toleranta rasiala)
  - Intoleranta religioasa
  - Drepturile omului
  - Disabilitate
  - SIDA
  - Pedeapsa cu moartea

# Campanii

- Campanii Oliviero Toscani
  - 1985 – Flags Campaign
  - 1989 – Contrast in Black and White
  - 1991 – War Cemetery
  - 1992 – AIDS victim campaign
  - 2000 – Sentence to Death
- Campanii dupa plecarea lui Toscani
  - Food Campaign
  - Campania impotriva violentei domestice
  - UNHATE

# Flags Campaign

- Imagini cu copii acoperiti de steaguri:
  - America si URSS
  - Israel si Germania
  - China si America etc.
- Imagini cu copii de diferite nationalitati
  - “United Colors of Benetton” a devenit sloganul Benetton



UNITED COLORS  
OF BENETTON



# United Colors of Benetton



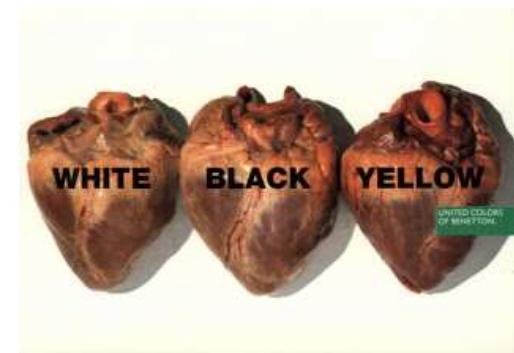
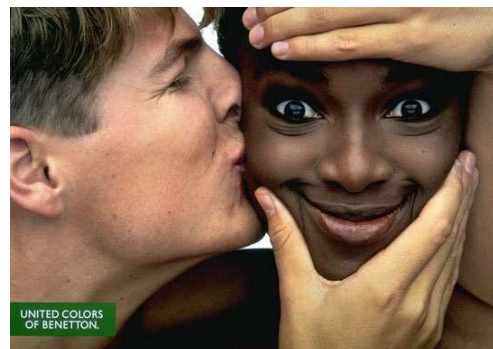
# Contrast in Black and White

- Toscani devine militantul campaniilor impotriva rasismului
- Sloganul “The United Color of Benetton” devine identitatea companiei si parte a noului logo

# Contrast in Black and White



# Alte printuri in contrast



# War Cemetery

- Reprezinta un cimitir din Franta
- Mesajul: “*In war, beyond uniforms, ranks, races and religion, death is the sole victory*”
- Printul a fost interzis in Italia, Franta, UK, Germania

# War Cemetery



# AIDS victim campaign

- “*reality advertising*” – fotografii ale unor situatii reale
- A pus consumatorul in fata unor subiecte sensibile: boala, moarte etc.

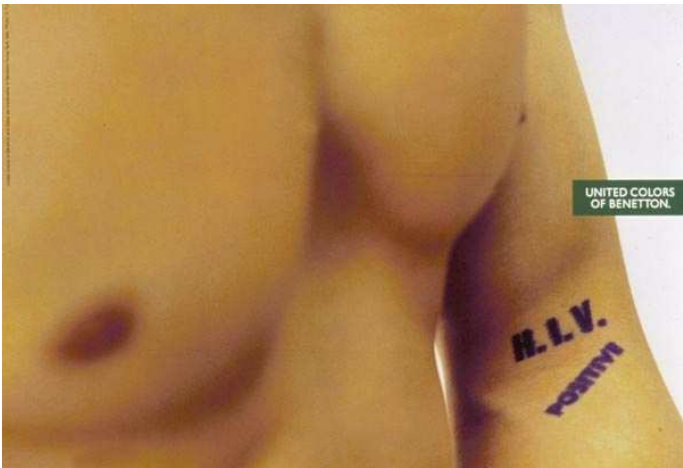
# AIDS victim campaign

- Cea mai contriversata imagine folosita de Toscani
- Printul a fost declarat obscen, desgustator si exploatand situatii tragice (Britain's Advertising Standards Authority)
- A fost refuzat de foarte multe publicatii
- Figura asemanatoare lui Isus a lui David Kirby este in contrast cu imaginea membrilor obezi ai familiei lui
- Impact brutal – este expus un moment privat de intensitate emotionala puternica





# AIDS campaign



# Tema razboiului

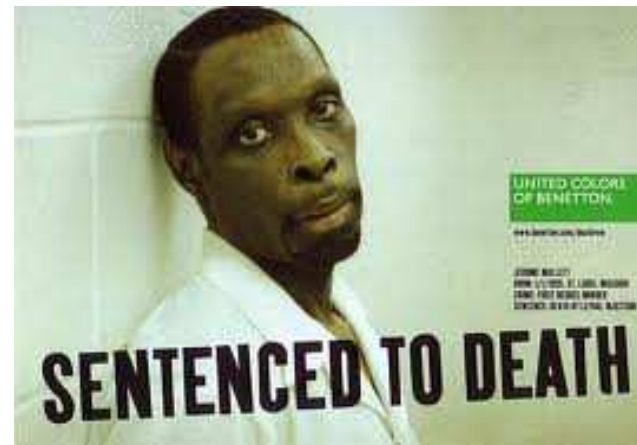
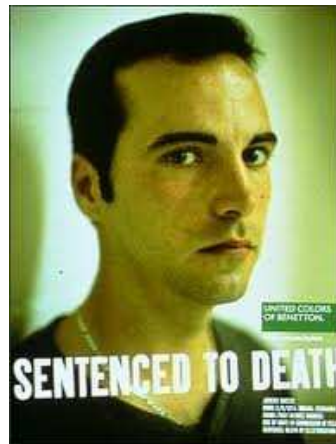
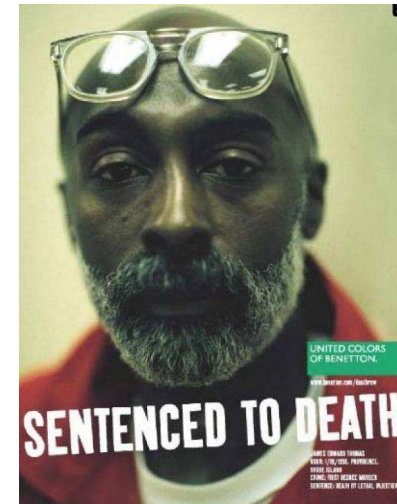
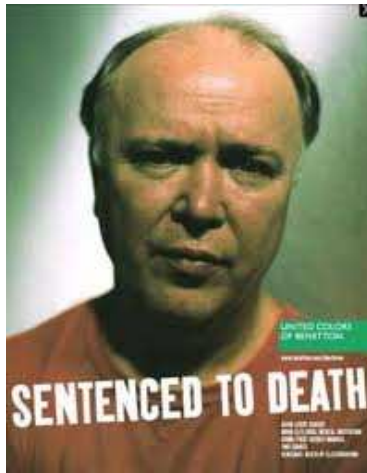
- Uniforma militara a uni soldat din Bosnia
- A starnit controverse puternice
- Tatal soldatului a declarat ca nu a vazut niciodata hainele fiului sau (Marinko Gagro) si ca acestea fusesera arse in spital
- Presa afirma ca soldatul a fost omorat de o grenada si nu de un glont

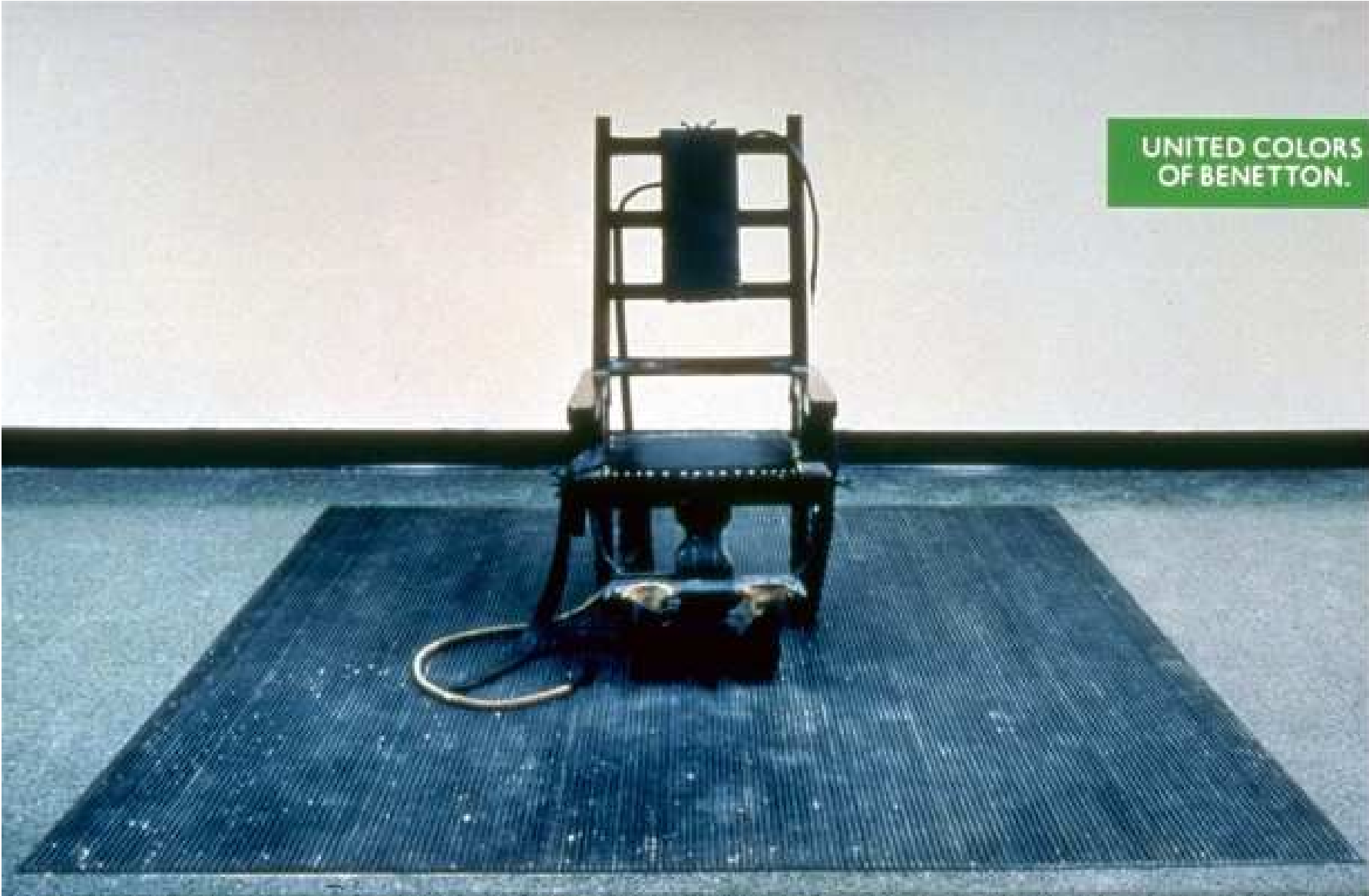


# Sentence to Death

- Ultima campanie a lui Toscani la Benetton
- Daca pana atunci cheltuielile pentru publicitate erau de doar 4%, pentru campania "Sentence to Death" s-au cheltuit 20 milioane Euro
- Toscani si-a petrecut 2 ani umbland prin inchisorile din US si intervievand condamnatii la moarte (27 de interviuri au aparut in insertia "*We on Death Row*" din Talk magazin)

# Sentenced to Death

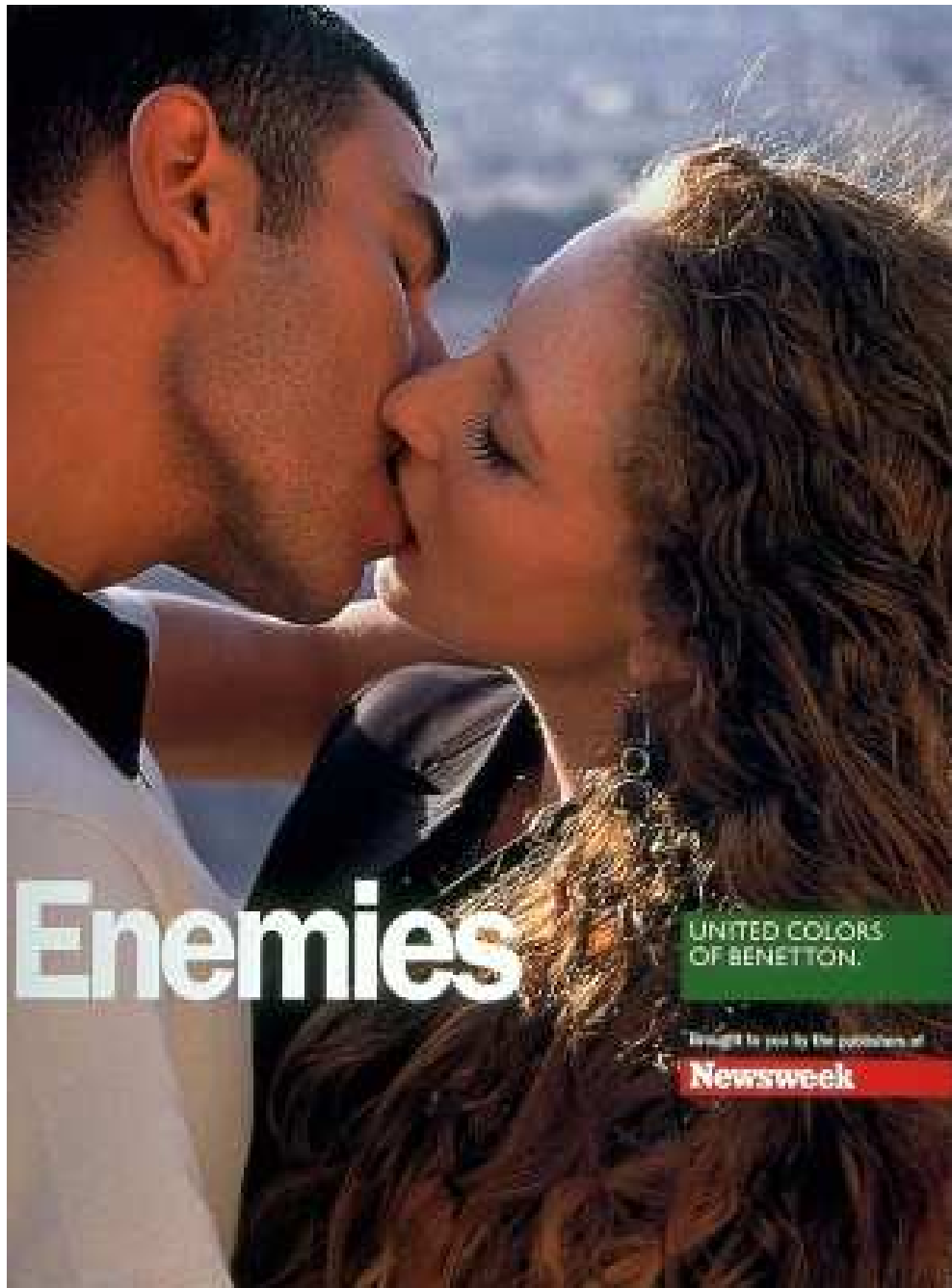




UNITED COLORS  
OF BENETTON.

# Alte printuri





# Enemies

UNITED COLORS  
OF BENETTON.

Brought to you by the publishers of

**Newsweek**

# Efecte ale campaniilor lui Toscani

- Au crescut vanzarile
- Campaniile Benetton s-au transformat intr-un fenomen
  - Un singur fotograf
  - Doar publicitate sub forma de printuri (fara agentii de publicitate, fara reclame)
  - Bani foarte putini
- Critici multiple pentru imaginile socante
- Consumatorii au inceput sa devina mai constienti de anumite probleme cu care se confrunta societatea



# Benetton dupa Toscani

- Efectul Toscani se mai resimte in primele cateva campanii dupa plecarea sa
- Publicitatea Benetton devine apoi non-agresiva, cu accent puternic pe culoare

# World Food Program



# Campanie impotriva violentei domestice



# UNHATE

- UNHATE Foundation
- Principiile proiectului
  - Crearea unei noi culturi a tolerantei, impotriva urii si a discriminarii
  - Sustinerea noii generatii
  - Diseminarea impactului social al artei

# UNHATE - saruturi

- Președintele Franței Nicolas Sarkozy și Cancelarul German Angela Merkel
- Președintele US Barack Obama și Președintele Venezuelei, Hugo Chavez
- Președintele US Barack Obama și liderul chinez, Hu Jintao
- Papa Benedict al XVI-lea și Ahmed Mohamed el-Tayeb, imamul Al-Azhar
- Prim-ministrul israelian Benjamin Netanyahu cu Președintele Palestinian Mahmoud Abbas
- Liderul Suprem al Coreei de Nord și Președintele Coreei de Sud

# UNHATE



# UNHATE in spatiale publice



# UNHATE – Unemployee of the Year





# UNHATE Dove

- Porumbelul din peste 15.000 de gloante reciclate, donat orasului Tripoli (capitala Libiei) ca un semn al pacii si al sperantei



# Promovare Benetton astazi



# *Fabrica*

- Centrul de cercetare in comunicare a UCB
- Sprijina artistii din intreaga lume
- Accent pe comunicare non-conventionala bazata pe design, muzica, cinema, fotografie, publicatii, internet



# Revista “Colors”

- Apare in 1994
- Distribuita in mai mult de 100 de tari
- Tradusa in 6 limbi
- Transmite viziunea Benetton



# Toscani dupa Benetton



# *Consorzio vera pelle* by Toscani

















2 0 0 9



*pochi, ma i migliori del mondo*  
*few, but the best in the world*



# *Flototto* by Toscani

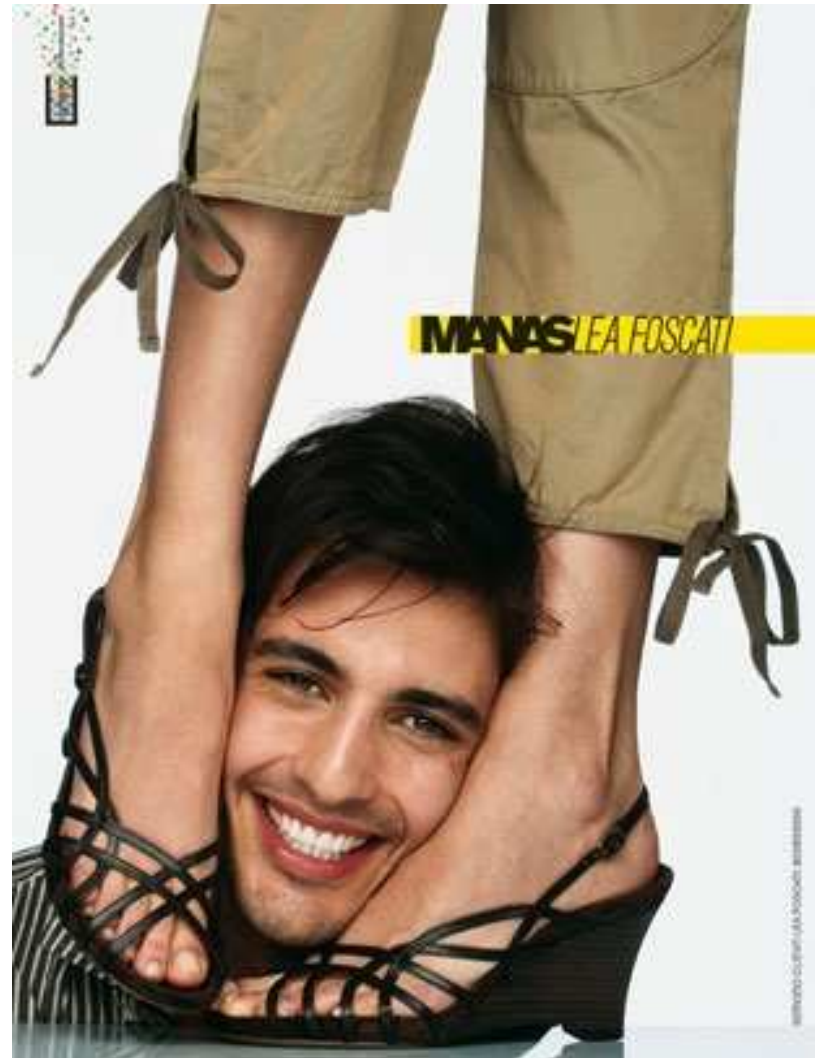








# *Manas* by Toscani



www.foscati.com

**MANAS** LEA FOSCATI



# *Toyota* by Toscani



# Elle by Toscani





# *Camembert* by Toscani



# Apple



# Steve Jobs





# Steve Jobs la Apple

- **Estetica Bauhaus** (Scoala Bauhaus): combinarea mestesugului cu artele plastice (design in industrie)
  - Bauhaus = “School of building”
- **Apple II**
- **Reclama “1984”** (Jobs a platit 750.000 \$)

# Apple II





# Jobs pleaca de la Apple

- **NeXt**

- logo proiectat de catre Paul Rand, cunoscut pentru logourile IBM, ABC, UPS, Esquire
- 100 de pagini care descriu in detaliu acest logo (unghiuri)
- cost : **100.000 USD doar pentru logo**
- *“I asked him if he would come up with a few options, and he said, ‘No, I will solve your problem for you and you will pay me. You don’t have to use the solution. If you want options go talk to other people.’”*



# Jobs pleaca de la Apple

- **Pixar**

- filme de animatie
- combinarea artei cu tehnologia
- filmul Toy Story (1995) a adus incasari de 362 milioane de dolari (detronand Batman Forever si Apollo 13)
- listarea la bursa a Pixar : 1,2 miliarde de dolari



Disney

Disney · PIXAR

**TOY  
STORY**

em  vídeo

# Jobs se intoarce la Apple

- Studioul de design al lui Steve Jobs and Jony Ive
  - faceau modele de spuma pentru orice produs in lucru pentru a avea o viziune a produsului
- Jony Ive – fan al designerului industrial Dieter Rams (Braun)
  - “Weniger aber besser” (“Less but better”)
  - „Simplicity is the ultimate sophistication“ (Apple)
- Sunflower iMac
- Campania Think Different

# Sunflower iMac





# Reinventare permanenta

- industria **IT**: iMac
- industria **muzicala**: iTunes (site de descarcare legala de muzica) si iPod
- industria **telecomunicatiilor**: iPhone si iPad

# Apple store 5<sup>th</sup> Av. New York



# Scara proiectata de Jobs



# Apple store in Shanghai



# Compania

- Iniintata in 1977 de Steve Jobs si Steve Wozniak, Ronald Wayne si Mike Markkula
- 1985 Jobs paraseste Apple
  - In 1984 convinge bordul sa laseze reclama Apple Macintosh Commercial – care devine o legenda
- Urmeaza o perioada de publicitate mai conventionala
  - Apple pierde clienti si angajati
- Revine Jobs cu un nou slogan – “Think Different” (probabil cu referire la sloganul IBM “Think IBM”)

# Nume

- “Apple” (mar) – un nume ciudat pentru o companie de calculatoare
  - Steve Jobs era fan Beatles si a numit compania dupa casa lor de discuri
  - Marul este fructul perfect
  - Marul este fructul cunoasterii (Adam si Eva)
  - Jobs dorea un nume care sa inceapa cu o litera de la inceputul alfabetului
  - Referire la moartea (prin sinucidere prin otravire) a lui Alan Turing (matematician si specialist in calculatoare)
    - Un mar muscat fiind gasit lang corp
  - Jobs era fruitarian, iar merele erau favoritele lui
    - Macintosh apple

# Logo

- Marul muscat
  - Alan Turing
  - Daca nu ar fi fost muscat ar fi semanat prea mult cu o cireasa
  - Muscatura simbolizeaza cunoastere iar conceptul de muscatura din engleza (*bite*) seamana cu conceptul de byte

# Evolutia logo-ului





# Simbolul curcubeului

- Logo-ul devine mai accesibil (vizual)
- Simbolizeaza utilizarea culorilor pe ecranul calculatorului pentru prim data
- Logo-ul cu curcubeu a functionat pana in 1997 cand Steve Jobs a revenit la Apple
  - Se dorea simplificarea logo-ului din ratiuni financiare
- *“One of the deep mysteries to me is our logo, the symbol of lust and knowledge, bitten into, all crossed with the colors of the rainbow in the wrong order. You couldn’t dream of a more appropriate logo: **lust, knowledge, hope, and anarchy.**”* (Jean Louis Gasse – fost executiv)

# Campania *Think Different*

- Una dintre cele mai de succes campanii din istoria publicitatii
- O perioada de criza pentru Apple in anii '90, in care compania era blamata ca produce jucarii ("toys")
- Creatorul ideii este Craig Tanimoto
- O idee originala, o reclama TV si printuri frumoase si eficiente

# Reclama TV

- Narrator: actorul American Richard Dreyfuss
- Doua variante de reclama
  - O reclama de 1 minut – finalul este reprezentat de o fata care deschide ochii
  - O reclama de 30 de secunde – fin final apare Jerry Seinfeld
- Se spune ca Steve Jobs a scris textul, dar, in realitate, textul a fost scris de Rob Siltanen si Ken Segall
- *Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. **Because the people who are crazy enough to think they can change the world, are the ones who do.***

# Reclama TV - personaje

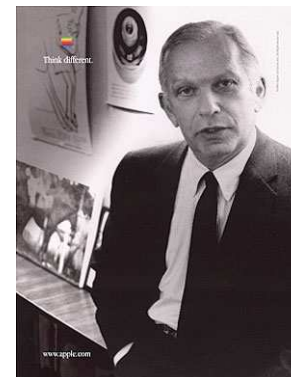
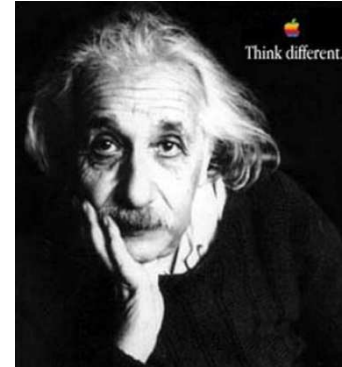
- Albert Einstein,
- Bob Dylan,
- Martin Luther King, Jr.,
- Richard Branson, J
- John Lennon (with Yoko Ono),
- R. Buckminster Fuller,
- Thomas Edison,
- Muhammad Ali,
- Ted Turner,
- Maria Callas,
- Mahatma Gandhi,
- Amelia Earhart,
- Alfred Hitchcock,
- Martha Graham,
- Jim Henson (with Kermit the Frog),
- Frank Lloyd Wright,
- Pablo Picasso

# Printuri

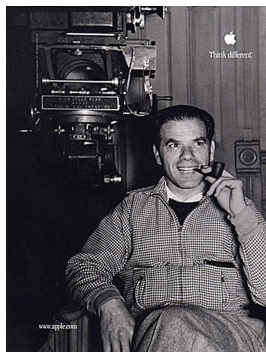
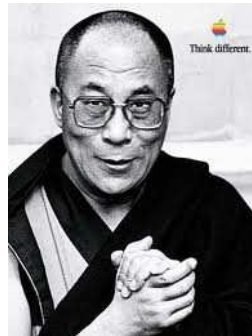
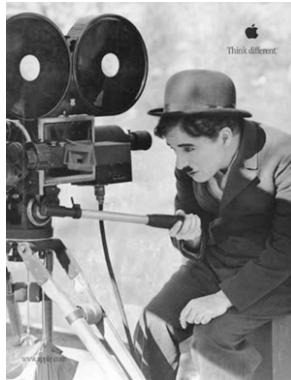
- Printuri alb-negru cu personaje importante din istorie (dintre ele, cele aparute in spot)

# Printuri

- **Albert Einstein** – fizician, filosof si autor
- **Alfred Hitchcock** – regizor si producator (geniul suspansului in filmele horror)
- **Amelia Earhart** – avaiatoare americana care a zburat singura peste Atlantic si prima femeie care a primit Distinguished Flying Cross
- **Ansel Adams** – fotograf renumit pentru pozele alb-negru reprezentand Vestul American
- **Bill Bernbach** - o figura legendara a publicitarii americane, unul dintre fondatorii DDB si directori ai campaniei Think Small VW
- **Bob Dylan** - cantaret si compozitor, figura reprezentativa a muzicii populare



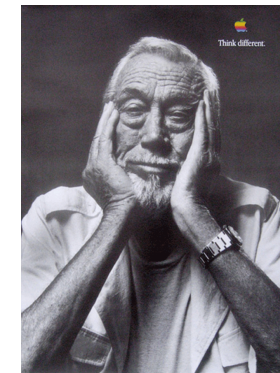
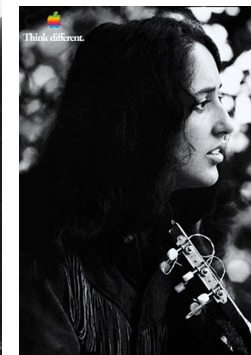
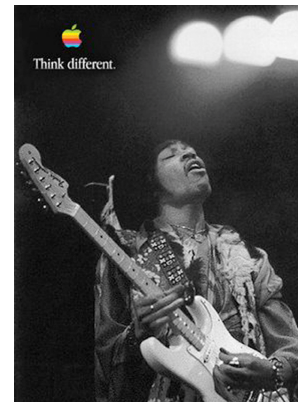
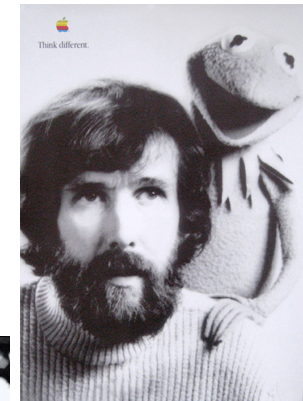
# Printuri



- **Buzz Aldrin** - 1969, cel de al doilea om pe luna, dupa Neil Armstrong
- **Charlie Chaplin** – actor comic englez de filme mute (WWI)
- **Dalai Lama** - Tenzin Gyatso, al 14lea Dalai Lama, laureat al Premiului Nobel pentru Pace, cel ai faimos calugar budist, lider al Tibetanilor din India
- **Eleanor Roosevelt** – prima Doamna a US (1933-1945), sustinator al drepturilor civile
- **Francis Ford Coppola** – producator, regizor, scenarist Italian American, a regizat Godfather si Apocalyps Now
- **Flik the ant** – protagonista filmelor animate Pixar A Bug's Life, cu idei inovatoare despre cum poate fi imbunatatita viata
- **Frank Capra** – regizor de film (1930-1940)

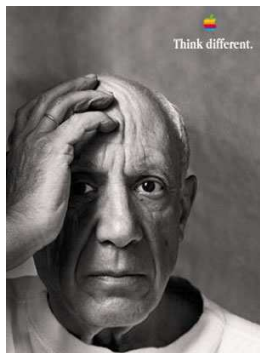
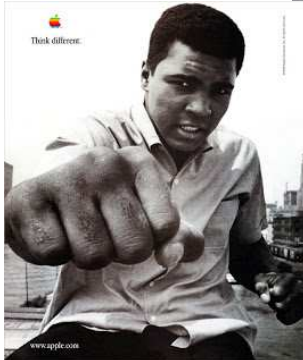
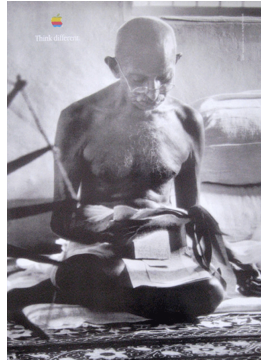
# Printuri

- **Jackie Robinson** – primul jucator de baseball African American din Major League Baseball din epoca moderna
- **Jane Goodall** – antropologist, mesager al pacii pentru UN, cunoscuta pentru studiul interactiunii sociale si de familie a cimpanzeilor
- **Jim Henson & Kermit** – creatorul The Muppets
- **Jimi Hendrix** – chitarist, cantaret si compozitor, cel mai mare cantaret la chitara electronica din istoria muzicii rock
- **Joan Baez** – cantaret folk, versuri despre problemele sociale
- **John Huston** – regizor, scenarist si actor
- **John Lennon & Yoko Ono** - cantaret Beatle si sotia sa, au inventat o forma de protectie pentru pace stand in pat si fiind filmati pentru interviuri





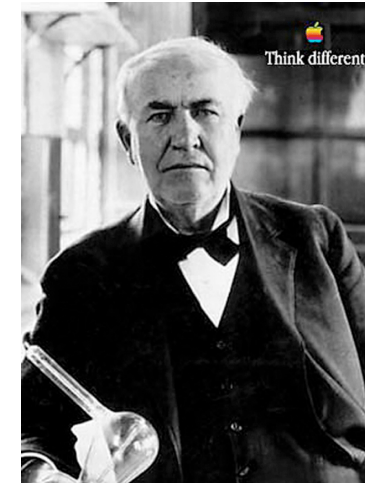
# Printuri



- **Mahatma Gandhi** – lider spiritual si politic al miscarilor de independenta al Indiei, devotat si extrem de determinat
- **Maria Callas** – cea mai renumita soprana a sec. XX
- **Martha Graham** – coregraf, pioner al dansului modern
- **Miles Davis** – cantaret de Jazz, precursor al tuturor dezvoltarilor din acest domeniu intre WWII si 1990
- **Muhammed Ali** – unul dintre cei mai mari campioni ai boxului
- **Nelson Mandela** – presedinte al Africii de Sud intre 1994-1999, primul presedinte sud-african aled prin vot democratic, activist anti-apartheid
- **Pablo Picasso** – pictor si sculptor, cofondator al miscarii cubiste
- **Paul Rand** – designer grafic, logo pentru IBM, UPS, Westinghouse, ABC, si Steve Jobs' NeXT

# Printuri

- **Ted Turner** – mogul media si filantrop, fondator CNN
- **Thomas Edison** – inventator, om de stiinta si om de afaceri american, a inventat masina de imprimat, masina de inregistrat voturi, masina electrica, masina de conservat fructele, casa din beton, papusa vorbitoare etc.



# Efectele campaniei

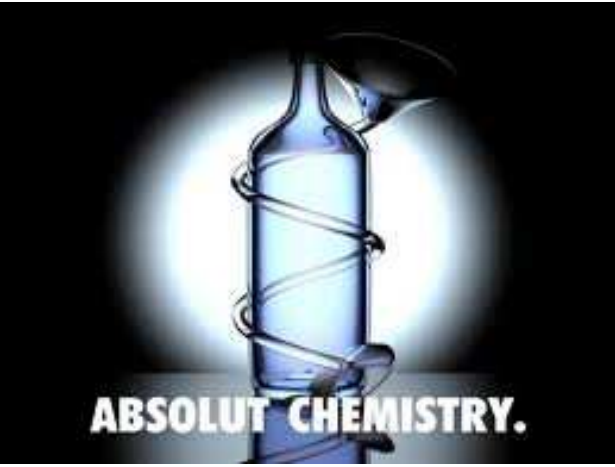
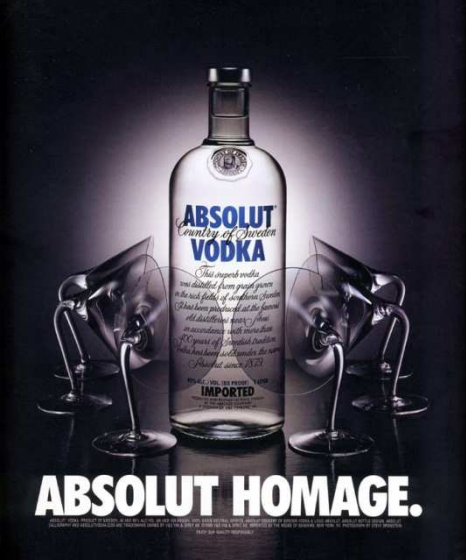
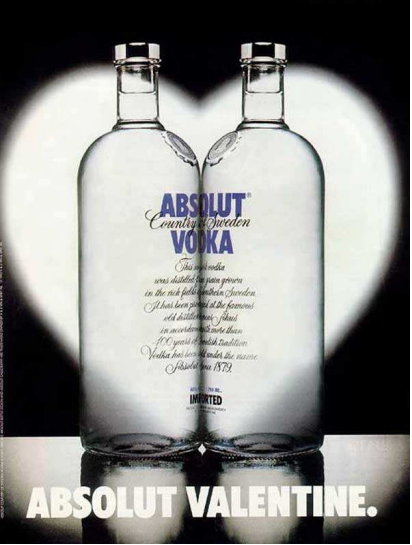
- In 12 luni Apple si-a triplat vazarile
- La un an dupa campanie, Apple a lansat IMac-ul color

**ABSOLUT**<sup>®</sup>  
*Country of Sweden*  
**VODKA**

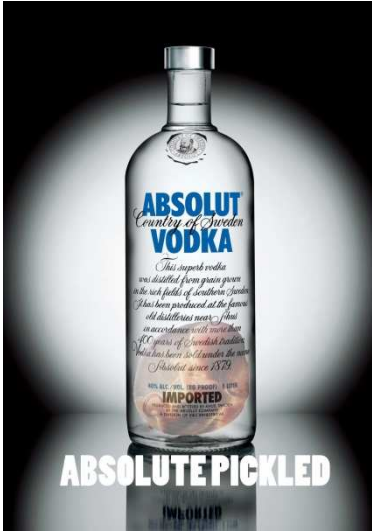
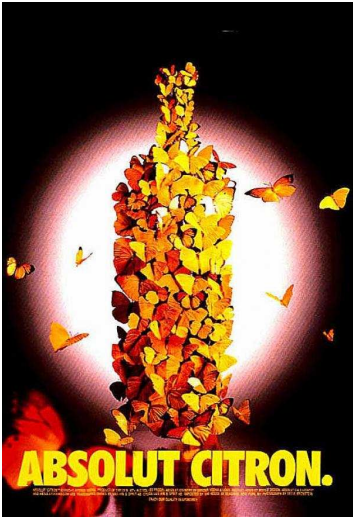
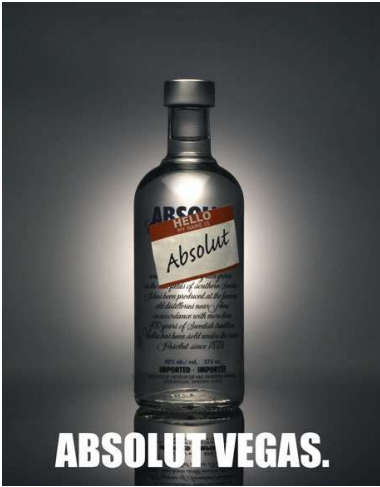
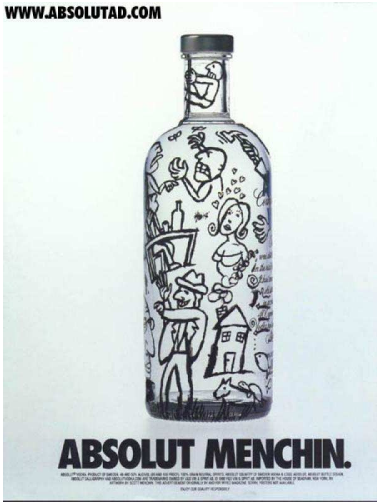
# Absolute Vodka

- Pe piata de vodka, preferinta si loialitatea fata de brand sunt atribuite in mare masura imaginii brandului
- 1979 – Absolute Vodka (suedeza) intra pe piata US, dar vinde doar 7000 de bucati
- 1991 – vanzarile cresc la 2 milioane de sticle
  - Devine cea mai vanduta vodka importata, cu 65% din piata
  - Strategie de marketing si publicitara puternica
  - Targer: consumatorul sofisticat, determinat, mobil
  - Imagine: o sticla distincta
  - Strategie: particularizarea sticlei pentru diferite aspecte ale vietii, locatii etc.
  - Campania “what would be like **in an Absolute world**”

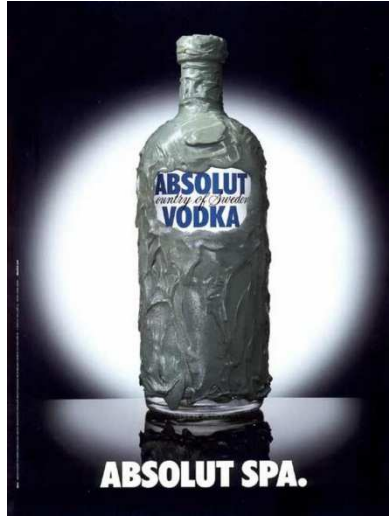
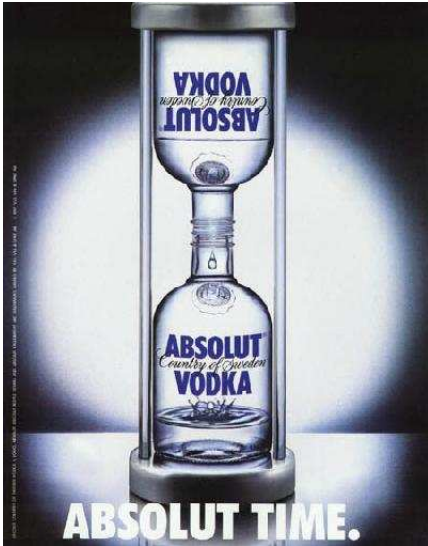
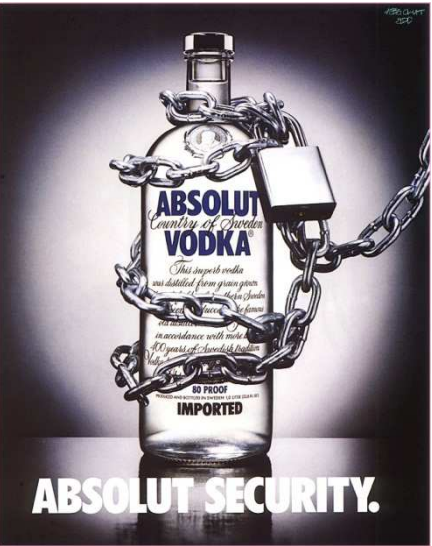
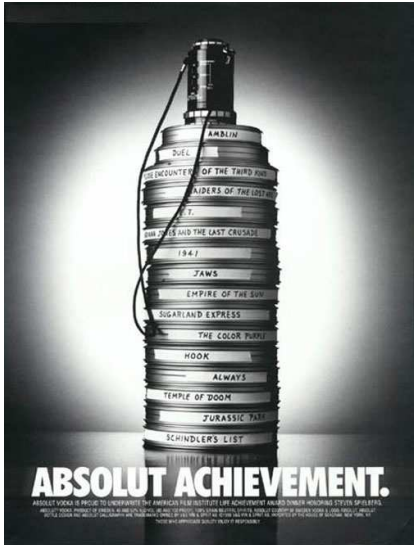
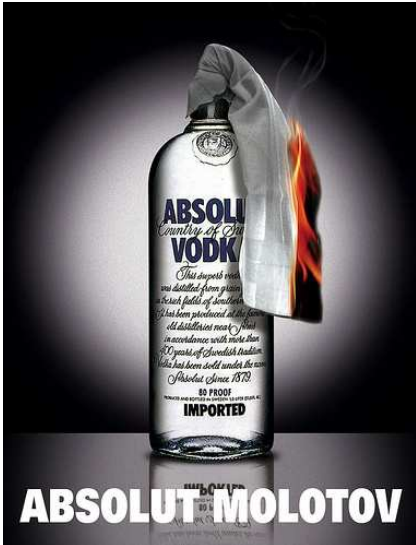
# Absolute Vodka



# Absolute Vodka

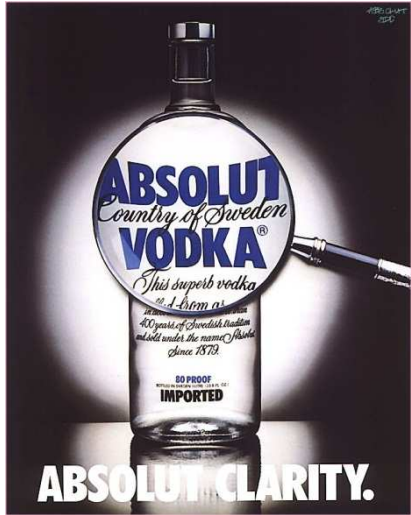
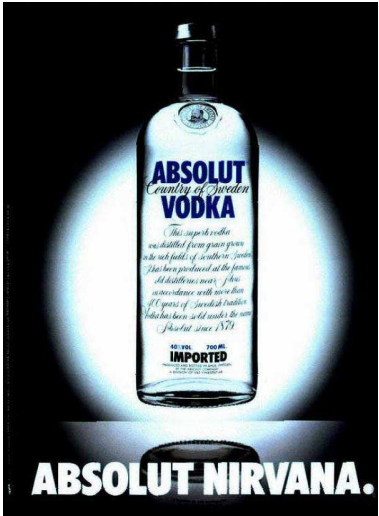
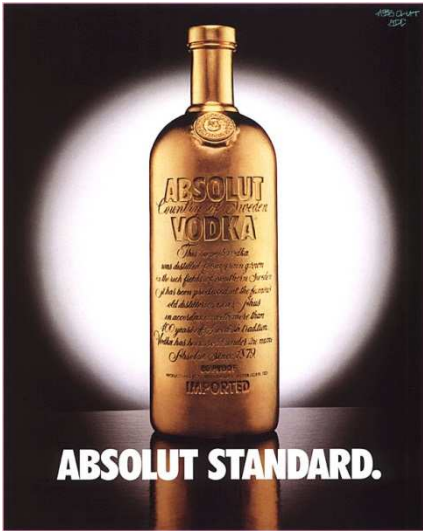
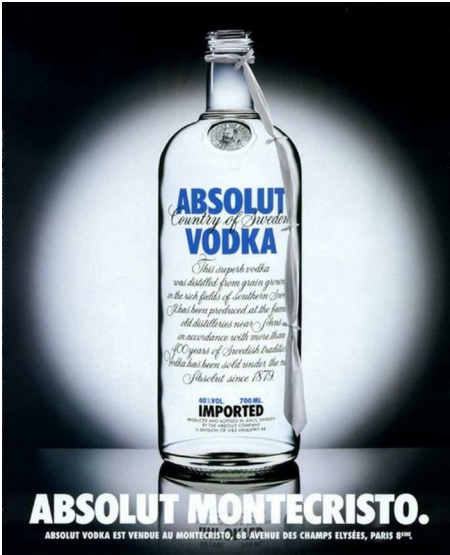


# Absolute Vodka





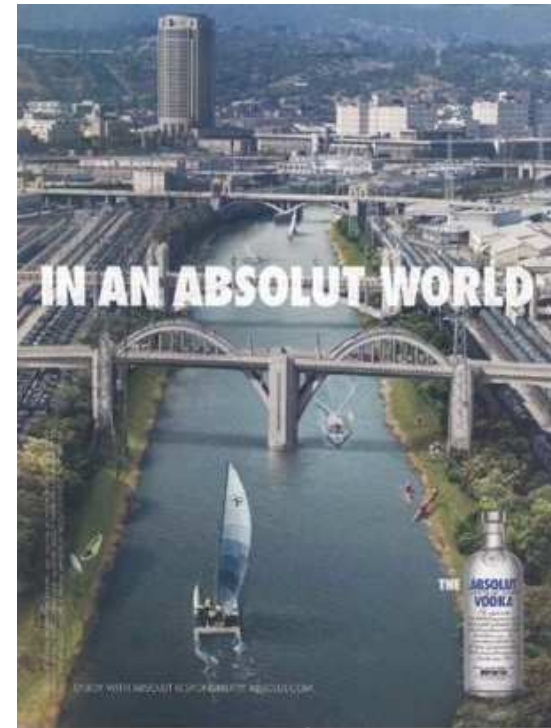
# Absolute Vodka



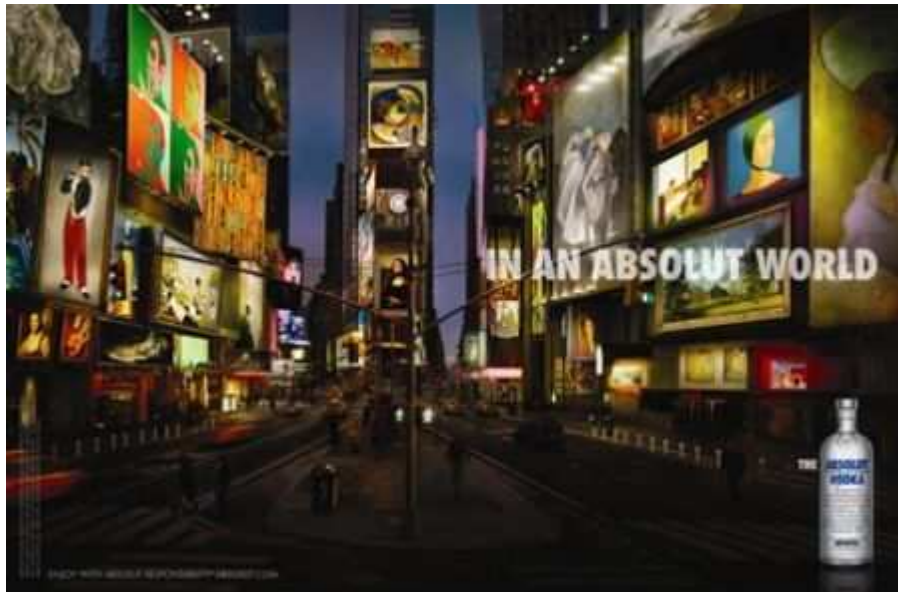
# “In an Absolute world” campaign



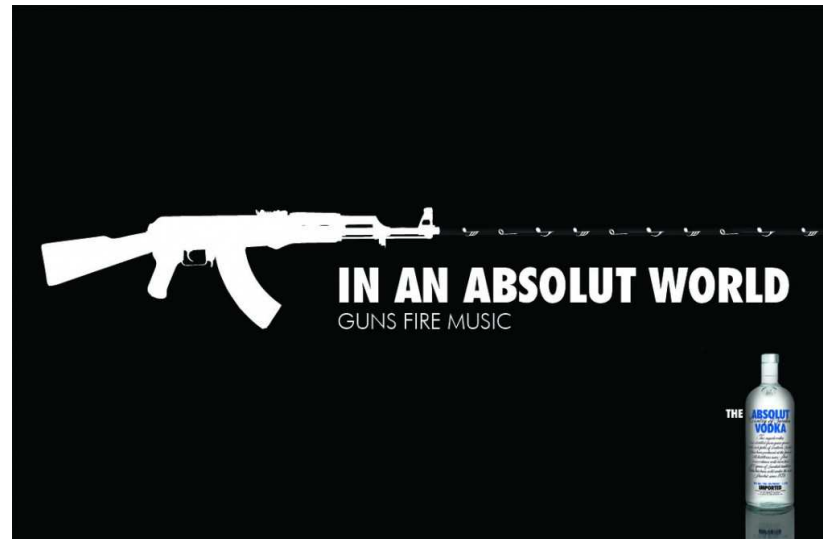
# “In an Absolute world” campaign



# “In an Absolute world” campaign



# “In an Absolute world” campaign



# “In an Absolute world” campaign



# Inovatiile acestor campanii...

- Inovative pentru contextele respective
- Redefinirea unor simboluri
- Apel la emotii
- Mesaje cu umor
- Onestitate a mesajului
- Mesaj (imagini, text) socant, neasteptat
- Teme sociale

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