

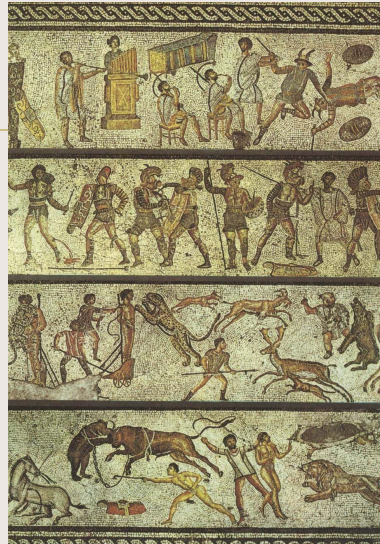


Развитие рекламы в мире.

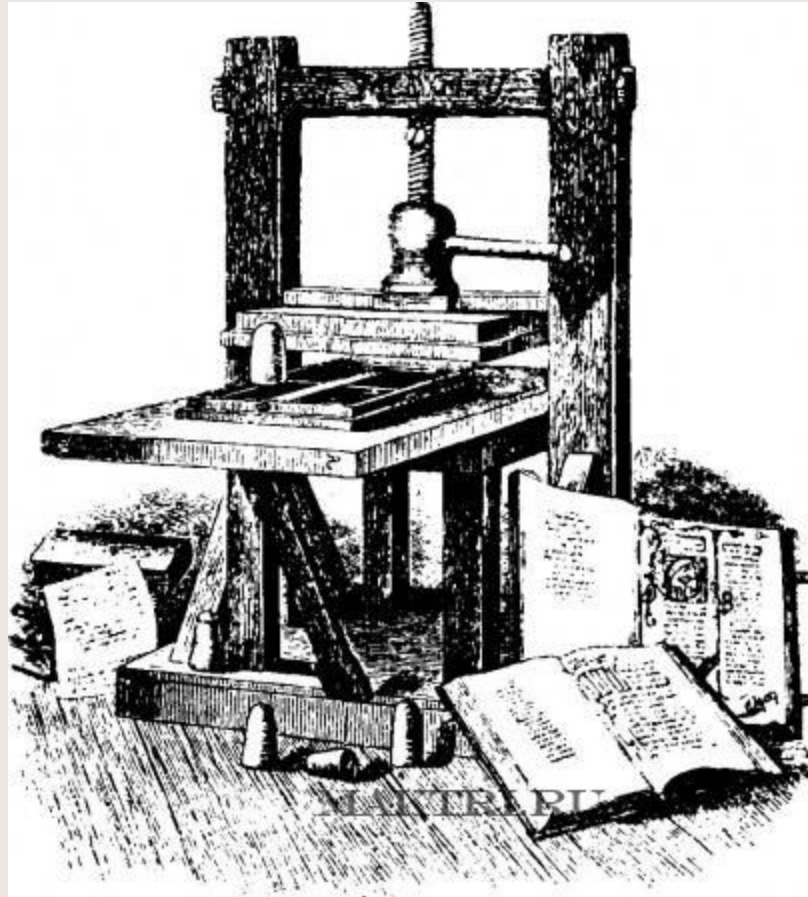


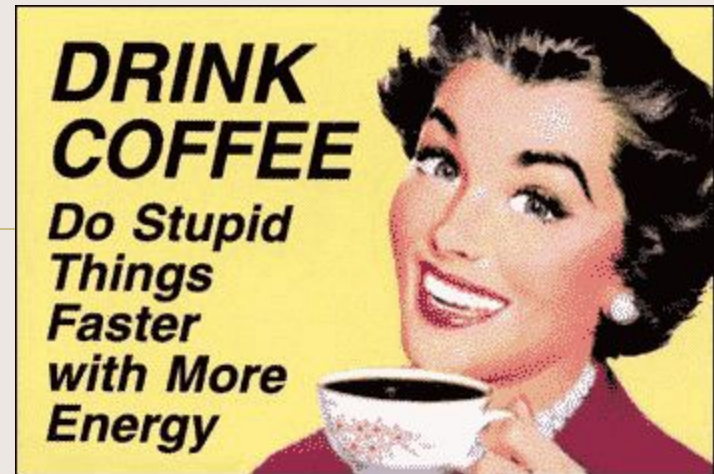
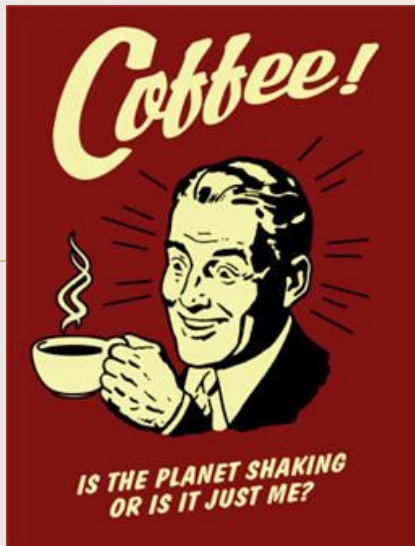
Назарова Виктория
ФУ, курс 5, гр.7

Реклама в государствах Древнего мира.



Изобретение Гуттенбергом печатного станка в 1450 г.





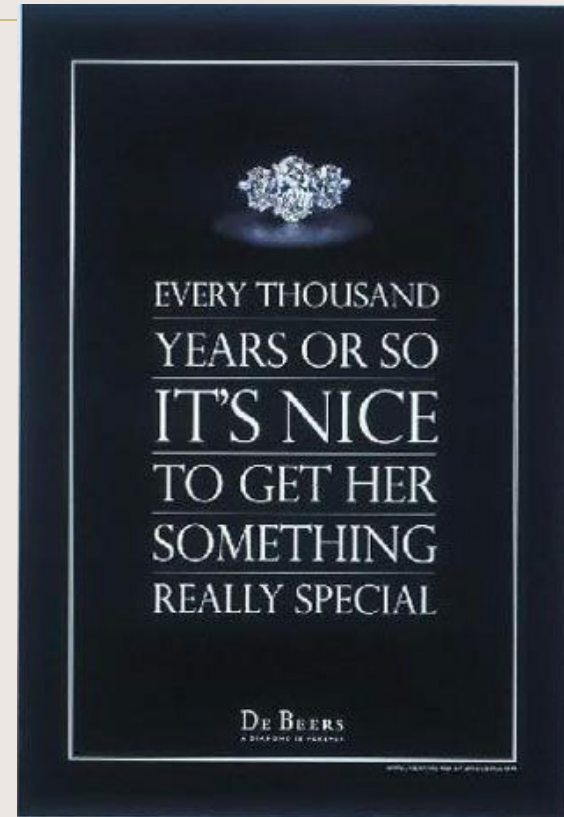
Основателем печатной рекламы в Европе считают Теофраста Ревностно, 1630 г.



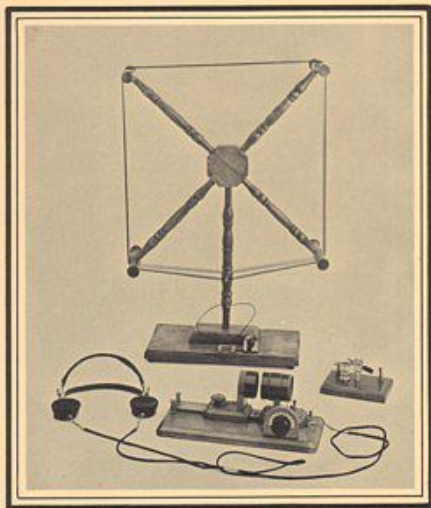
XVIII



N.W. Ayer & Son, 1896 г.



Radios that Work for Free



K. E. Edwards

1920 –е гг.



DuMont, 1950-е гг.



**Телевизионная сеть DuMont
начала современную
тенденцию - продавать
рекламное время спонсорам.**

1960 г. Творческая революция.

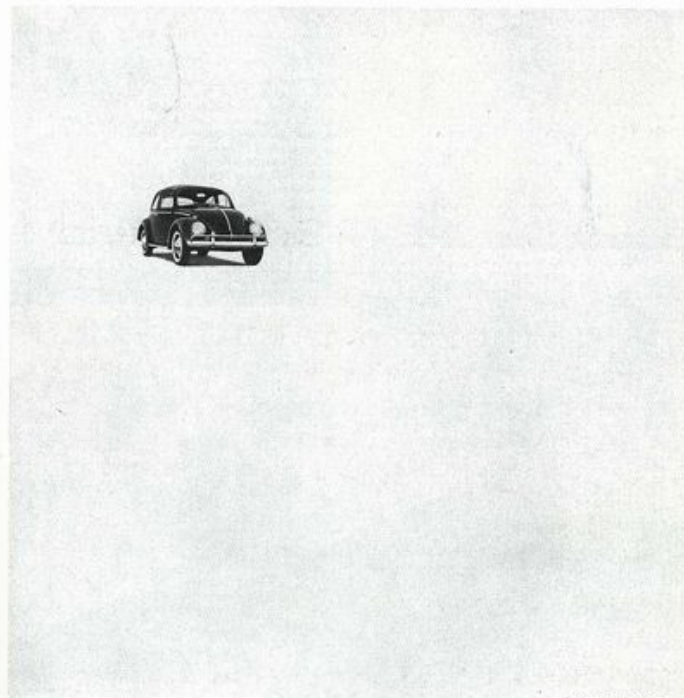


Lemon.

The Volkswagen missed the boat. The chrome strip on the glove compartment is flimsy and must be replaced. Chances are you wouldn't have noticed it. Inspector Karl Krosser did. There are 3,389 men at our Wolfsburg factory with only one job to inspect Volkswagens at each stage of production. 333,000 Volkswagens are produced daily; there are more inspectors

than cars! Every shock absorber is tested before shipping won't dent, every windshield is scanned. VW's have been repaired for surface scratches barely visible to the eye. Final inspection is really something! VW inspectors run each car off the line only the Frankfurt/Heidelberg test stand, one of 189 check points, get ahead to the automatic

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



Think small.

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

Bever 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 rocking 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.



1980 – 1990 гг.



«Guerilla marketing»



Спасибо за Внимание!

