

OmnicomGroup

<u>汽车广告的</u> 新视野

Tim Love
China Intl Advertising Festival
22 October 2010











鱼看不见水, 只因鱼在水中。









当今世界:

边境

+

国界

不再是障碍

创意竞赛



采用新的参照框架



我们的一贯做法

国际理念 - 区域对策 国际对策 - 区域理念

77

有利于突破自身视野局限, 放眼更加广阔的天地

然而在当今时代, 这种做法作为一种地域概念, 并不能为 打造国际品牌提供理想视角

我们的一贯做法

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国际对策 - 区域对策

77

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Think Like the Sun





语言是否会 影响思维方式?

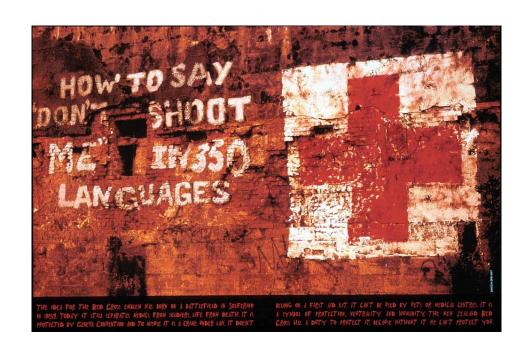
(《纽约时报》2010年8月26日)

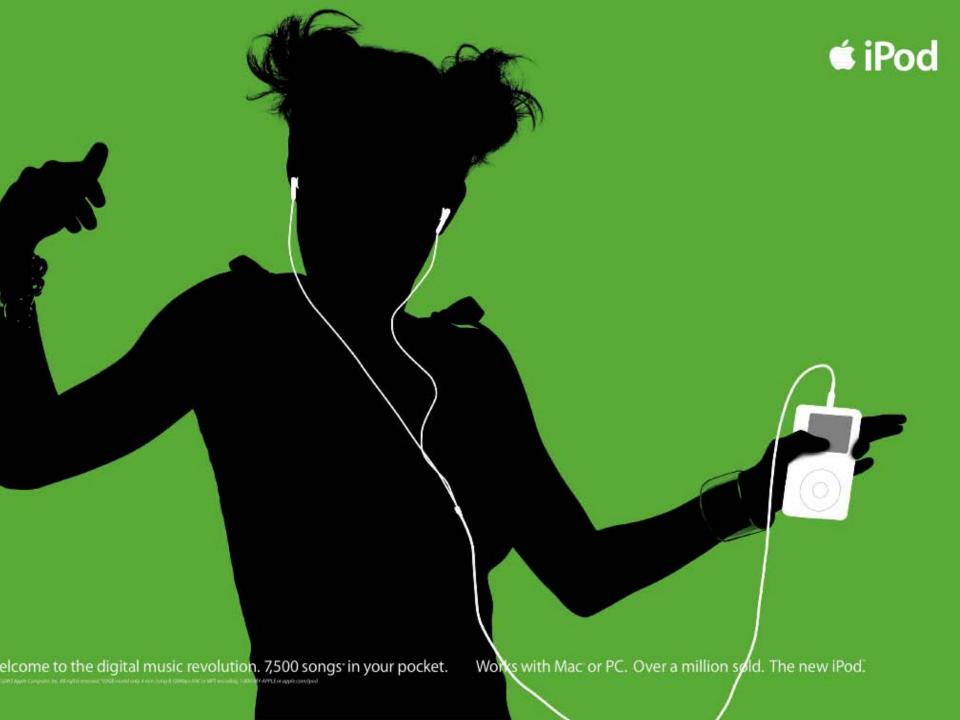
"…语言对人们的信念、价值观及意识形态有着思著影响。"

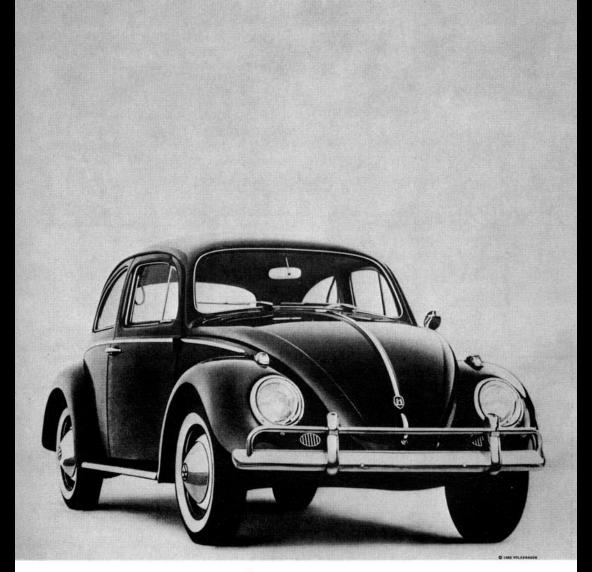
"...首先...我们无需 假装彼此的想法都一样。"

您用哪种语言进行思考?

符号、声音及影像在创意交流中的价值将更大







Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily; there are more inspectors than cars.)

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

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of

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.

The SLS AMG has landed.

Born to fascinate. www.mercedes-benz.com.sg/sls-amg













IMPOSSIBLE IS JUST A BIG WORD THROWN AROUND BY SMALL MEN WHO FIND IT EASIER TO LIVE IN THE WORLD THEY'VE BEEN GIVEN THAN TO EXPLORE THE POWER THEY HAVE TO CHANGE IT. IMPOSSIBLE IS NOT A FACT. IT'S AN OPINION. IMPOSSIBLE IS NOT A DECLARATION. IT'S A DARE. IMPOSSIBLE IS POTENTIAL. IMPOSSIBLE IS TEMPORARY.

IMPOSSIBLE IS NOTHING.

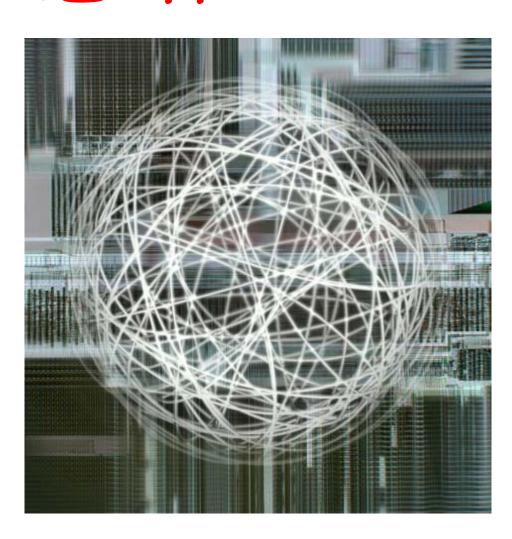


中国制造

与中国携手制造

绿色保护基金会

总结与感想









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谢谢

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