



teacher ↘

Drink milk because
it's good for you!



advertiser ↘

Drink beer because
it'll help you get laid!

↑
NOT MOTIVATING

↑
NOT HONEST

Как реклама обучает людей

Юрий Марин,
Saatchi&Saatchi Russia



Мы окружены
продуктами

**Мы храним у себя
в голове огромное
количество
информации
о них**





**Мы знаем
зачем они,
как ими
пользоваться,
как их разумно
сочетать**



*Как мы получаем
эту информацию?*



Реклама!





=



[CAUSE]

+

[EFFECT]

[WHAT TO DO]

+

[HOW TO DO IT]

STRATEGY

LOGIC

CREATIVITY

INTUITION

[ACTION] + [REASON] + [IMAGINATION] + [INSPIRATION]

plan

rationale

idea

insight



Шампунь от перхоти №1

**Хорошая
рекламная
коммуникация
всегда содержит**



RTB



RTB = Reason to **believe**

FOR BEST RESULTS:
shave with **Barbasol**



**Cultivating? (the lady)
You can—with a
Barbasol face!**

Но одного
RTB мало.

Важен
контекст.



Media
is the
message



© Marshall McLuhan, 1964

www.boners.com

GOT A GIANT THIRST?

CYCLONE
Energy Drink

Sweet Zone
FITNESS STUDIO

- ✓ Cardio Classes
- ✓ Bootcamp
- ✓ Circuit Classes
- ✓ Massive Weights Gym
- ✓ Pilates, Yoga
- ✓ Group Cycling

CITY: 9258 3099
Group fitness classes available

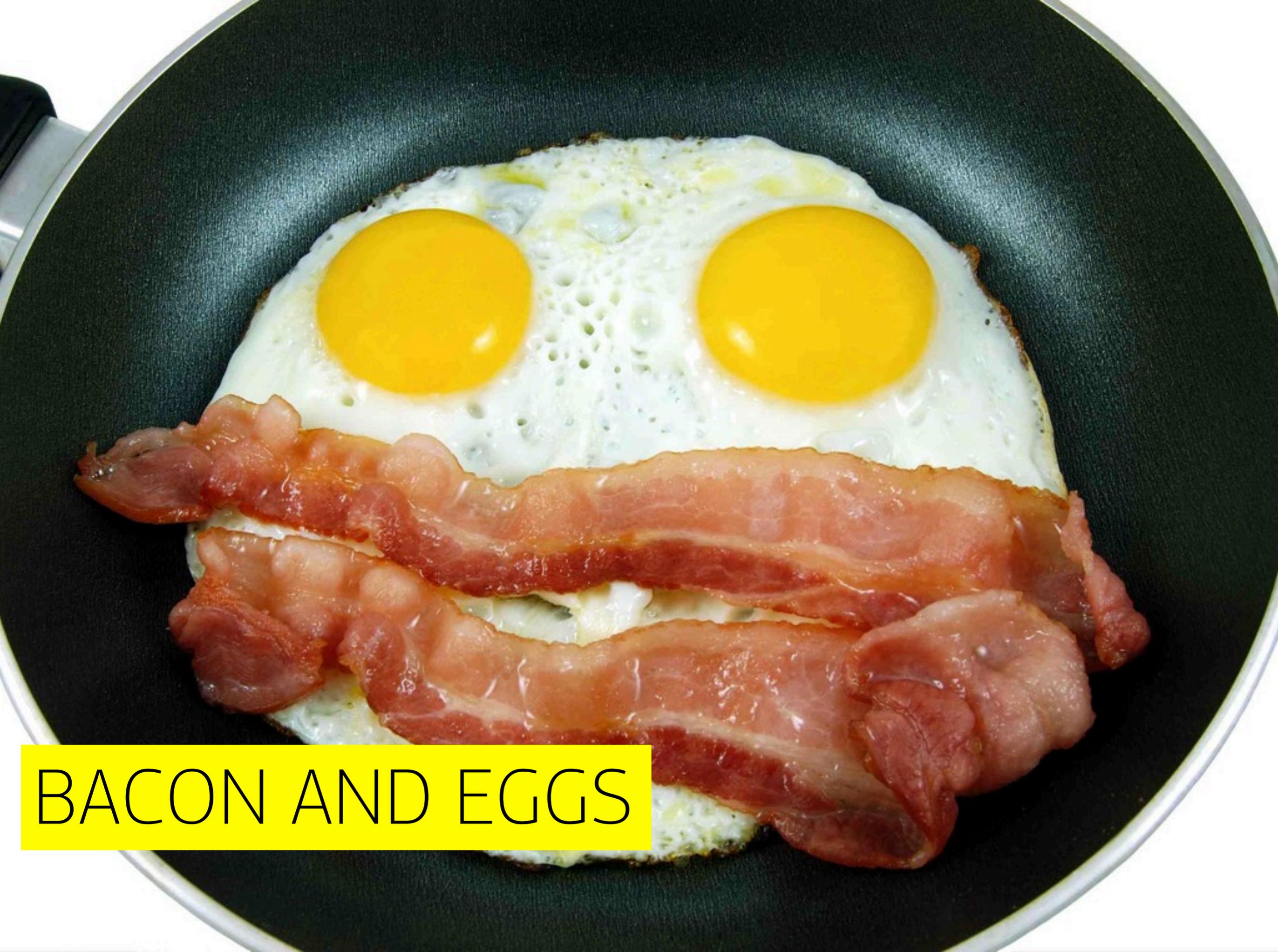
Контекст сообщения — это тоже сообщение



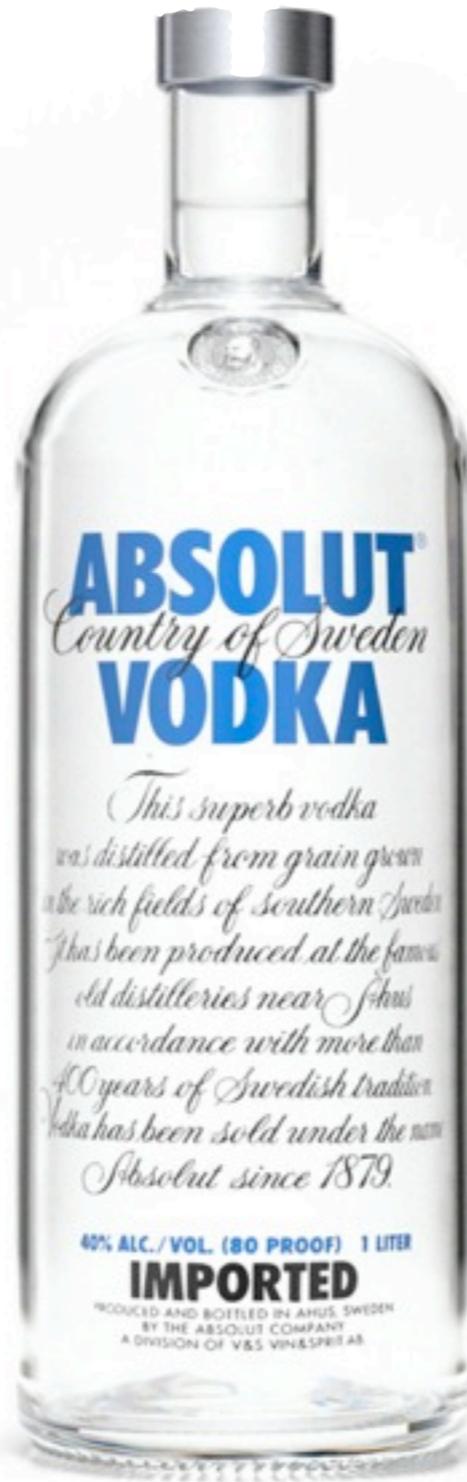
ИСТОРИИ



CASUAL
FRIDAYS



BACON AND EGGS



ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

40% ALC./VOL. (80 PROOF) 1 LITER

IMPORTED

PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
BY THE ABSOLUT COMPANY
A DIVISION OF V&S VIN&SPIRIT AB



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OF BENETTON.

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Original Fruit

Skittles

Bite Size Candies

Artificial and Natural Flavors

NET WT 16.0 OZ (1 LB) 453.6g

Original Fruit Skittles

Skittles "Newlyweds"

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Sexy Banned German Sprite Commercial

by santao13
325,169 views



Banned Sprite Commercial

by lee99951
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Doritos Super Bowl Commercial - Boys Night In -

by jwinterstern
1,395,711 views



Never say no to Panda!

by ap3116171
10,016,936 views



Very Funny BANNED Commercial

by bigguy1028

**При чем здесь
юзабилити?**



Интерфейс — это носитель коммуникации

BRAVIA

*Интерфейс
формирует
контекст*

SONY



OBAMA'08

**YES
WE
CAN**

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Юзабилити

—

**ЭТО
РТВ**

ПРИМЕРЫ



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http://www.totallytherenews.com/youguys

Child Slavery: Is Outsourcing to Third World Countries Just Modern Day Slavery?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ante diam, pharetra in vehicula ut, mollis vitae magna. Suspendisse ut magna id leo mollis vulputate. Suspendisse est lorem, vestibulum non blandit a, porta quis orci. In purus leo, mollis id vehicula consequat, taculis vitae turpis. Aliquam nec lectus enim. Nam porta scelerisque nisi id ullamcorper. Donec egestas elit mi, sed faucibus nulla. Vivamus posuere dui in nunc venenatis vestibulum. Sed convallis, nisi id pulvinar tempus, mauris ligula facilisis orci, in bibendum enim ligula eget nulla. Duis nisi velit, bibendum sit amet posuere ac, scelerisque sed arcu. Aenean eget tellus lorem, a

Oh my god! This is horrible!
How is this still happening?



Everyone needs to know about this!



http://www.totallytherenews.com/youguys

consequat, taculis vitae turpis. Aliquam nec lectus enim. Nam porta scelerisque nisi id ullamcorper. Donec egestas elit mi, sed faucibus nulla. Vivamus posuere dui in nunc venenatis vestibulum. Sed convallis, nisi id pulvinar tempus, mauris ligula facilisis orci, in bibendum enim ligula eget nulla. Duis nisi velit, bibendum sit amet posuere ac, scelerisque sed arcu. Aenean eget tellus lorem, a fringilla libero. Nulla nec purus ut arcu faucibus sollicitudin. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur

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Danny Jones likes Child Slavery.

5 hours ago



Steve McBroseph ur fuked up bro

about an hour ago * Like



Daniel Jones, Sr. Daniel, your mother and I didn't raise you to act like this.

about an hour ago * Like



Brody McStevebro bro omg wtf bro

about an hour ago * Like



Sally Girlfriend im braking up with u!!!!!!!!!!!!!!

about an hour ago * 1 person



Regina Henderson Don't bother coming in to work tomorrow. You're fired.

about an hour ago * Like

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Turkish security forces ferry hijacker

Security forces kill a man who carried explosives hours after a ferry with 24 people onboard in Turkey, authorities say. [FULL STORY](#)

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Today's featured article



Tumbler Ridge is a small town in the foothills of the Rocky Mountains in northeastern British Columbia, Canada, and a member municipality of the Peace River Regional District. The municipality, with its population of

In the news

- Sébastien Loeb wins the World Rally Championship for a record eighth year in succession.
- Lucas Papademos (pictured) is sworn in as Prime Minister



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iPhone 4s




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Here's your reminder: 19, 2012 at 9 am

19 Saturday May 2012

Dad's birthday 5/19/12

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