

# IDE & SKETSA

Tahap Visualisasi Iklan Cetak

IDE :

Abstrak > menghubungkan  
sesuatu

IDE :

sebutkan obyek apapun dan  
hubungkan

**Sebutkan obyek apapun dan hubungkan:**

- 1. Payung – penghapus**
- 2. Paku – Gula**
- 3. Senjata – Bunga**



**Obyek 1 + Obyek 2 + Brand**

**Kentang goreng+ sinyal wifi+ Brand**



Advertising Agency: DDB, Sydney, Australia





Voyez plus clair pour moins cher sur [www.keloptic.com](http://www.keloptic.com)

**Keloptic**  
.com

Advertising Agency: Y&R Paris





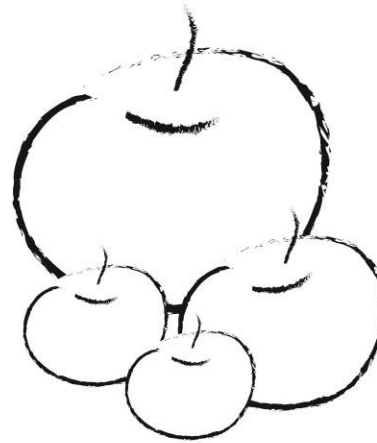
Advertising Agency: DDB, Spain



**NIVEA**  
*night*

## Sub Headline

body text

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

tagline

\_\_\_\_\_

\_\_\_\_\_



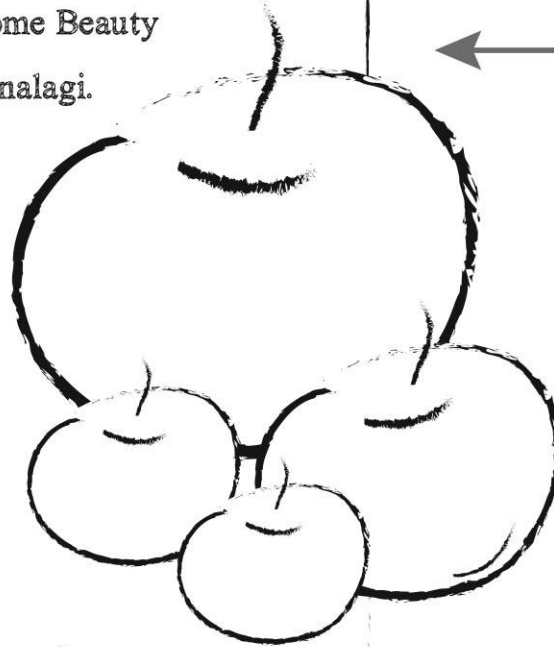
# APEL MALANG



Apel dari kota Malang memiliki  
dua jenis, yaitu jenis apel Rome  
Beauty dan apel Manalagi.

# APEL MALANG

Apel dari kota Malang  
memiliki dua jenis, yaitu  
jenis apel Rome Beauty  
dan apel Manalagi.

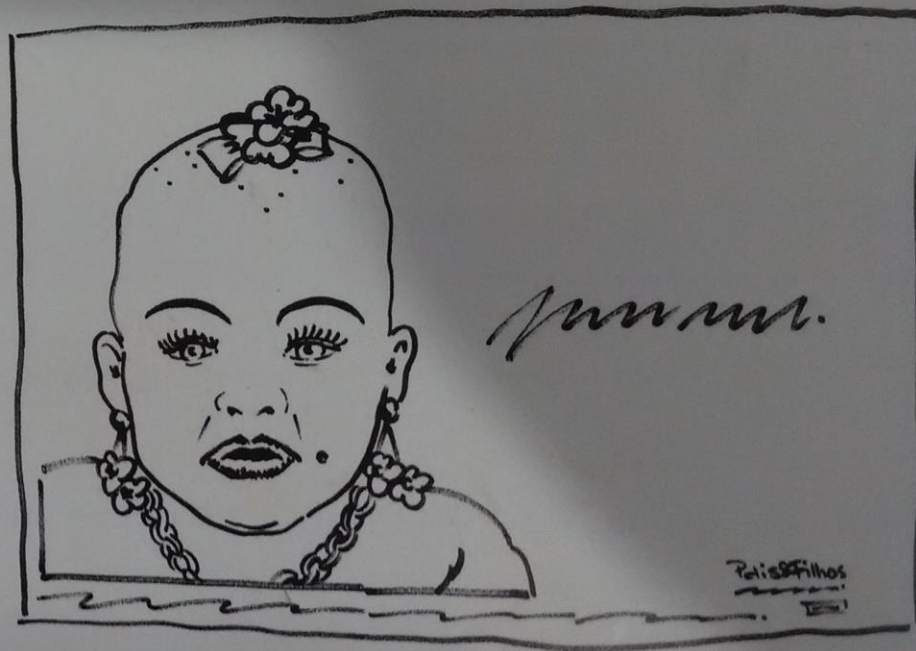
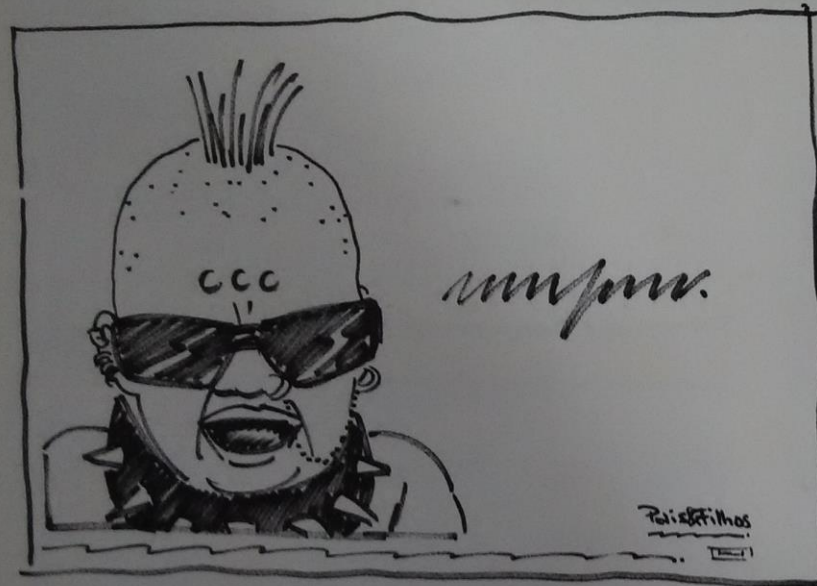


**Bloch Editores / Magazine Promotion** ■ ブロック エディトールス / 雑誌 プロモーション

Our client asked us for a campaign that would modernize the image of the magazine to match the profile of female readers. These women are part of a younger generation who intend to bring up their children differently from the conservative families they grew up in.

クライアントの依頼は、女性読者に合わせて雑誌のイメージを新しくするキャンペーンをしたいというもの。こうした女性は自分たちが育った保守的な家庭とは違う方法で子供を育てたいと考えている若い世代の女性達です。

ROUGH SKETCHES



FINAL PRESENTATION





# Drag Princess.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut **bloch**

**Pais&Filhos**  
Prepare-se para fortes emoções.





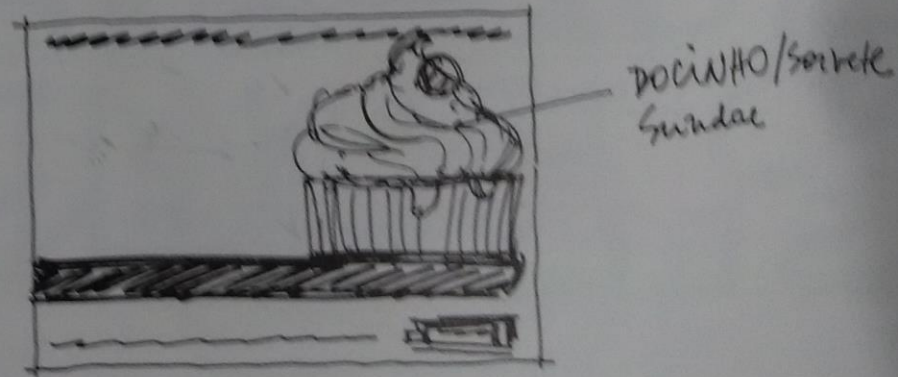
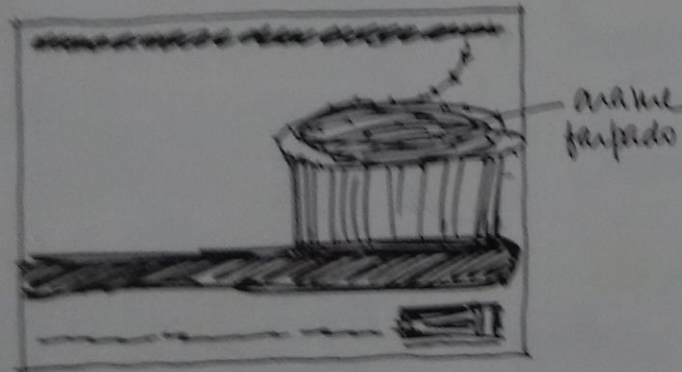
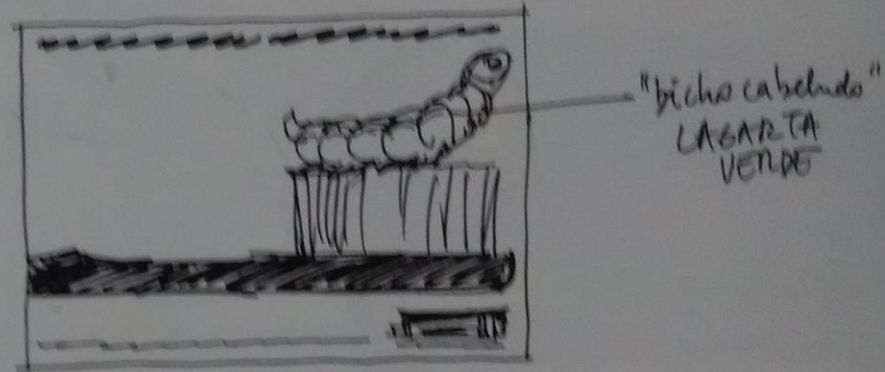
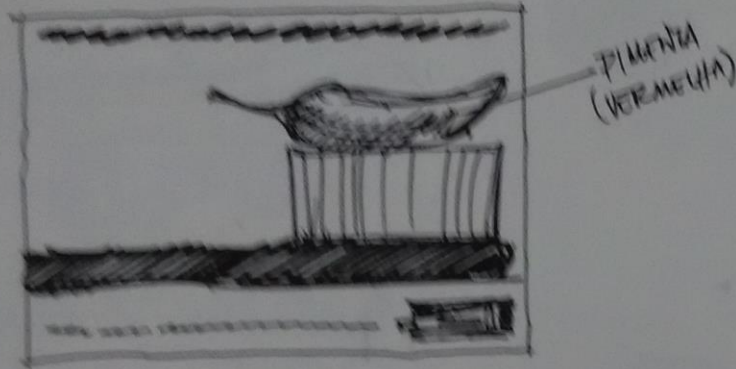
# Smith Kline Beecham / Phillips Dental Cream Product Ad

スミス クライヌ ビーチャム / フィリップス デンタルクリーム 商品広告

To position Phillips Dental cream, our client requested a campaign that polarized the product among its competitors. This way, the different attributes of Phillips Dental Cream would be explored.

クライアントはフィリップス・デンタルクリームを売り出すために、この製品を競合差別化するキャンペーンを望んでいました。このため、フィリップス・デンタルクリームの色々な特性を探ることになりました。

## ROUGH SKETCHES

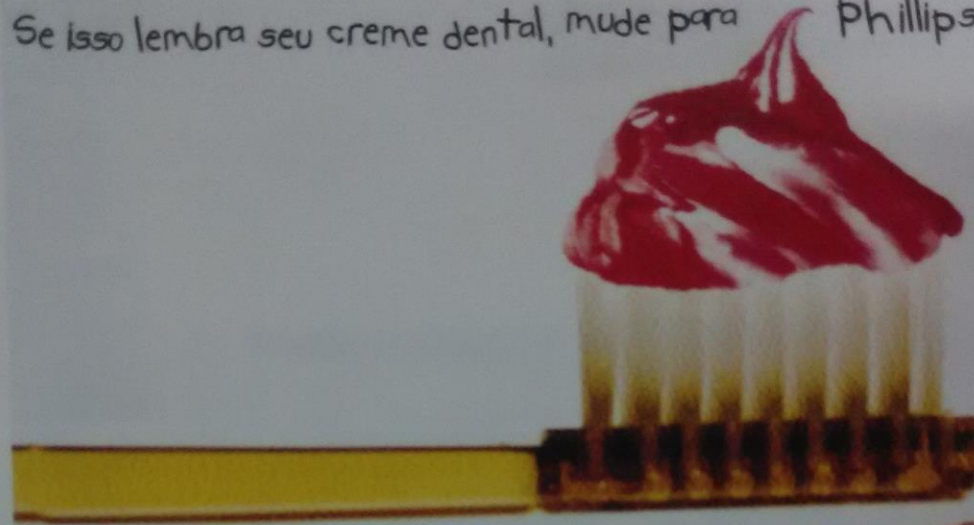


## FINAL PRESENTATION

Se isso lembra seu creme dental, mude para Phillips.



Se isso lembra seu creme dental, mude para Phillips.

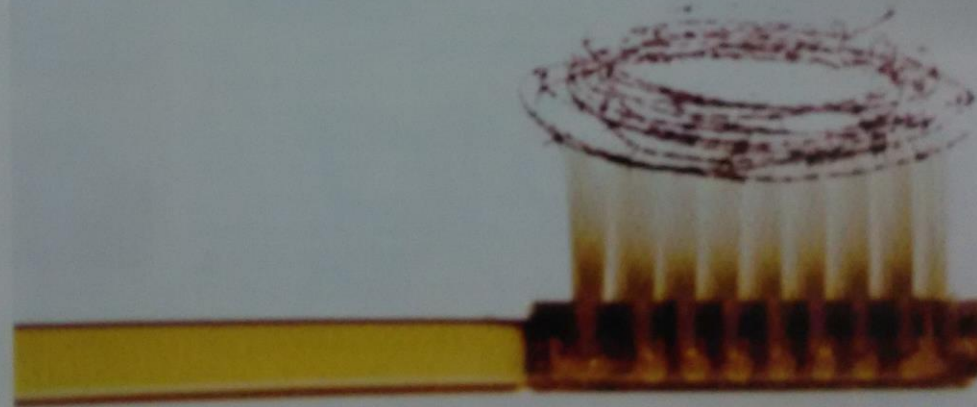


Letras brancas, poder de lavar, suavidade ao esfregar e a sensação de frescor e limpeza. Tudo isso, só com a melhor escova de dentes Phillips.



Presente nos melhores sorrisos.

Dentes são muito sensíveis. Detestam violência.



Letras brancas, poder de lavar, suavidade ao esfregar e a sensação de frescor e limpeza. Tudo isso, só com a melhor escova de dentes Phillips.

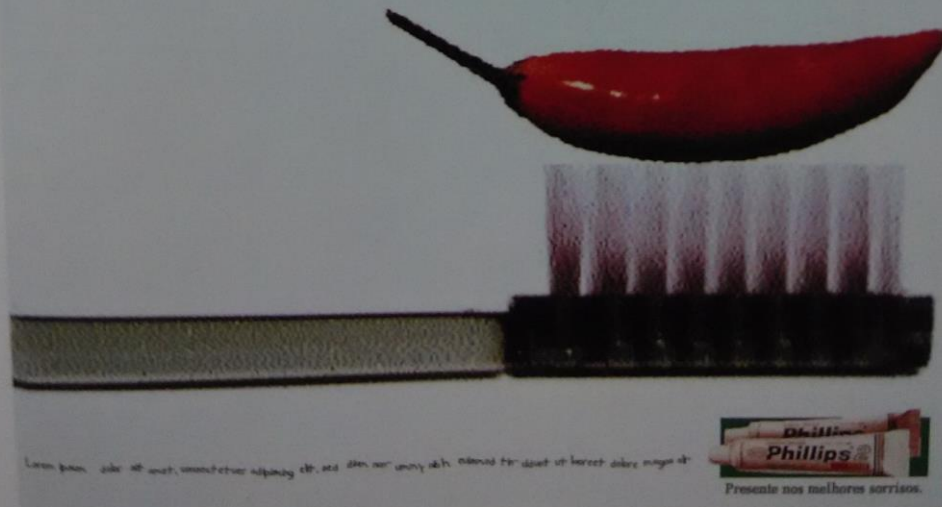


Presente nos melhores sorrisos.

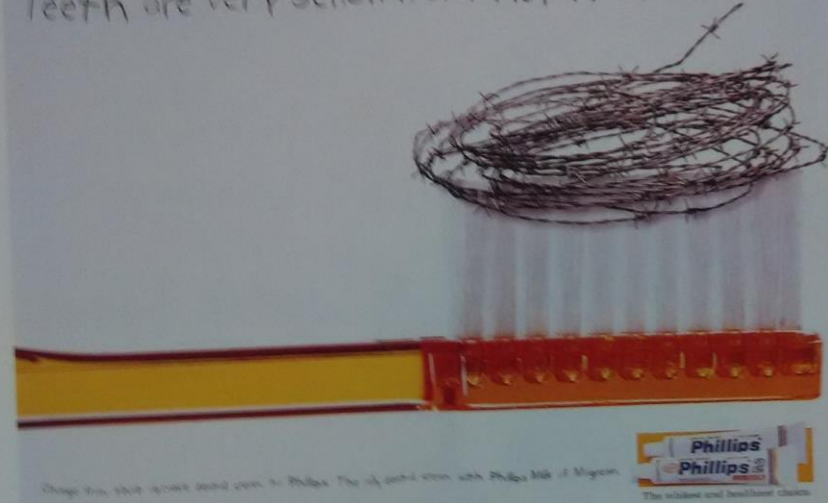
Queima e diz que é proteção. Parece até certos cremes dentais,



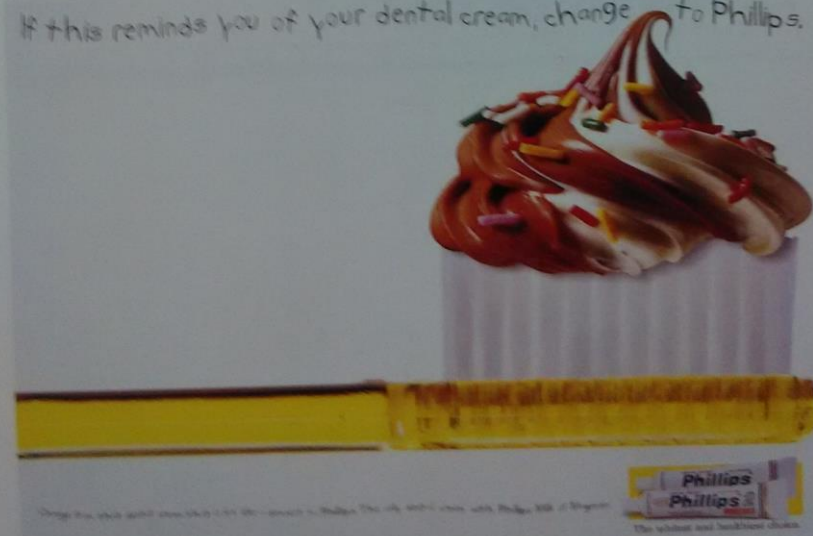
É assim que seu creme dental coloridinho trata aftas e acidez?



Teeth are very sensitive. They hate violence.



If this reminds you of your dental cream, change to Philips.



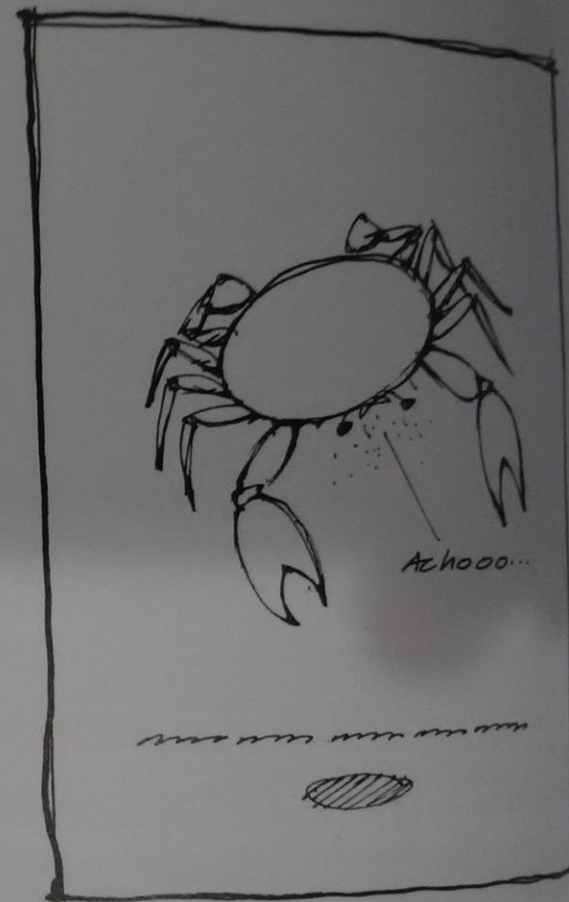
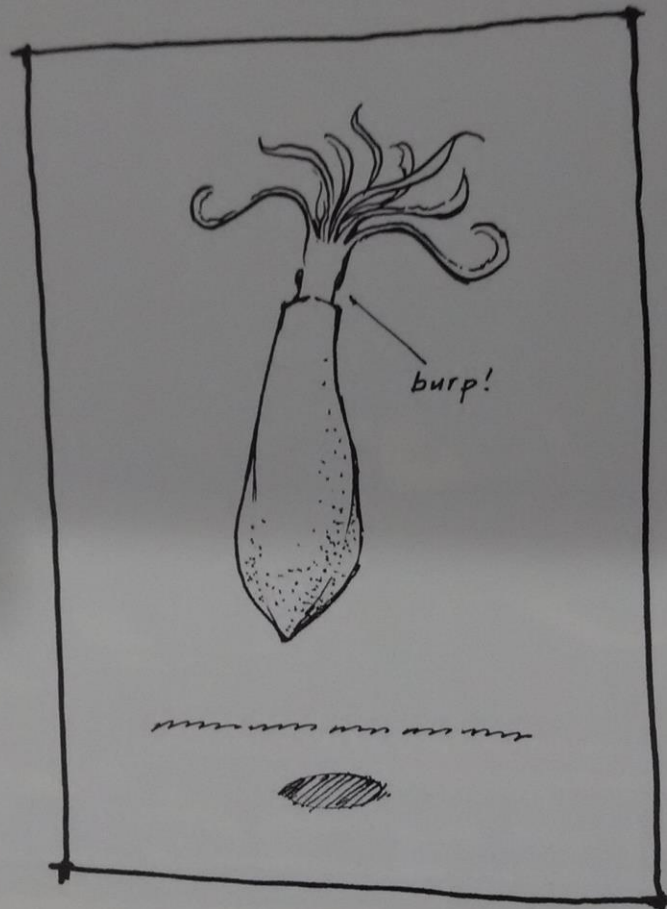
It burns and claims that it protects. Even looks like some dental creams.



**Celebrity Oriental / Restaurant Promotion** ■ セレブ  
The brief was to highlight the most popular dishes on the menu and  
portray the restaurant as an exciting, fun and lively place to eat.

メニューの中でいちばん人気のある料理を強調し、このレストランを24  
イテイングで楽しくいきいきとした食事ができる場所として表現すること。

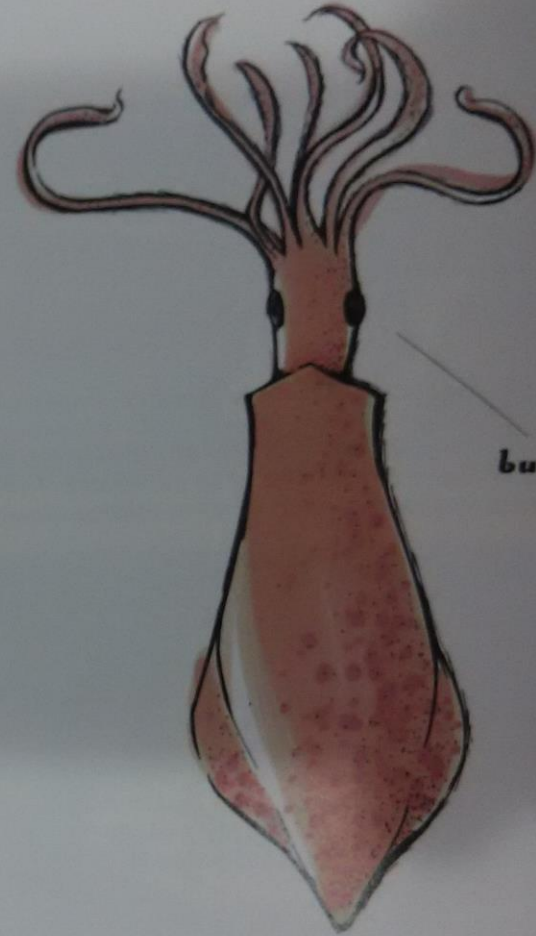
ROUGH SKETCHES



FINAL PRESENTATION



富華樓  
Come, taste the freshest drunken prawns in Singapore. So fresh, indeed, you might even hear it's famous last words. CELEBRITY ORIENTAL RESTAURANT



富華樓  
Come, taste the freshest stuffed squid in Singapore. So fresh, indeed, you might even hear it's famous last words. CELEBRITY ORIENTAL RESTAURANT

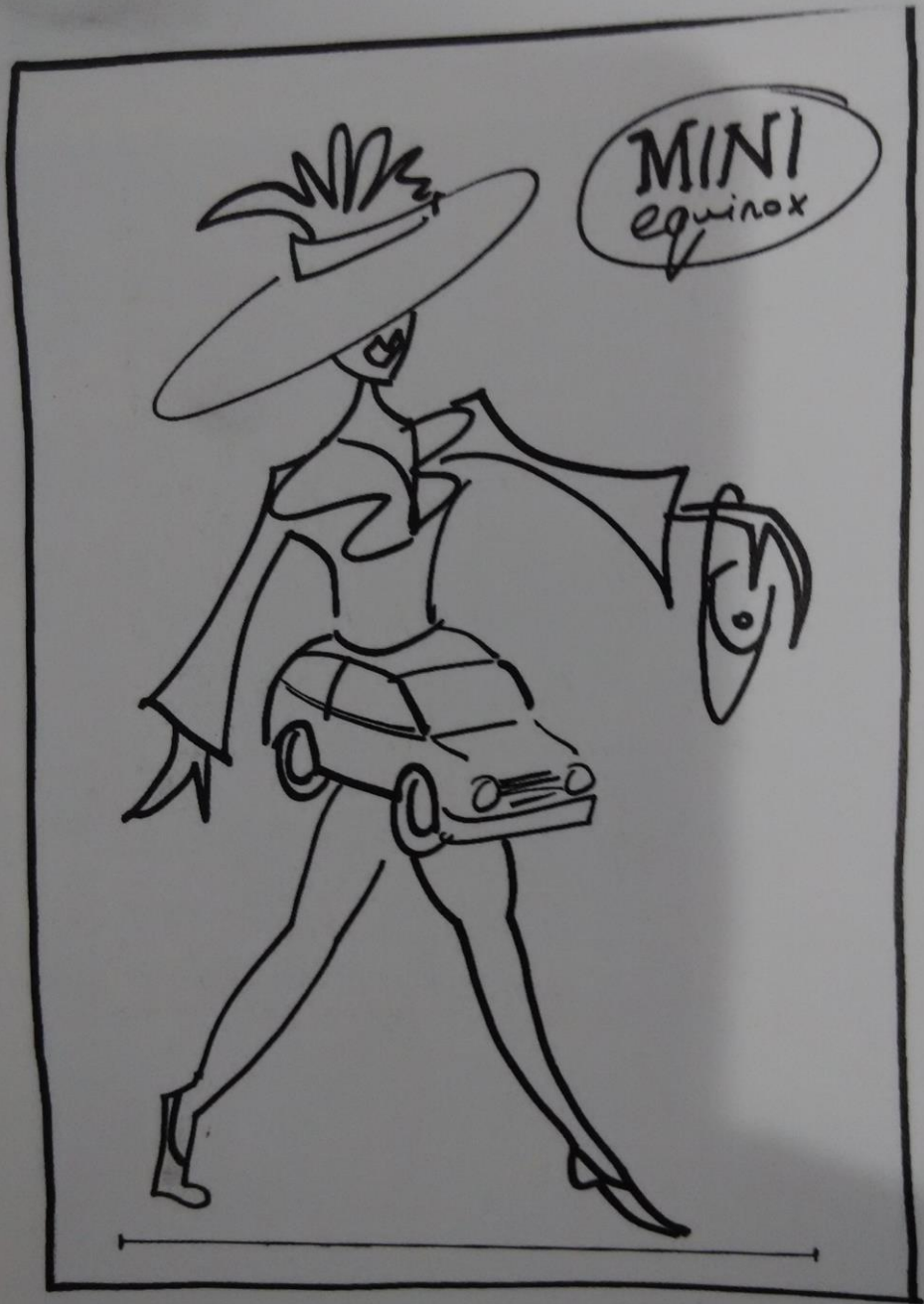


*acheee!*

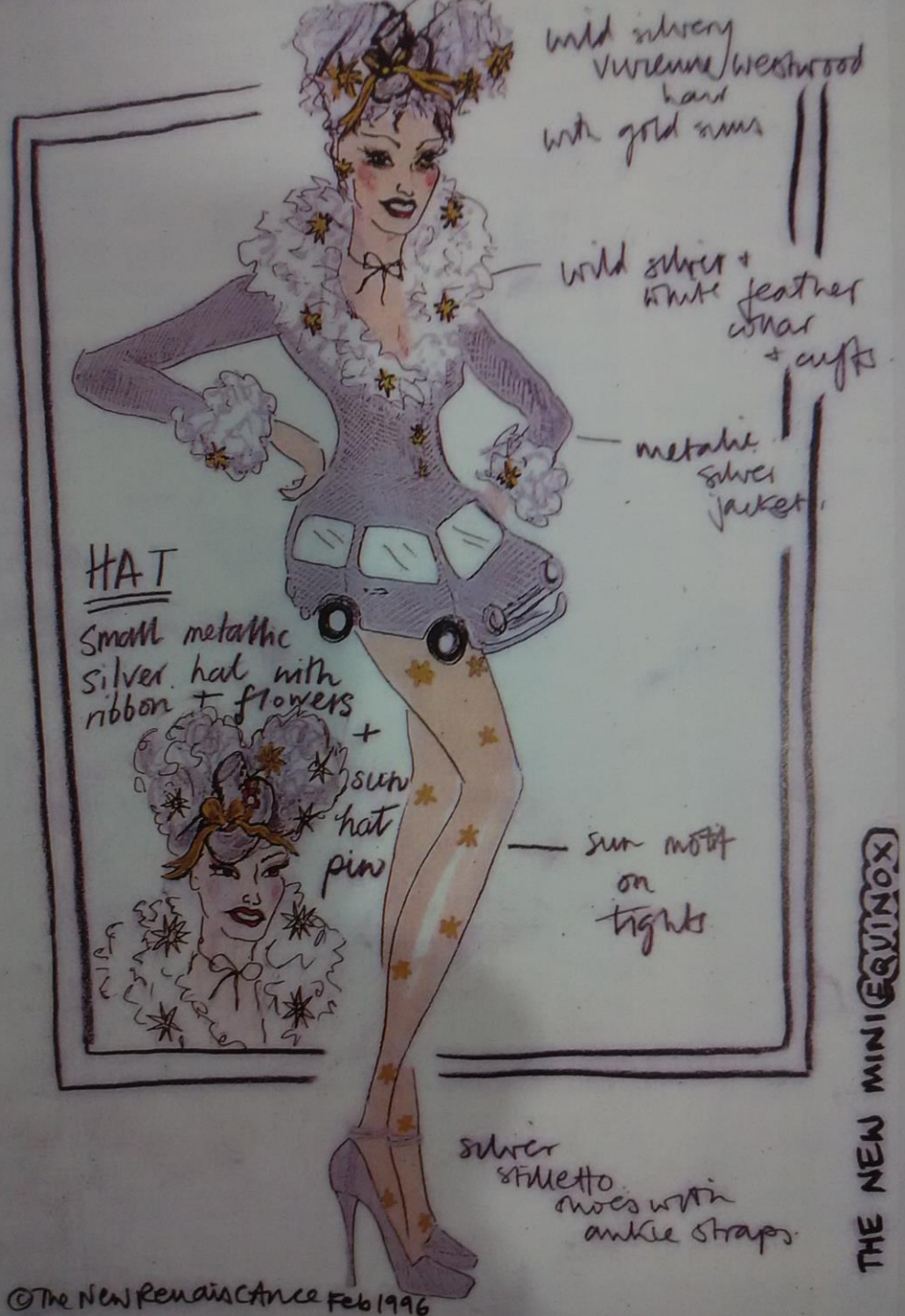
100% HOT PEPPER CRAB	NO. 1 HOTTISH PEPPER, 400 LBS. HARRISBURG, PENNSYLVANIA TEL. 717-653-1111
CELEBRITY ORIENTAL RESTAURANT	富華樓











THE NEW MINI(EQUINOX)



**SEKIAN**