

In order to sell a product, companies try to **CONNECT** to consumers. The way that they do that is by showing people what a product can do and how it will improve their life.

Because of that advertisements in any decade tend to reflect the values, norms and styles that are common in that decade.

Focus for today:

To make connections between the historical trends & the ads of that decade.

We are going to:

1. Remind ourselves of events in that decade.
2. Examine the ads of that decade.
3. Make connections between the events & the ads.

Advertising in the 1930s

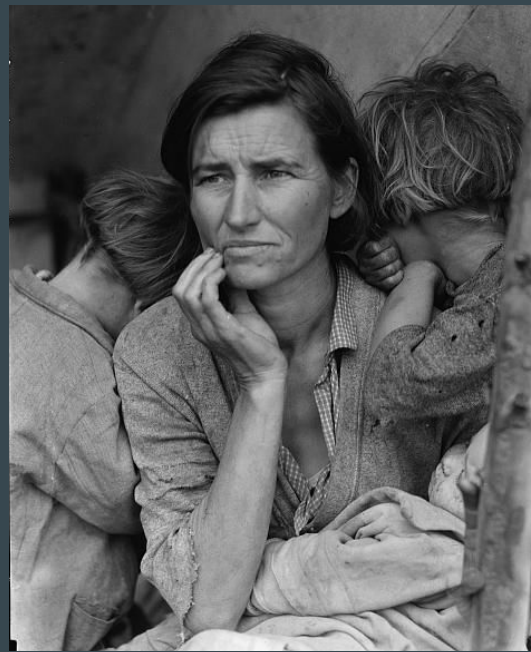


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What was Happening Historically in the 1930s?

- The Stock Market crashed in Oct. 1929 triggering the start of a 10+ year long Great Depression
 - Companies had to make huge budget cuts and lay off most of their workers.
 - Unemployment rates reached 25% nationwide but rose as high as 40% in cities like Detroit.



What was Happening Historically in the 1930s?

- The first radio station was established in 1930
 - Radios made advertising easier than ever before
 - Public radio was free
 - Radio stations were accessible from most anywhere in the country
 - Radio was accessible to everyone (even those who couldn't read)



Radio Advertisements

Listen to each of the jingles to get an idea of what 1930s ads sounded like:



- Due to the popularity of radio and the decrease in newspaper/magazine sales, companies spent less \$ on print ads & spent more on radio ads
 - Jingles (little songs) became popular - they found it was easier for the consumer to remember the tune than a print ad.

Advertising in the 1930s

- Because people had less money to spend in the 1930s, consumers were more wary of products and advertisements.
- Advertisers needed to convince potential buyers that their product was worth it.



Many 1930s ads
focused on
affordability or
practicality.



Many ads tried to guilt consumers into buying their product

- Companies tried to convince consumers that they would fail without it (played on people's fears or struggles.)

At a time when millions were looking for a job or were desperate to hold onto their job, this company implied gray hair could be a factor...

Gray Hair Cost Her Her Job!

She was willing and capable, but gray hair made her look old and slow. "A younger woman would work more snappily," was the verdict.

Gray hair *does* make a person look old, but gray hair is an unnecessary burden. Today, many women—and men—know that a mixture of sage tea and sulphur actually restores gray, faded or streaked hair to its original life and color. You can either prepare the mixture at home yourself, or more conveniently, buy it already prepared and ready to use. All druggists carry it in the form of Wyeth's Sage & Sulphur, and since the cost is only 75¢ a bottle, there is really no need to prepare it yourself. You simply moisten a comb or soft brush with it and draw it through your hair, one strand at a time. One application banishes the gray and one or two more completely restore your hair to its original color, so evenly, so naturally that no one can possibly tell you have used it.



Everyone's worst fear: gaining weight! And to think a cigarette could "fix" that problem?

AVOID *that future* **SHADOW**

When Tempted
Reach
for a
LUCKY

“COMING EVENTS CAST THEIR SHADOWS BEFORE”
(Thomas Campbell, 1777-1844)

LUCKY STRIKE
“IT'S TOASTED”
CIGARETTES

“It's toasted” No Throat Irritation - No Cough.

©1928, The American Tobacco Co., Manufacturers

Demanding Truth in Advertising

- To protect consumers, the federal govt began regulating advertisers, and demanded greater truth in advertising.

CURVES OF YOUTH
will be yours if you will
"Pull the Cords"

Gives the Flesh the Resiliency and Freshness of Youth

PROF. MACK'S

Chin Reducer and Beautifier



Prevents Double Chins

Effaces Double Chins

Reduces Enlarged Glands

The only mechanism producing a concentrated, continuous massage of the chin and neck, dissolving fatness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$50. What better investment could be made? Sent postpaid immediately.

Free Booklet
—giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to:

Prof. Eugene Mack
507 Fifth Ave. Suite 1004 New York

Do you really think this product will make someone's chin smaller? Hmmm... probably not!

Bread helps to keep up your Energy



In this sensible reducing diet, bread helps keep up safely the fat you lose...helps protect your health and strength

As 1935 has brought the diet craze anew! The attention here is paid more to dieting in the past than the good fat, abundance.

That's the danger in so many reducing diets. They cut down the starch or fat food—other than the usual methods. Without that food the fat can be so fast burned up naturally, a harmful matter is left in its stead, often causing indigestion, dizziness, lowered resistance.

That's why these famous 488 Fat Cells, the Bread Diet helps the fat naturally, not harmfully.

But as important for reducing diet is a reliable source of extra building material and energy giving substances. It takes long time to build back the burning fat and fat. So, it takes long up the energy through loss of food and rest—then that's all.

The Bread Diet shows the advanced method. It gives a quick source of the building material and energy to rebuild the fat and also the rest of reducing diet.

So, if you're reducing, keep the safe food. For resistance, that's important. It's important with the action, instead of a harmful and harmful, that's why you need, see also at Adhesive Bread!

THE BREAD DIET HELPS YOU KEEP UP YOUR ENERGY

This valuable booklet tells you how to keep up your energy and strength while you are reducing. It is a complete guide to the safe and sensible way to reduce. It is a complete guide to the safe and sensible way to reduce. It is a complete guide to the safe and sensible way to reduce.

FREE
This valuable booklet on the

Complete Bread-Diet Guide

Adhesive Bread, New York City
Price only \$1.00 per copy
"The Right Fat to Fight Weight!"

How energized do you feel after eating bread? I don't think so!



“No Ring? Here’s your Life Saver”

The man who can hand out Life Savers is best man to go to for holesome candy. Eat one of these little pure-sugar rings and you will be wedded for life to the dainty, delicate quartet of

LIFE SAVERS

THE CANDY MINT WITH THE HOLE

Each of the Life Saver flavors is as sweet as a June bride.

PEP-O-MINT is full of delicious pep.
WINT-O-GREEN is cool and refreshing.

CL-O-VE is warm with the spice o' life.
LIC-O-RICE will make every moon a honeymoon.

When you buy substitutes, you take a chance for better or worse. You pay the Life Saver price and look in vain for Life Saver quality—this is breach-of-promise. Once you know these pure sugar-and-spice tidbits, nothing can alienate your affections.

MINT PRODUCTS COMPANY
New York Montreal

5¢

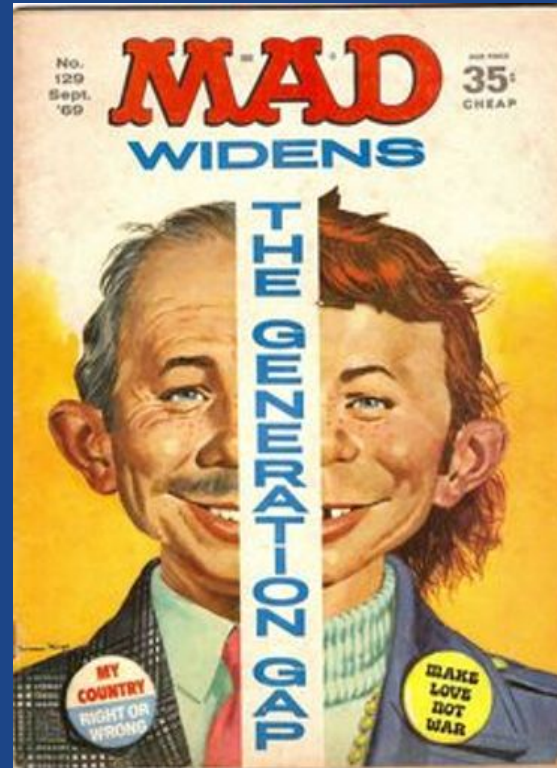


RECAP: How does this advertisement reflect the events or trends in 1930s advertisements?

Advertising in the 1960s



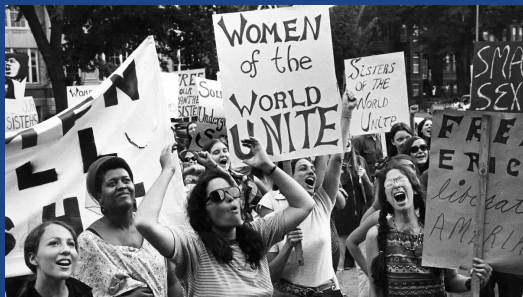
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What was Happening Historically in the 1960s?



- The Civil Rights movement was going on
 - Protests, lunch counter sit-ins and marches
 - New laws were passed banning discrimination in schools, protecting black voting rights, etc.



- The women's liberation movement had started by the end of the 1960s.

What was Happening Historically?

- The Vietnam War raged on and divided the nation.
 - By 1968, the U.S. had over 530,000 troops in Vietnam
 - Young people began to protest against war.



- There was a growing gap between the generations (youth vs the older generation had different values & goals.)



Conservative parents

VS



Hippies

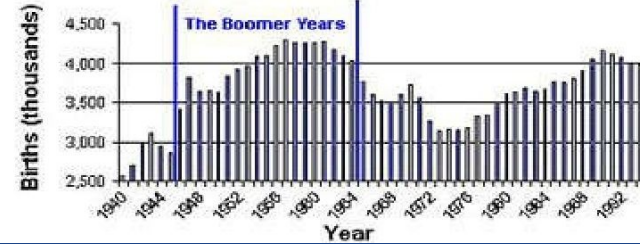
Advertising Shifts to the Youth

- Because 1/2 of Americans were 25 or younger, advertisers realized they had to start targeting a younger market.
 - They began to shift their focus from the older generation who grew up during the Great Depression (who were less likely to spend \$) to young people (who could be a lifelong customer.)
- Advertisers focused on making ads that reflected the ideas & attitudes of the younger generation.

Baby Boom

- US population grew by 29 million in 1950's
- Why?
 - Returning soldiers marrying & having kids
 - Lower infant mortality

U.S Births: 1940 - 1994



Values of 1960s Youth

- Many young people in the 1960s did NOT want to grow up to be like their parents.
 - HATED: suburbs, strict gender roles, conformity, normality, war, racism
 - WANTED: originality, diversity, peace



The Counterculture

A culture of young people with values that ran counter to those of the established culture

Generation Gap: the differences in attitudes between people of different age groups



Advertising to the young (counterculture)

What will the English think of next?

The Chesterfield Car
A Rover with one of the most beautiful interiors ever designed. Sty and class in a sports car. England in 1969.

The Liverpool Sound
There are nothing like the sound of a band that is together in the city of Liverpool. It is heard in the real world.

Gordon's Gin
Repeat selling gin in England, America, the world.

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Test drive a 1969 Stereo

General Motors Delco Car Stereo.
Take it out on a daily day. A rainy day. Right into a sudden traffic jam. Then turn it on.
Suddenly, your world is sunbaked! Bright colors! A sound which you never thought possible!
You see, Delco stereo systems are made especially for GM cars. The best car sound is especially tailored to each body style. In the your car with a sound that's fantastically rich and real. A sound you can get two ways.

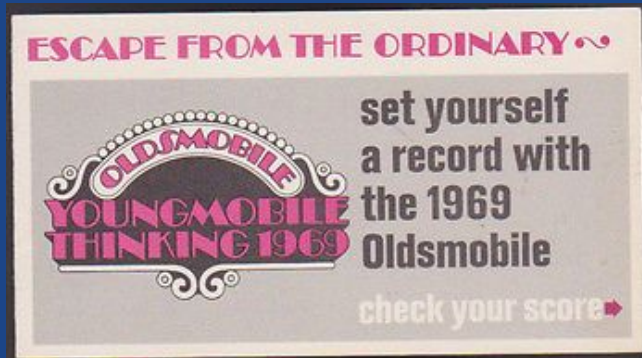
First, with Delco AM/FM Stereo Radio for varied programming.
Or go with the 8-track StereoTape system. Then you can pick a number, any number. And take it with you anywhere.
But you're really got to hear it for yourself. Test drive a Delco Stereo in a New Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac. Ask for one with Delco FM Stereo, Or Delco StereoTape, Or both. And set the rest of the world still by.

Delco Radio, Division of General Motors.

- Advertisers used psychedelic graphics, hired more racially diverse actors, featured long-haired models in hip clothing, and used sounds such as heavy guitar music to attract youth and appear hip.

Advertising to the Older Generation

- By the mid 1960s, advertisers began to change how they advertised to older people. They tried to convince them that old people could look young by buying the right products.



Oldsmobile commercials used popular music and offered people an opportunity to “escape from the ordinary.”

Oldsmobile nicknamed itself the “Youngmobile” in its commercials to try to attract older generations as well as young.

Advertising Liberates Women

- The women's liberation movement became an important aspect of marketing strategies towards the end of the 1960s
- Some ad agencies began to target the “new woman” (others continued to hold onto tradition)
- Ex.: Some ads showed nontraditional activities for women such as working on a motorcycle while others continued to show women as housewives only.



PHILIP L. COON

Women don't leave the Kitchen!

We all know a woman's place is in the home, cooking a man a delicious meal. But if you are still enjoying the bachelor's life and don't have a little miss waiting on you, then come down to Hardee's for something sloppy and hastily prepared.

sexivtads.tumblr.com

1950s Advertising

VS

We make Virginia Slims especially for women because they are biologically superior to men.

That's right, *superior*. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome...which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nystagmus, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.

Virginia Slims.

Slimmer than the fat cigarettes men smoke. With rich Virginia flavor women like.

You've come a long way, baby.

1960s Advertising

Advertising with a feminist twist (Virginia Slims)

I think women are inferior to men.

I think women got no business votin or smokin.

I think I just swallowed a seed.

Too bad he wasn't eating avocados.

You've come a long way, baby.

Virginia Slims
The taste for today's woman.



① Mrs. Violet Anderson claims to have smoked her first cigarette on May 19, 1910... in the attic of her grandfather's farmhouse. ② Cynthia Irene Bell smoked her first cigarette behind the old barn out back on Jan. 4, 1912. It was cold. ③ Myrna F. Phillips confesses she smoked March 4 or 5, 1911, out in the country, where only a squirrel and a bird could see her. The others offered "no comment." You've come a long way. Now there's a new slim filter-cigarette that's all your own.

New Virginia Slims.

What is this new extra-long cigarette for women? Is it just a normal ordinary cigarette we call "a woman's cigarette"? No. We tailor it for women. We tailor it for the feminine hand. Virginia Slims are slimmer than the fat cigarettes men smoke. They have the kind of flavor women like—rich, mild Virginia flavor.

Regular or Menthol

You've come a long way.

sallyedelsteincollage.com

Advertising to African Americans

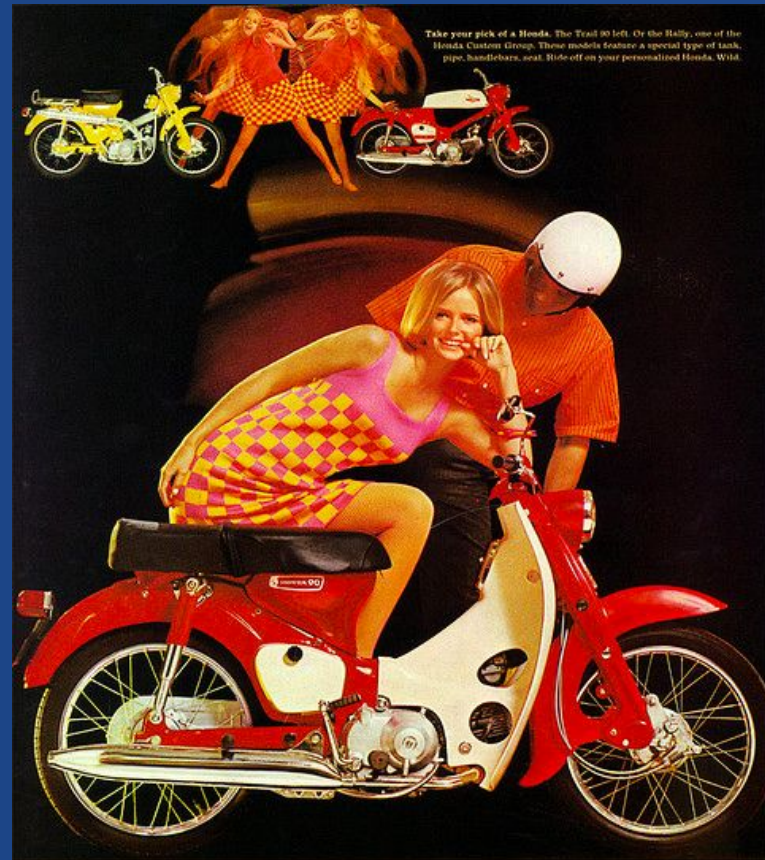
“In the 1960s, African Americans began to be recognized as important consumers.”

- Before the 1960s, most ads featured white middle/upper class people.
 - The assumption was that white people would ignore the ad if there was a black person in it.
- In the ‘60s, advertisers finally saw a benefit in advertising to non-white consumers too.
 - They started hiring more black actors for their ads.



All people drink Pepsi and buy laundry detergent, right? So why not show a diverse group of people using the product!

RECAP: How does this advertisement reflect the events or trends in 1960s advertisements?

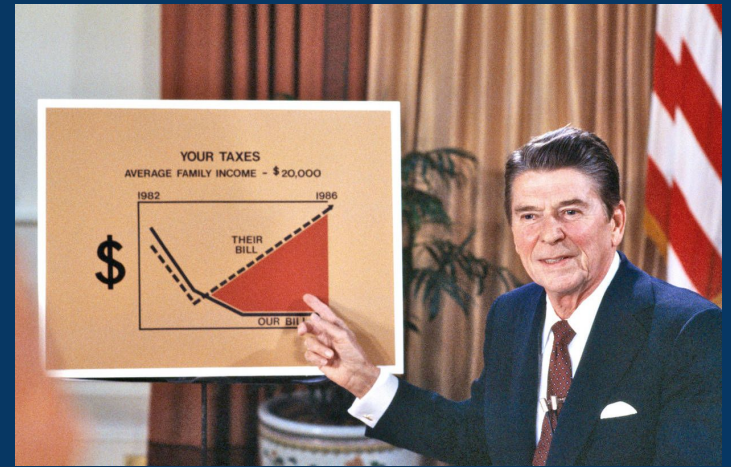


Take your pick of a Honda. The Trail 90 left. Or the Rally, one of the Honda Custom Group. These models feature a special type of tank, pipe, handlebars, seat. Ride off on your personalized Honda. Will.

Honda shapes the world of wheels You've got to hand it to Honda. New designs. New colors. Altogether 20 models to put a glint in your eye. That famous four-stroke engine takes everything in stride. Won five out of five '66 Grand Prix Championships, 50cc to 500cc. A world's record. With Honda, performance counts as well as style. And that tells it like it is. Any questions? See your local Honda dealer for a safety demonstration ride. **HONDA**

For a free color brochure and safety pamphlet write: American Honda Motor Co., Inc., Dept. QF, Box 50, Garden City, California 90247. ©1967, AHM.

What was happening historically in the 1980s?



- Ronald Reagan was elected president in 1980
 - Introduced a plan to strengthen the US economy through
 - Aid to the rich/businesses & cuts to poverty programs, urban spending, social services
- The '80s saw a growing gap between the rich & the poor.
- After a decade of economic recession, in the 1980s the economy rebounded and people were obsessed with wealth.

Advertising Trends in the 1980s: Celebrity Endorsements

- Style mattered more than substance
 - People cared less about what the product could do, and more about who had it and how popular it was.
 - If a beautiful or famous person used the product, other people wanted it too...



DRENCH YOUR HAIR
IN THE LOOK
OF HEALTH.

Now Revlon Research brings you improved Flex® Formulas that give you hair that's more than just clean and conditioned.

Nine unique, body-building shampoo formulas are so richly lathering, luxurious and gentle, they care for your hair as they clean.

And each enriched companion conditioner protects your hair, giving renewed vitality, body, flexibility and glorious shine.

Flex with Fortify!™—therapy for hair that wants to look drenched in health.

FLEX

NEW! FLEX
VOLUME LIFT
NEW BUILDING
PROTEIN
SHAMPOO

REVLOG



“Country Colors” shadows
and the eyes of Cheryl Tiegs.

If you want to make the most of your eyes, do what Cheryl Tiegs does. Mix and match, blend and highlight with Cover Girl's Country Colors shadow collection. All four shades are country-fresh and carefully picked so you can make up your eyes like a professional model. The combinations go on and on. And stay on, too, because each Cover Girl® shadow is moisturized to wear for hours. Create your own Cover Girl eyes with Cover Girl Moisturized Eye Shadows. In six collections and 16 single-shade compacts.

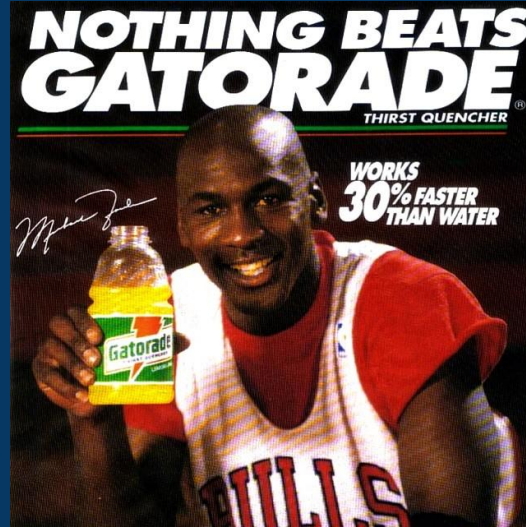
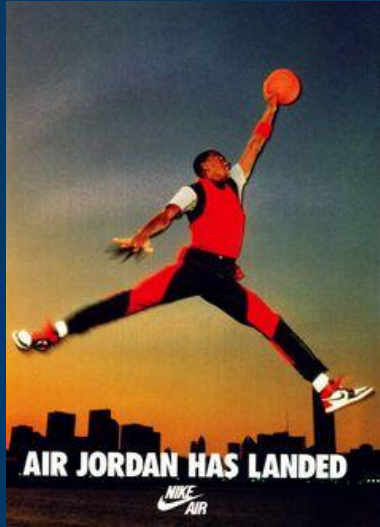
COVER GIRL
MOISTURIZED
EYE SHADOW

Cheryl is wearing Brown Sugar, Soft Turquoise and Highlight Beige shadows.

Soft Turquoise/Fresh Green | Brown Sugar/Highlight Beige | Highlight Beige/Soft Turquoise | Fresh Green

Celebrity Endorsements

- Advertising began to rely on celebrity endorsements as the face of their brands - helped make consumers want the product (a way to be like their favorite stars!)



Bill Cosby played a major part in the “Coke is it” campaign and made almost 1/3 of his income in the ‘80s from advertising.



Watch these 1980s tv commercials for an example of celebrity advertising:



- Ads made it seem like owning the product would give you a better, happier life
 - Companies used the promise of the American Dream to sell their products
- Ads that targeted working class Americans often promised better lifestyles (i.e., Miller Brewing Company's "High Life.")



Where's
the
Beef?

Advertising Trends in the 1980s: TV advertising



- TV advertising dominated
 - Commercials used catchy slogans and famous songs sung by characters or different celebrities.
- One of the most iconic '80s ad campaigns: Wendy's "Where's the Beef?"
 - Was so successful, t-shirts & underwear used the iconic slogan.
 - This campaign showed the power of advertising.



Advertising Trends in the 1980s: Infomercials



- Infomercials, 30-minute commercials often centered around product promotion by celebrities, became popular.

Watch the video - what's one funny example?





RECAP (choose 1): How does the advertisement reflect the events or trends in 1980s advertisements?