

# global advertising

history  
& theory  
production



european object posters



american print advertising

early 20th century- not a significant facet of global media.

european advertising, bold air-brushed posters.

american advertising, mostly text based, very conservative.

walter dill scott

w. a. dwiggins



the beginning of modern advertising

after world war i, america slipped into a period of economic downturn for fifteen years.

influx of european designers and advertisers into u.s., fleeing war-torn europe.

after world war ii there was a large scale organization of american industry.

manufacturers want to generate demand for growing amount of new products.

## the world at war



'u-boats out!' hans rudiert 1917



'keep 'em rolling' leo lionni, 1941

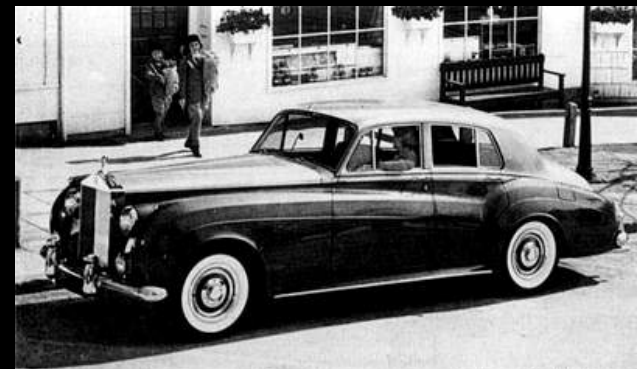
advertising developing into a full scale industry, agencies lining madison ave. in new york city.

David Ogilvy, creation of the brand image, brand positioning.

Bill Bernbach, art director/copy-wrighter team.

stressing importance of good copy-writing in advertising

revolutionary ad campaigns, Volkswagen, Avis, Schweppes, Marlboro.



The Rolls-Royce Silver Cloud—111,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *Time* magazine. These mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an owner-driven car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes, and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test shop, being fine-tuned. Here it is subjected to 90 separate checks. For example, the engineers use a stethoscope to listen for axle whine.
6. The Rolls-Royce is guaranteed for three years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The crankshaft is given five coats of primer paint, and hand rubbed between each coat, before six coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, concealed in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a darning machine, a bed, hot and cold water for washing, an electric can or a telephone.
12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

**PRICE.** The Rolls-Royce illustrated in this advertisement—1-c.h. principal parts of entry—costs \$113,995.


If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on opposite page. Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y. Circle 5-1144.

‘rolls royce’ ogilvy and mather



‘dole pineapple juice’ a. m. cassandre

the creative revolution  
in america



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### 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 stares at our shape.

In fact, some people who drive our little

flivver 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 racking 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.

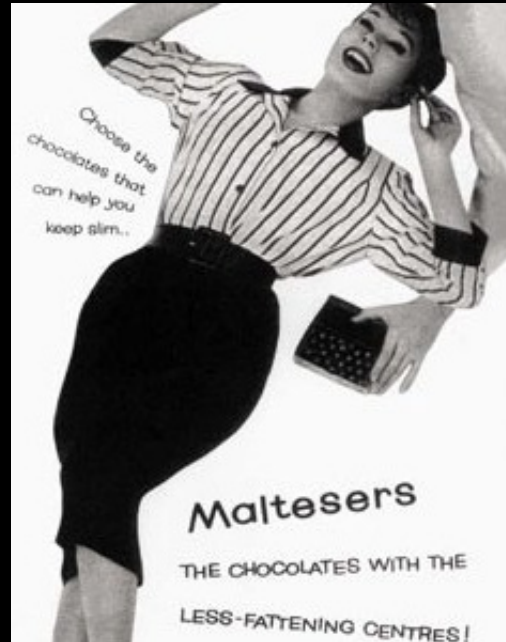
Think it over.



*'volkswagen: think small' - doyle dane bernbach 1959*

**the creative revolution  
in america**





british advertising tended to be less direct, less competitive, and more intellectually entertaining

french advertising had a good sense of wit and charm with great art direction.

U.S.S.R. and other communist nations filtered advertising greatly.

The lack of agencies in smaller nations led to advertising that was not produced with the country's consumers in mind.



## global advertising 1950s-1960s



the first great revolution in modern advertising.

television sets the tone for advertising, media, and news for the next forty years.

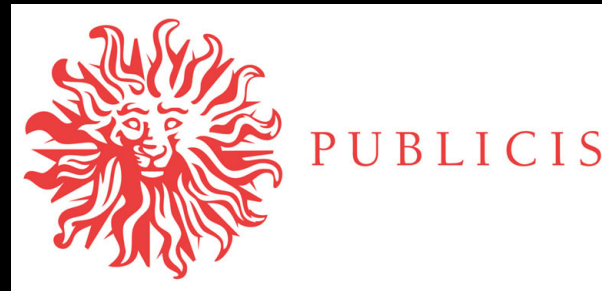
initial advertisements were not very effective.

american television networks proliferate advertisements to a wide audience.

spread of television and advertising was not as profound around the world.



## television



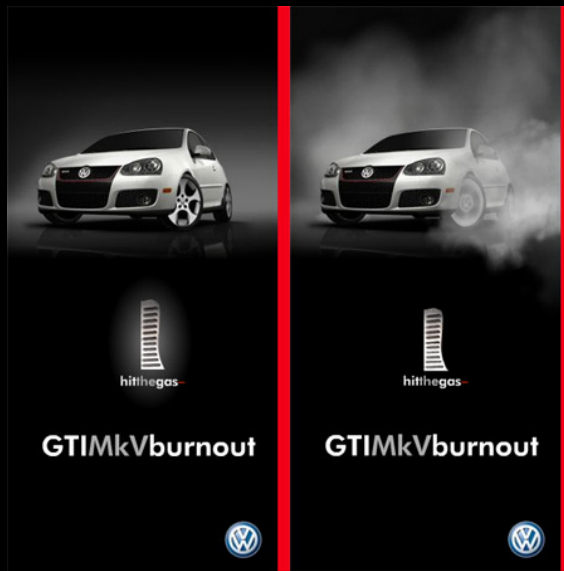
1980s and 90s were a time of consolidation and conglomeration in the advertising world.

larger base allowed for a more global reach.

creation of the “big four” - publicis, omnicom group, interpublic group of companies, and wpp group.

“the big four” control an estimated 55% of all global advertising and marketing expenditures.

**the beginnings of consolidation**



the internet was the second great revolution in the world of modern media and advertng.

In the 90s, the internet was largely 'b-list' in the advertising world.

new ways to advertise, from spam email to interactive advertisements.

in 1999 the internet advertising market was valued at \$4 billion by 2004 the value was nearly \$31 billion.

internet allows for unparalleled interconnectiveness and the first semblence of "global branding concepts."

**\$510,000 Mortgage for Under \$1,698/Month**

**Think You Pay Too Much for Your Mortgage? Find Out!**

ew Payment

**Click Your State**

Alabama

**Click Your Rate**

3.00% - 3.99%

**Click Your Credit**

Good

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# the internet



manipulative, subliminal, disrespectful, monopolistic, and unfair to consumers.

early subliminal advertising on television

domination by too few companies.

privacy, freedom from promotions and advertising.

product placement, stephen colbert's doritos spicy sweet primary coverage from philadelphia (the city of brotherly crunch).

## criticisms of advertising

**integration  
interactivity  
creativity  
& advertainment**

*finding the right frame of mind.*

**advertising's future**

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