

# A Brief History of

# ADVERTISING

# MARKETING

# COMMERCIAL

# BRAND

# MEDIA

**MAD MEN**

**“ADVERTISING  
IS BASED ON ONE THING:  
HAPPINESS,**

**”**



# Gutenberg Press

- Johannes Gutenberg invented moveable type printing press around 1436
- Most modern advertising can essentially trace its roots to Gutenberg printing press.



Ff Gg Hh Ii Jj &  
Kk Ll Mm Nn \$  
Oo Pp Qq Rr Ss



# Gutenberg Press



For the first time, the recording of information no longer belongs to the elite few

# Early examples of advertising

## The Publick Adviser,

W E E K L Y

Communicating unto the whole

Nation the several Occasions of all persons  
that are any way concerned in matter of Buying and  
Selling, or in any kind of Employment, or dealings  
whatsoever, according to the intent of the OFFICE  
OF P U B L I C K A D V I C E newly set up in  
several places , in and about *London* and *West-  
minster*.

For the better Accommodation and Ease of  
the People, and the Universal Benefit of the  
Commonwealth, in point of  
**P U B L I C K I N T E R C O U R S E.**

*From Tuesday May 19 to Tuesday May 26.*

In *Bartholomew Lane* on the back side of the Old  
Exchange, the drink called *Coffee*, ( which is a very whi-  
fom and Physical drink, having many excellent vertues,  
closes the Orifice of the Stomack, fortifies the heat with-  
in, helpeth Digestion, quickneth the Spirits, maketh the  
heart lightsom , is good against Eye-sores, Coughs, or  
Colds , Rhumes , Consumptions, Head-ach, Dropsic,  
Gout, Scurvy, Kings Evil, and many others is to be sold  
both in the morning, and at three of the clock in the af-  
ternoon.

Advertisement in London for coffee appeared in 1657

# The Industrial Society – Mass Production

Machines replace animals



# The Industrial Society – Mass Production

- Started in the 18<sup>th</sup> century
- Matured in the 19<sup>th</sup>
- Reached its height in the 20<sup>th</sup>



Rise of the urban working class, consumer society and disposable income

## Mass production

- Standardized products
- Produced in an assembly line
- Production is mechanized

Rise of mass markets and consumer society

# The Industrial Society – Mass Production

Uniform goods begin to be produced in greater quantities



# The Industrial Society – Mass Production

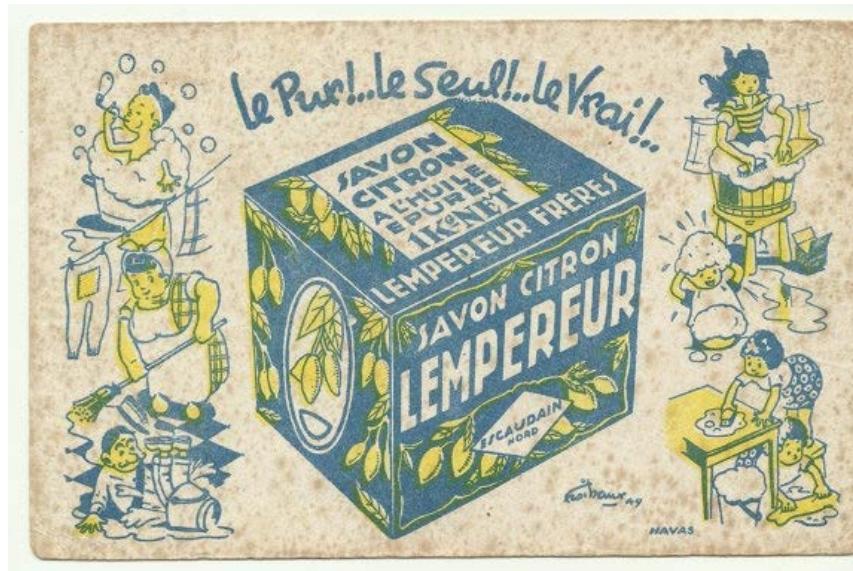
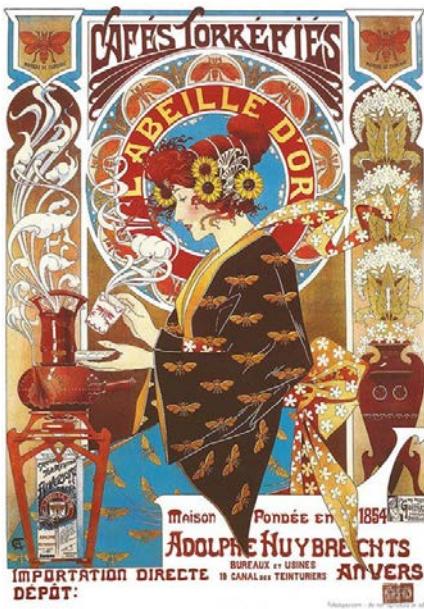
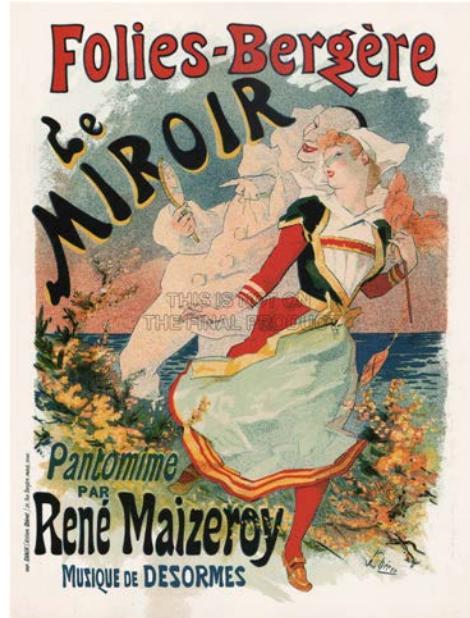
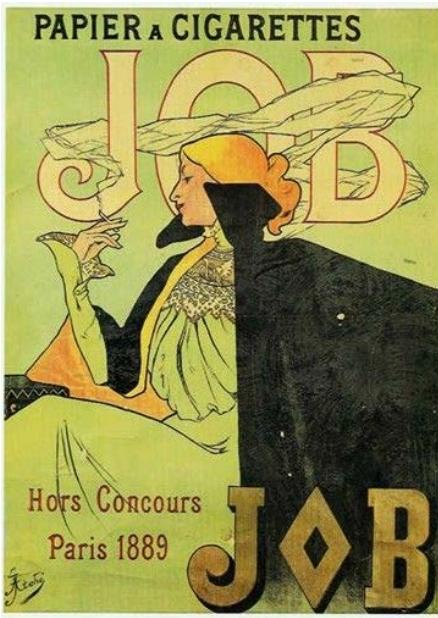
More products need advertising



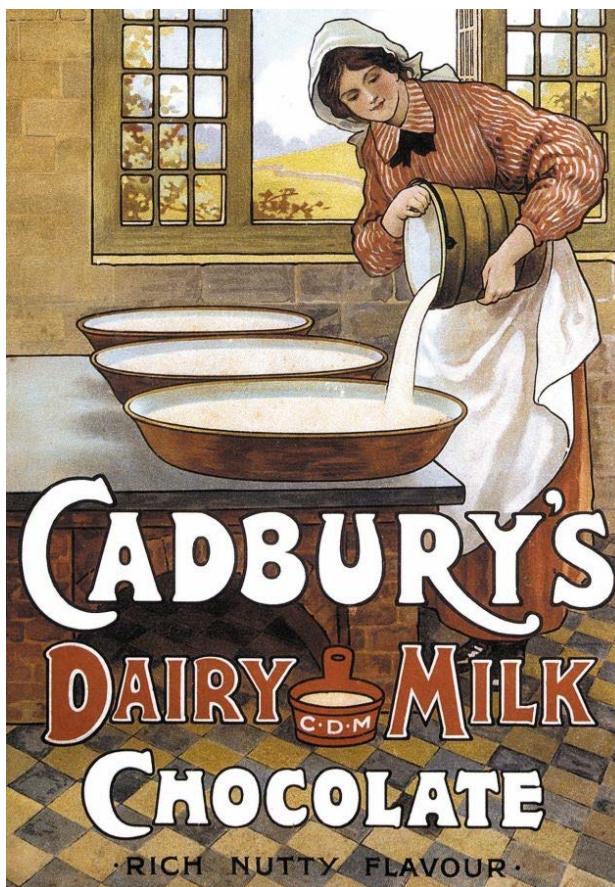
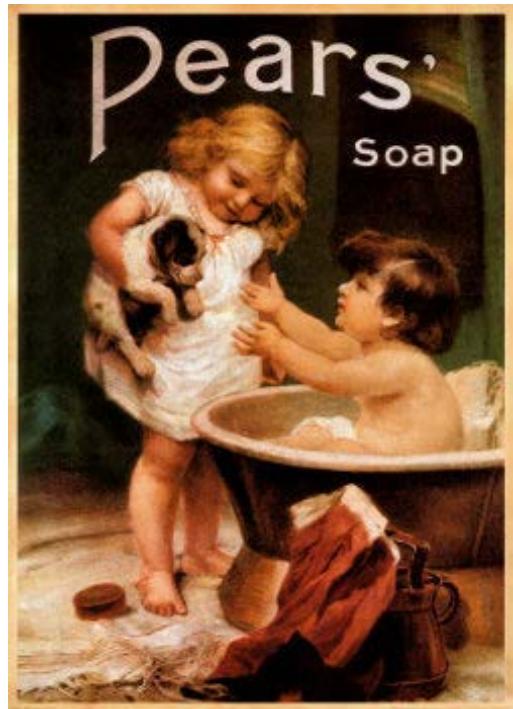
More people need advertising



# French roadside signs c.1880



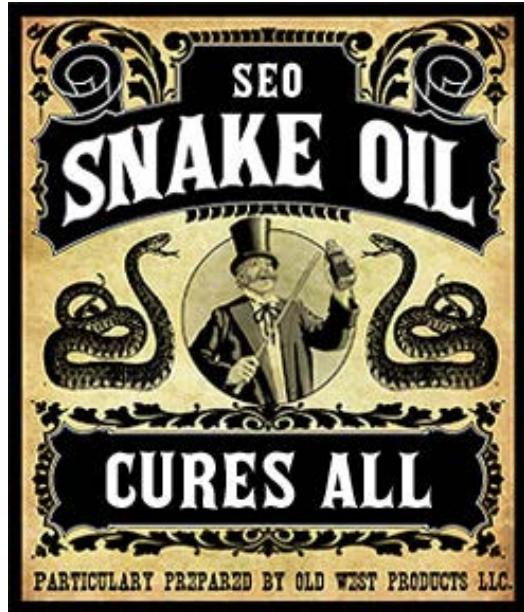
# Advertising and the Industrial Revolution



Emergence of branded products: Late 1800s

# "Snake-oil salesmen" #1

(Someone who knowingly sells fraudulent goods or who is a fraud, quack or charlatan.)



**SNAKE-OIL LINIMENT**  
RELIEVES INSTANTANEOUSLY  
*AND CURES* HEADACHE, NEURALGIA, TOOTHACHE, BARACHE, BACKACHE,  
SWELLINGS, STRAINS, SORE CHEST, SWELLING of the THROAT, CONTRACTED CORDS  
and MUSCLES, STIFF JOINTS, WRINKLES, DISLOCATIONS, CUTS and BRUISES.  
It Quickly takes out the Swelling and Inflammation from CORNS, BUNIONS, INSECTS and Reptile Bites.  
The best External Preparation for CYCLISTS and ATHLETES. It makes the Muscles supple  
and relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.  
**SNAKE-OIL LINIMENT CURES ALL ACHEs AND PAINS.**  
If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and  
use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every  
instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS  
Get Our Specially Prepared  
**PURE Rattlesnake Oil**

POPULAR MECHANICS ADVERTISING SECTION

**New Kind of Hat**  
Worn 10 Minutes a Day  
**Grows Hair**  
**in 30 Days**  
**-or No Cost**

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a head full of hair in only 30 days—or the trial money you send us will be returned. Just send coupon below.

By ALFRED MERKE  
Founder of Famous Merke Institute, Fifth Ave., N. Y.  
I HAVE perfected a new invention that I  
absolutely guarantee will give you a new  
head of hair in only 30 days—or the trial money you  
send us will be returned.

This new invention—the result of six experiments  
made in treating thousands of cases of baldness—is  
in the form of a new kind of hat. It is worn on the  
head just 10 minutes a day. No unnecessary time is  
spent—just 10 minutes a day.

No Risk of  
Any Kind  
At the Merke  
Institute, Fifth  
Avenue, N. Y.,  
where Elated,  
stage and social  
celebrities  
are treated.

## IMPROVE YOUR FIGURE

Without Effort By Wearing the Famous  
**Dissolvene Rubber Garments**

The only harmless and effectual method to

### REDUCE SUPERFLUOUS FLESH

No drug, no dieting, no unusual exercise, no change in the mode of living. Recommended by physicians.

Made of the finest pure Para rubber fitting snugly to the body; worn under the clothing at any and all times without the slightest inconvenience or annoyance.

### Society Has Adopted Them.

Made in a variety of styles to fit any part of the body. They reduce the flesh only where desired. Results positive.

**CHIN BANDS** for reducing double chin, by mail, \$2.00.

Daintily Illustrated booklet of Rubber Garments and Toilet Specialties on request.

**DISSOLVENE COMPANY.**

20E West 34th Street, New York.  
(Adjoining Waldorf-Astoria.)

**COCAINE**  
**TOOTHACHE DROPS**  
Instantaneous Cure!  
**PRICE 15 CENTS.**  
Prepared by the  
**LLOYD MANUFACTURING CO.**  
219 HUDSON AVE., ALBANY, N. Y.  
For sale by all Druggists.  
(Registered March 1886.)

See other side.

# Advertising: The last 100 years

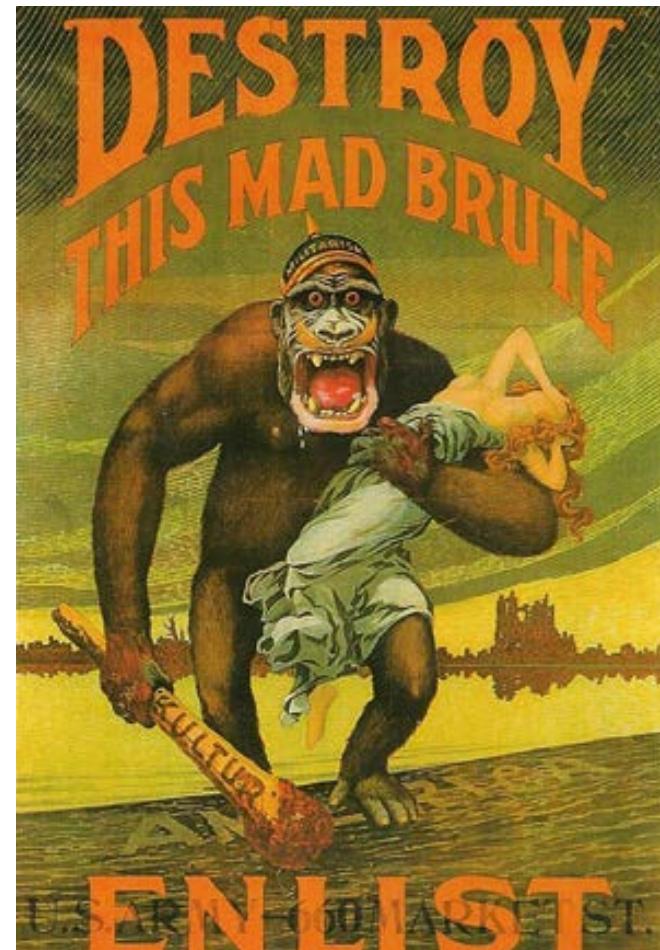
- 1900 to 1945 – Birth of modern advertising.
- Greater emphasis on branding and packaging
- Laws to crackdown on unsubstantiated advertising claims and dishonesty
- Rise of Ad agencies and Ad campaigns
- Electricity becomes more commonplace creating a market for household appliances
- Rise of consumerism

# Advertising: The last 100 years

- 1950s – Mass marketing and unique selling propositions. Rise of consumer credit
- 1960s – Soft Sell
- 1970s – Brand persona
- 1980s & 90s – Brand cool & celebrity endorsement



# Advertising and the First World War



Advertising as propaganda

# Radio



# Radio

WEAF of New York is credited with airing the first paid radio commercial, on August 28, 1921 (Wikipedia)

Strange but true:

The first UK Radio advertisement was not broadcast until October 1973 when the first commercial radio station (LBC) appeared.

It was for Birdseye Fish Fingers!

[http://www.meerkatworks.co.uk/news/mutley\\_presents\\_britains\\_first\\_ever\\_radio\\_advert/](http://www.meerkatworks.co.uk/news/mutley_presents_britains_first_ever_radio_advert/)



# Advertising and the Second World War



Advertising as propaganda

# "Snake-oil salesmen" #2

**Viceroy FILTER the Smoke!**

As your Dentist,  
I would recommend  
**VICEROYS**

A vintage advertisement for Viceroy Filter Tip Cigarettes. The top half features the brand name in large, bold, blue serif letters. Below it, the word "FILTER" is written vertically in a larger font, and "the Smoke!" is in a bold, sans-serif font. To the right is a portrait of a man in a white shirt holding a dental mirror. A speech bubble from him contains the promotional text. In the bottom left corner is a pack of Viceroy cigarettes, which has a gold seal with a star and the words "Viceroy Filter Tip Cigarettes".

**SCIENCE DISCOVERED IT — YOU CAN PROVE IT**

**"No Unpleasant After-taste"**

—added to the world's most famous ABCs—

**Always Milder Better Tasting Cooler Smoking**

Here's the Biggest 'Plus' in Cigarette History!

"CHESTERFIELD IS THE ONLY CIGARETTE of all brands tested in which members of our taste panel found no unpleasant after-taste."

From the report of a well-known research organization

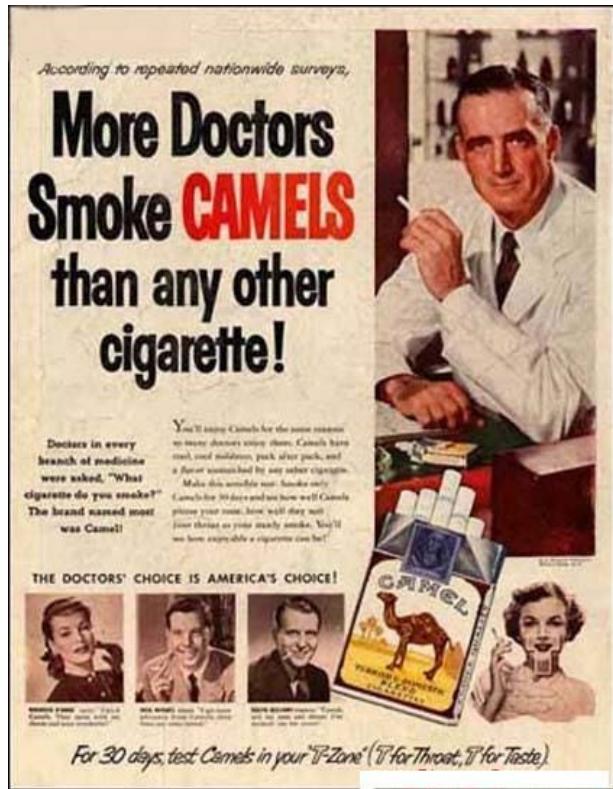
**Always Buy CHESTERFIELD**

heercreative.co.uk

A vintage advertisement for Chesterfield Cigarettes. The top half features a scientist looking through a microscope. The text "SCIENCE DISCOVERED IT — YOU CAN PROVE IT" is at the top, followed by "No Unpleasant After-taste" in large red letters. Below that is a quote about the cigarette being added to famous ABCs. The bottom half features the slogan "Always Buy CHESTERFIELD" in large red letters, next to a pack of Chesterfield cigarettes.

# “Snake-oil salesmen” #2

More doctors smoke Camels than any other cigarette!



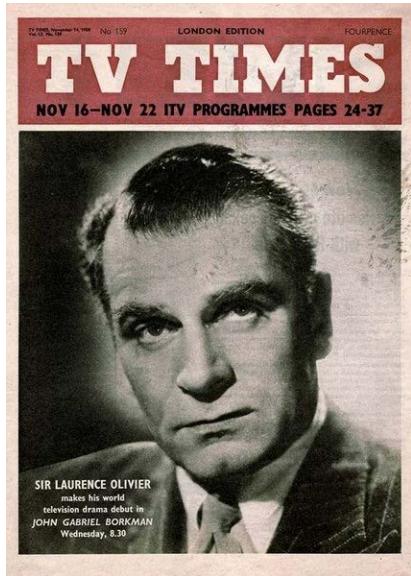
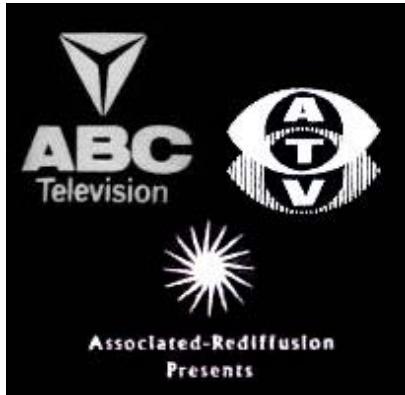
<https://www.youtube.com/watch?v=ZEnh6p2UA14&index=1&list=PLB0DB46D077610995>

# Television



# Commercial Television

1955 – ITV begins broadcasting at 7.15pm on September 22



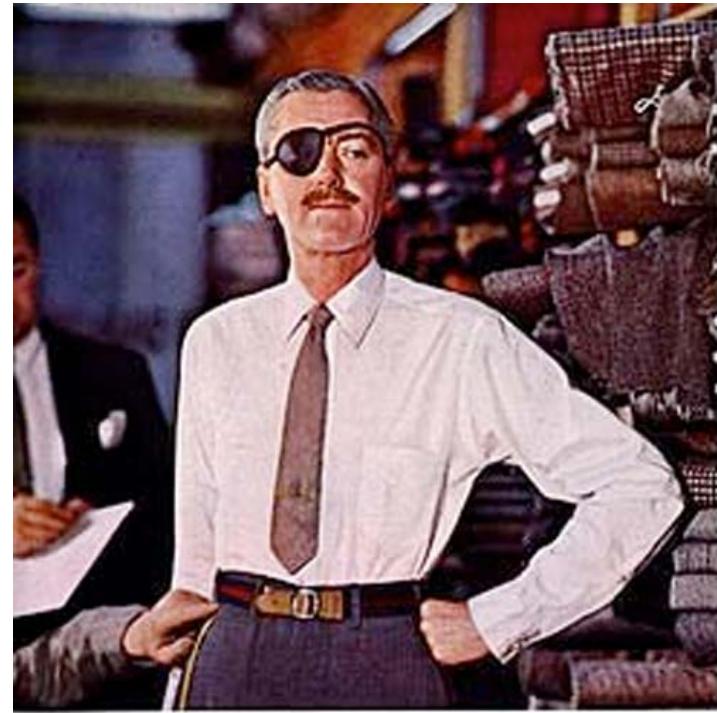
# 1950s – Mass Marketing



You mean a woman can open it?

You mean a woman can open it?

# 1950s – Mass Marketing



## Ogilvy & Mather Advertising

### The man in the Hathaway shirt

American men are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, monotonous shirt. Hence the growing popularity of such clever shirts, which are in a class by themselves.

Hathaway shirts have definitely long been a matter of taste. They make you look younger and more distinguished because of the way they fit and because of the collar. The white shirt is tailored more generously, and is therefore more comfortable. The collars are longer, and stay in place

longer. The buttons are mother-of-pearl. Even the stitching has an aesthetic elegance about it.

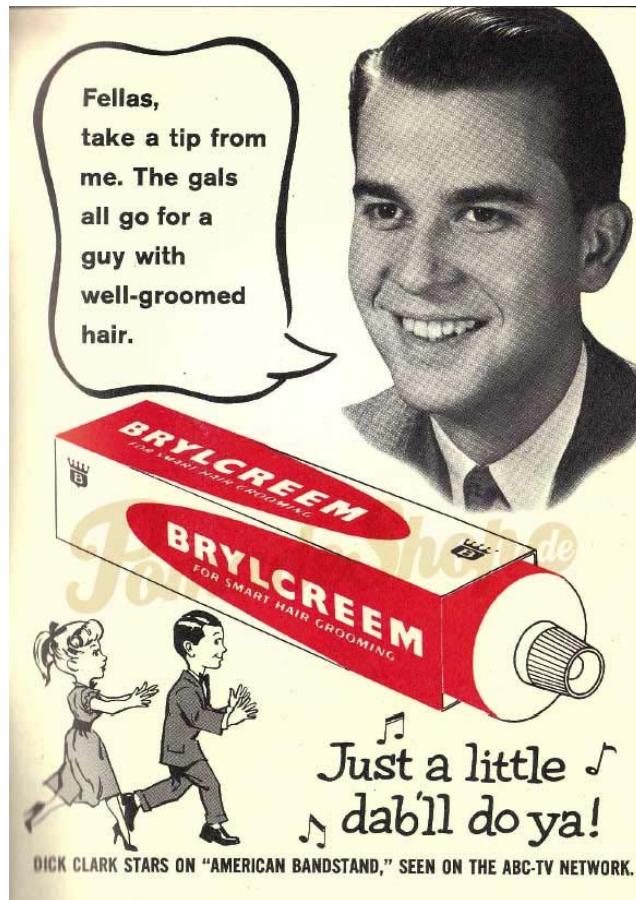
Above all, Hathaway makes shirts of remarkable fabrics, collected from the four corners of the earth—Vienna and Austria, from England, woollen fabrics from Scotland, Sea Island cotton from the Virgin Islands, and many more. From India, hand-woven from Manchester flannel, home from Paris, hand-blocked after

a great deal of quiet manufacture out of weaving sheds which are as such imperceptible now.

Hathaway's garments made by a small company of dedicated craftsmen in the little town of Winslow, Maine. They have been at it, now and then, for over four decades, recently years.

At fifteen dollars a shirt, or worse, 4. X, maximum, Winslow, Maine, for the name of your nearest store. In New York, telephone COK 3-5586. Prices from \$3.95 to \$10.00.

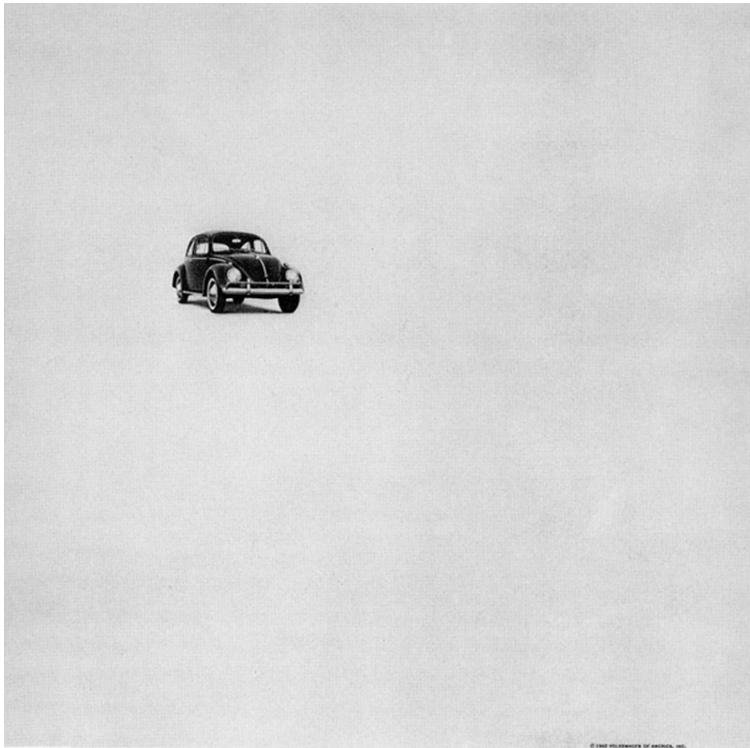
# 1950s Unique selling propositions (USP)



Brylcreem TV Commercial 1950's

<https://www.youtube.com/watch?v=o6F4GtyRfto&list=PLB0DB46D077610995&index=2>

# 1960s – Soft Sell



**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 rocking up 40,000 miles on a set of tires.

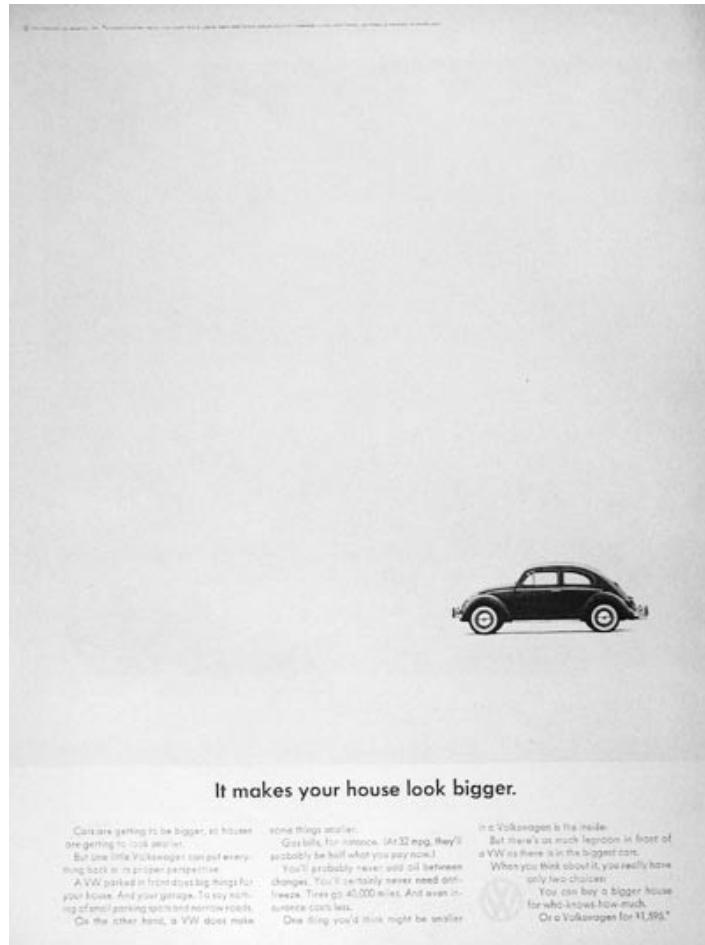
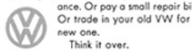
That's because once you get used to

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.



**It makes your house look bigger.**

Cars are getting to be bigger, as houses are getting to be bigger.

But in a Volkswagen, you put everything back in its proper perspective.

A VW parked in front of a big things like your house. And your garage. To say nothing of small parking spaces and narrow roads.

On the other hand, a VW does make

some things smaller.

Gas bills, for instance. (At 32 mpg, they'll probably be half what you pay now.)

You'll probably never add oil between changes. You'll certainly never need anti-freeze. Tires go 40,000 miles. And even insurance costs less.

One thing you'd think might be smaller

in a Volkswagen is the inside. Set there's as much legroom in front of a VW as there is in the biggest cars.

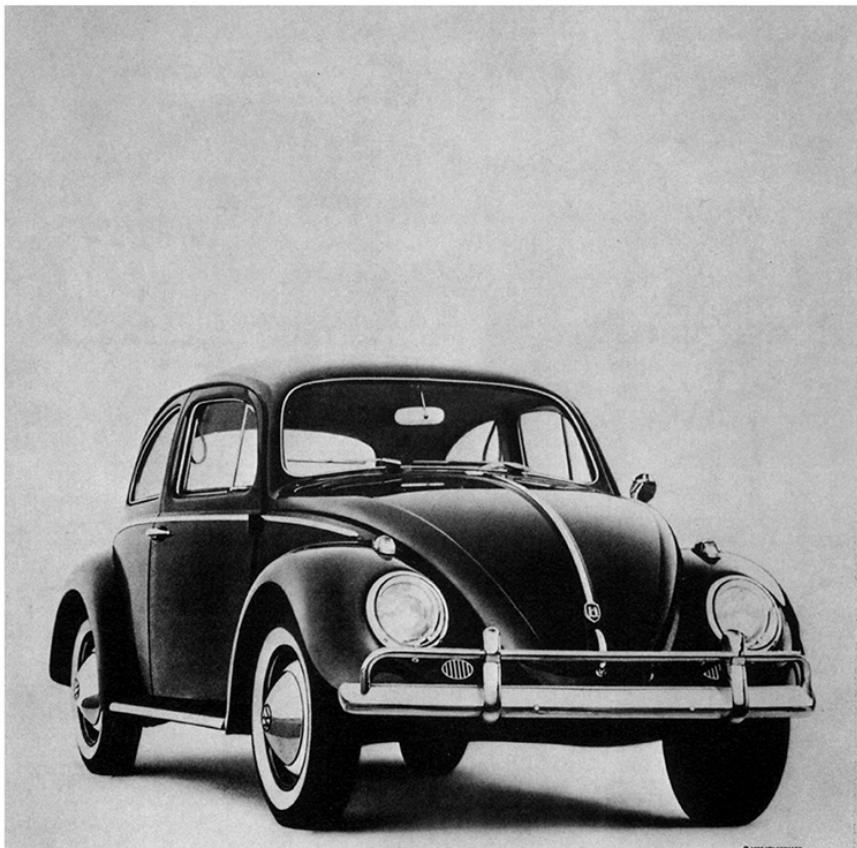
When you think about it, you really have only two choices:

You can buy a bigger house for who knows how much.

Or a Volkswagen for \$1,895.\*

VW campaign by Doyle Dane Bernbach  
First to use creative team: copywriter + art director

# 1960s – Soft Sell



## Lemon.

This Volkswagen missed the boot.

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

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 1300 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

broke stand, and say "no" to one VW out of fifty.

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.



## Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For \$24.95, plus labor.

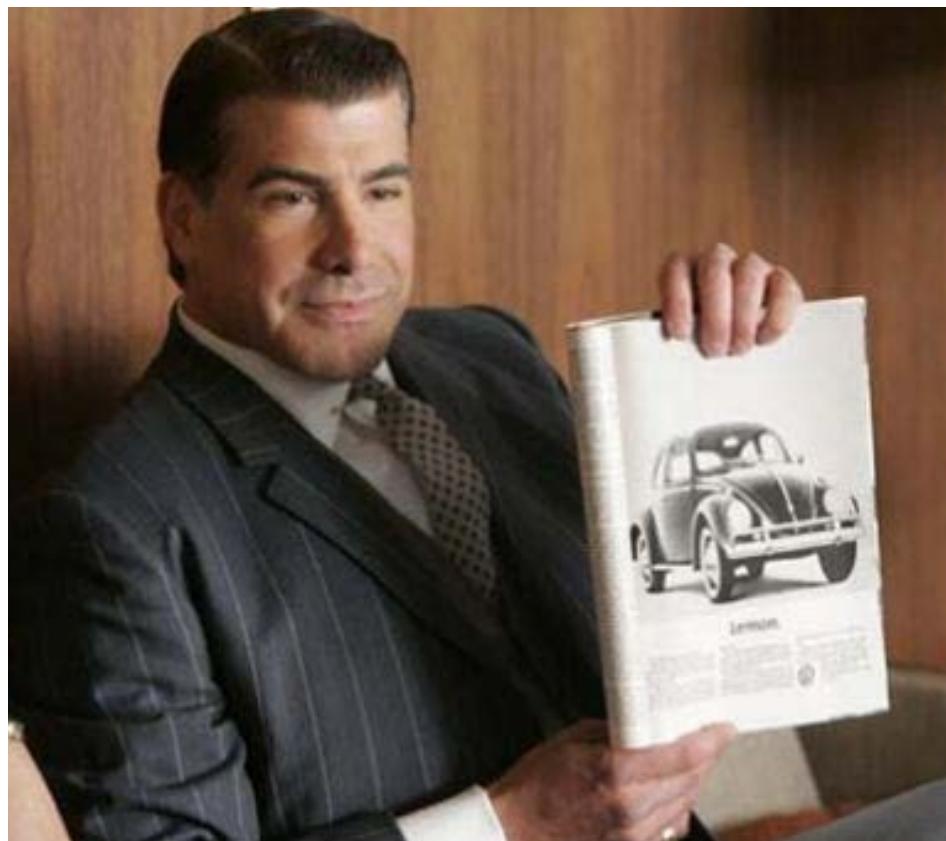
And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

It may make you furious, but it won't make you poor. So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car. Even the brakes.



# 1960s – Soft Sell



Mad Men, Volkswagen Ad  
<https://www.youtube.com/watch?v=ojtMtlyD6dM>



# 1960 to 1970s – The Cynicism Epoch

“What is the difference between unethical and ethical advertising? Unethical advertising uses falsehoods to deceive the public; ethical advertising uses truths to deceive the public”  
Vilhjalmur Stefansson, 1964

# 1960 to 1970s – The Cynicism Epoch

- Rise of flower power, anti-consumerism, counterculture.
- Consumers feel patronised by ads, mass produced goods and conformity
- Advertisers develop a less-scientific and more-artistic approach to ads.



# Late 60s VW Beetle Car Funeral Commercial



[VW Beetle Car Funeral Commercial](#)

<https://www.youtube.com/watch?v=LPLNhqca0Qc>

# 1970s – Brand Positioning & Brand Persona



# 1970s – Brand Positioning & Brand Persona



Coca Cola Commercial - I'd Like to Teach the World to Sing (In Perfect Harmony) – 1971  
<https://www.youtube.com/watch?v=ib-Qiyklq-Q>

# Colour Television (in Britain)



# VCRs 1975

**WATCH  
WHATEVER  
WHENEVER.**

With Sony's Betamax SL-8600 video recorder you can see all TV shows you want to see – anything you want to see it.

Because Betamax, which plugs into any TV set and is easy to operate, can videotape a show up to three hours long – and then play it back whenever you're doing something else – even while you're out of the house, by setting the electronic timer.

It can also videotape something off one channel while you're watching another channel.

And remember, Sony has more experience in videorecorders than anyone (over 20 years!). In fact, we've sold more videorecorders than any other manufacturer in the industry. We even make our own tape. For years you've watched TV shows at the times you've had to. Now you can watch them at the times you want to.

**FOR ABOUT £499**  
or low cost monthly rental

**SONY BETAMAX**  
THE LEADER IN VIDEO RECORDING

© 1978 Sony Corp. of America. SONY and Betamax are registered trademarks of Sony Corp.

**"The best video value of all time."**

The new Ferguson Videostar 3V22 opens the world of video entertainment to you at an incredible value-for-money price.

Record the programme you are watching. Or record one channel while you watch the other. Pre-set to record while you are out or up to 7 days ahead. Watch what you want, when you want, as often as you want.

Whether you rent or buy it makes sense to choose the UK's leading system – VHS and the leading name in home video, Ferguson Videostar. It takes the top name to bring you the best video range and value. The Ferguson Videostar 3V22 for about £499 or low cost monthly rental.

Recording and playback of standard video picture formats. See Logoscope, Accura, and the Ferguson Videostar. © 1978 Ferguson Electronics Ltd.

**FERGUSON  
Videostar**

**PHILIPS**  
038 2458

**THE BULLETIN** July 19, 1978

**Select your programme. Record it. Then watch it any time that suits you.**

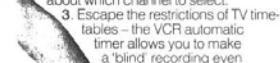
That's only one advantage of connecting a Philips Video Cassette Recorder to your colour TV.

Here's the picture at a glance:

1. Record your favourite programmes directly off-air – replay them as often as you wish.



2. Watch one programme while your VCR makes a parallel recording from another channel – no more arguments about which channel to select.



3. Escape the restrictions of TV timetables – the VCR automatic timer allows you to make a 'blind' recording even when you're not at home.

4. Replays are yours to command whenever it suits you and the family best.



Simulated picture

Philips VCR is already firmly established in Australia in areas of education, sales training and business communication.

Now this same professional system is available for your home entertainment. It's simple to operate and compatible with any TV receiver. (Minor adjustments may be necessary on some sets.)

It is only logical that Philips should have developed this video recorder with a cassette not much larger than a paperback. After all, we are the people who developed the compact audio cassette so widely used today.

Phone your nearest Philips Vision & Sound office for more details of Philips VCR.

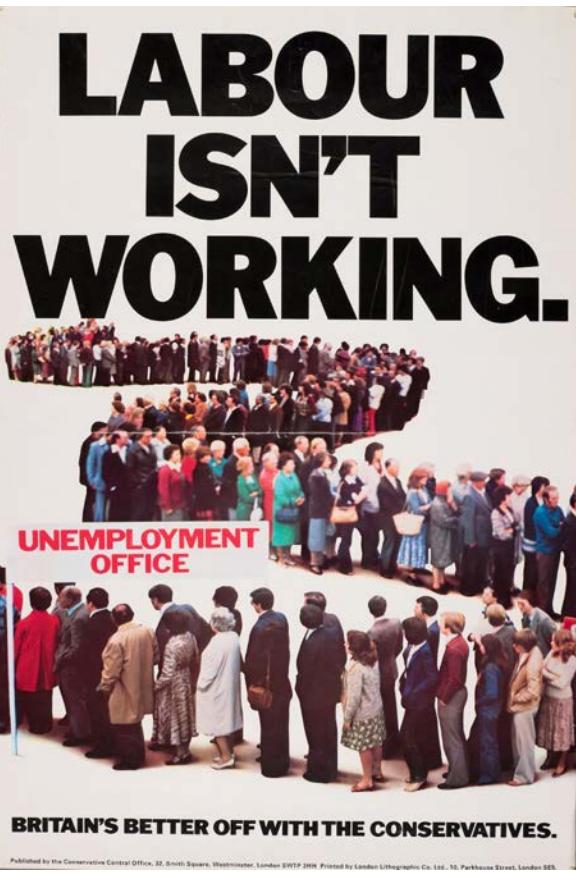
Adelaide 223 4022  
Brisbane 442 471  
Canberra 551 9174

Perth 213 131 Sydney 2 2223  
Melbourne 554 0188  
Townsville 79 7742



VCRs start to become mass market giving consumers the ability to time shift and fast forward through commercials

# 1970s – Political (1979 General Election)



Year: 1978  
Title: Labour isn't working  
Client: Conservative Party  
Agency: Saatchi & Saatchi  
Art Director: Martyn Walsh  
Copywriter: Andrew Rutherford

With this poster the Saatchi brothers changed the rules of elections by introducing aggressive advertising techniques into party political campaigning. The poster is often cited as having been instrumental in the fall of James Callaghan's Labour administration and the coming to power of Margaret Thatcher. Its stark depiction of an unemployment office queue and the copyline – with its clever double meaning – was aimed at traditional Labour supporters who feared for their jobs.

The Conservative Party billboards, 1978 – Saatchi & Saatchi

The Conservative Party 60sec TV and cinema commercials 'Coming Shortly', 1979

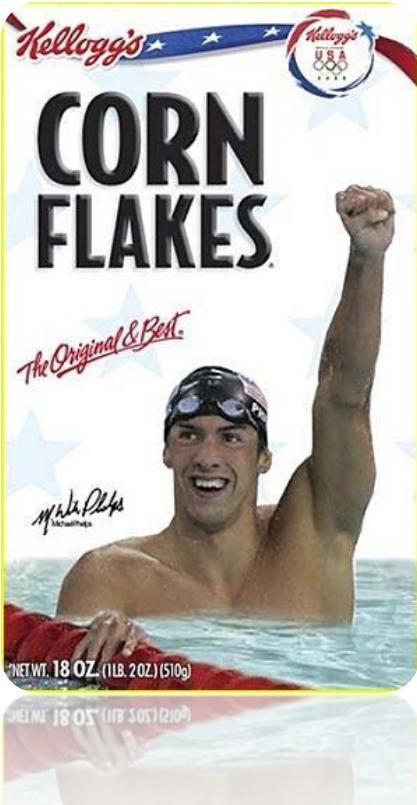
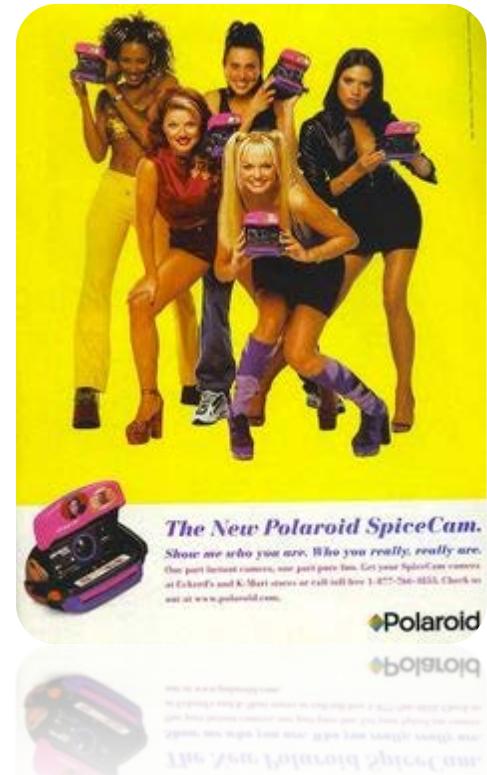
[www.youtube.com/watch?v=1IBv9qCCR6w](https://www.youtube.com/watch?v=1IBv9qCCR6w)

# Music TV appeared in 1981



A new and frenetically paced style of television advertising tried to emulate the music videos that young people were coming to expect.

# 80s & 90s Brand Cool & Celebrity Endorsement



Michael Jackson Pepsi Generation

<https://www.youtube.com/watch?v=po0jY4WvClc&index=5&list=PLB0DB46D077610995>

# 80s & 90s Brand Cool & Celebrity Endorsement



Apple Computer Macintosh Commercial “1984” – 1984  
<https://www.youtube.com/watch?v=2zfqw8nhUwA>

# 80s & 90s Brand Cool & Celebrity Endorsement



Nike Just Do It Commercial c.1988

[www.youtube.com/watch?v=ENi1SvEFqsQ](https://www.youtube.com/watch?v=ENi1SvEFqsQ)

Nike "Awake" JUST DO IT Commercial

[www.youtube.com/watch?v=1hJli8ueRbA](https://www.youtube.com/watch?v=1hJli8ueRbA)



# 80s & 90s Brand Cool & Celebrity Endorsement



got milk?

# 80s & 90s Brand Cool & Celebrity Endorsement

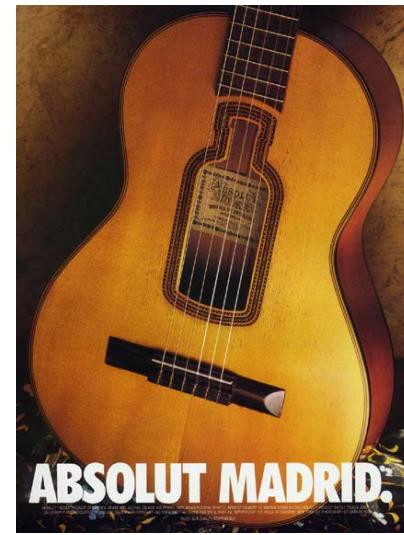
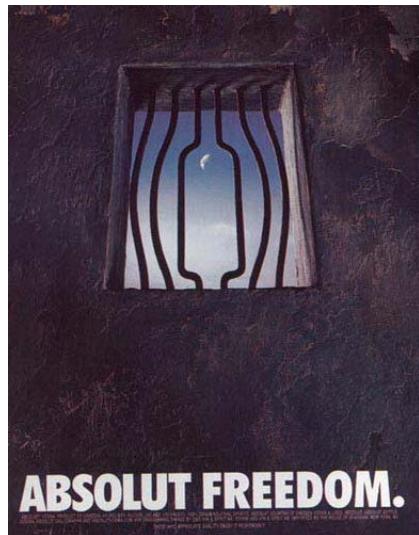
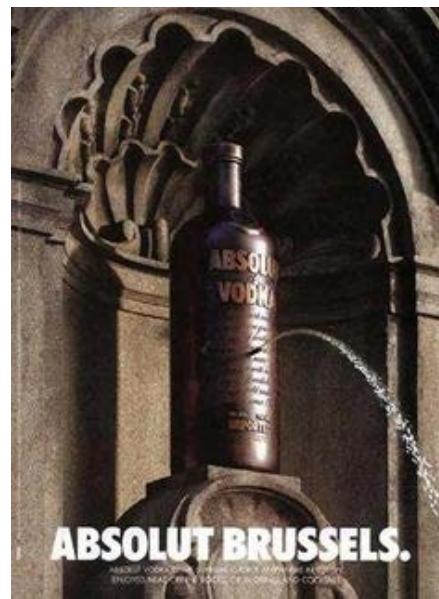
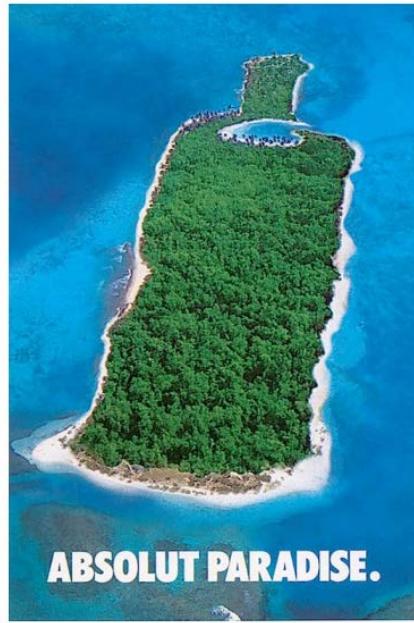
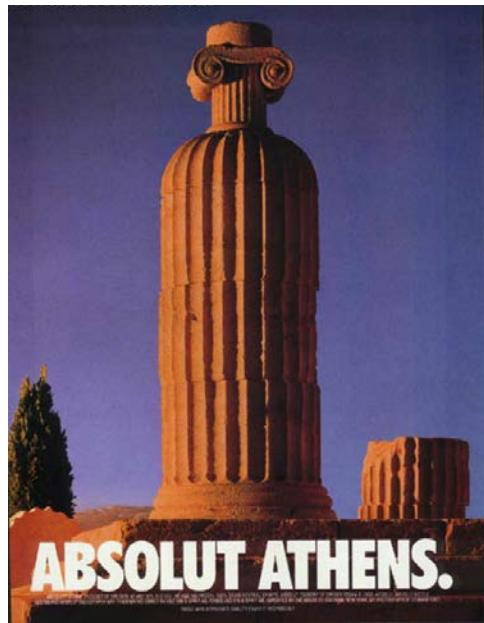


HELLO  
BOYS.

THE ONE AND ONLY  
**wonderbra**

THE ORIGINAL PUSH-UP PLUNGE BRA. AVAILABLE IN SIZES 32-38 ABC.

# 80s & 90s Brand Cool & Surreal



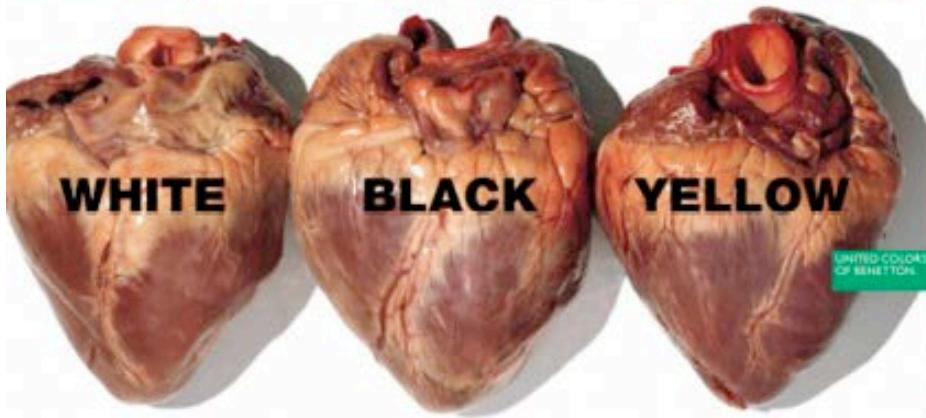
# 80s & 90s Brand Cool & Controversial



# 80s & 90s Brand Cool & Controversial



# 80s & 90s Brand Cool & Controversial



# 80s & 90s Brand Cool & Controversial

IZJAVA: JA OTAC GOŠKO GAGRO, POGINULOG MARINKA GAGRE KOD 1963. GOD. UBLJATNICI OPĆINA ČITLUK. SUGLASAN SAM DA SE UZMU PODACI MOGA POK. MARINKA U SVRHU PLAKATA ZA MIR U BORBI PROTIV RATA.



UNITED COLORS  
OF BENETTON.

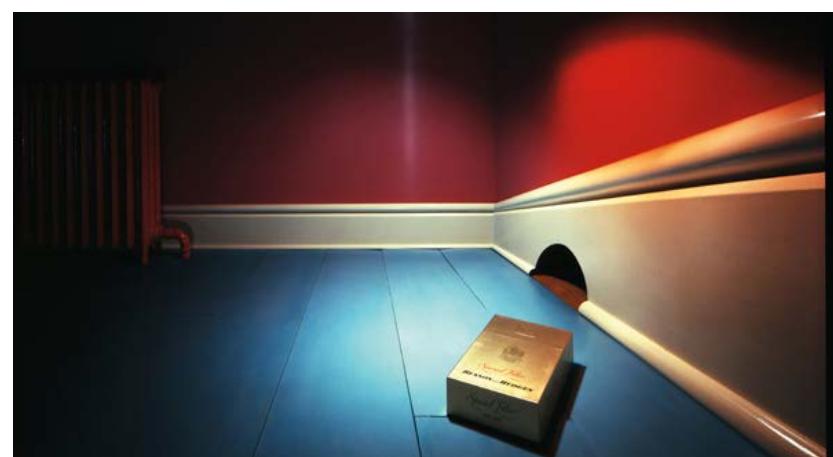
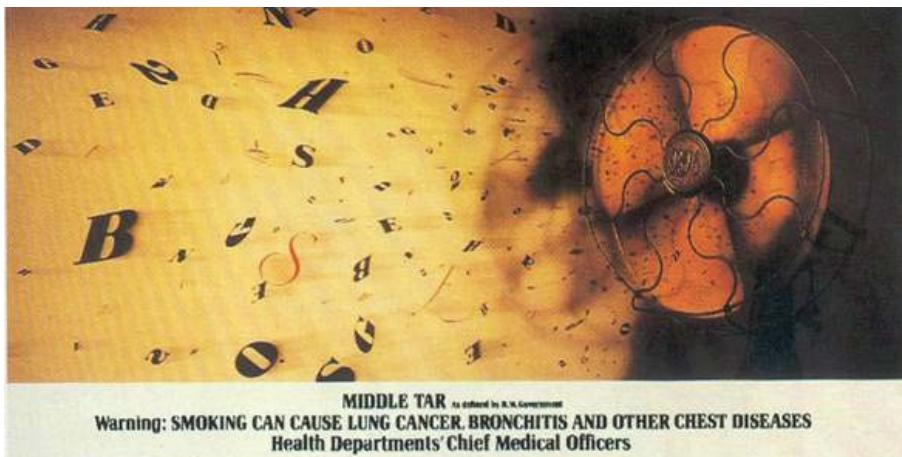
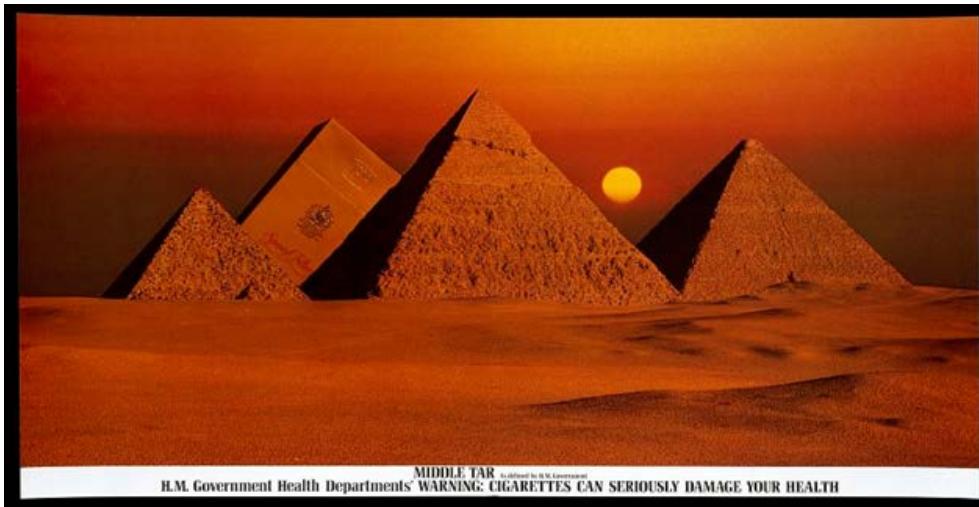
# 80s & 90s Cigarette advertising

Cigarette advertising restricted in UK:

- All television commercials for cigarettes were banned on 1 August 1965
- Stricter guidelines imposed in 1986 preventing adverts from showing a person smoking.



# 80s & 90s Cigarette advertising: Surreal



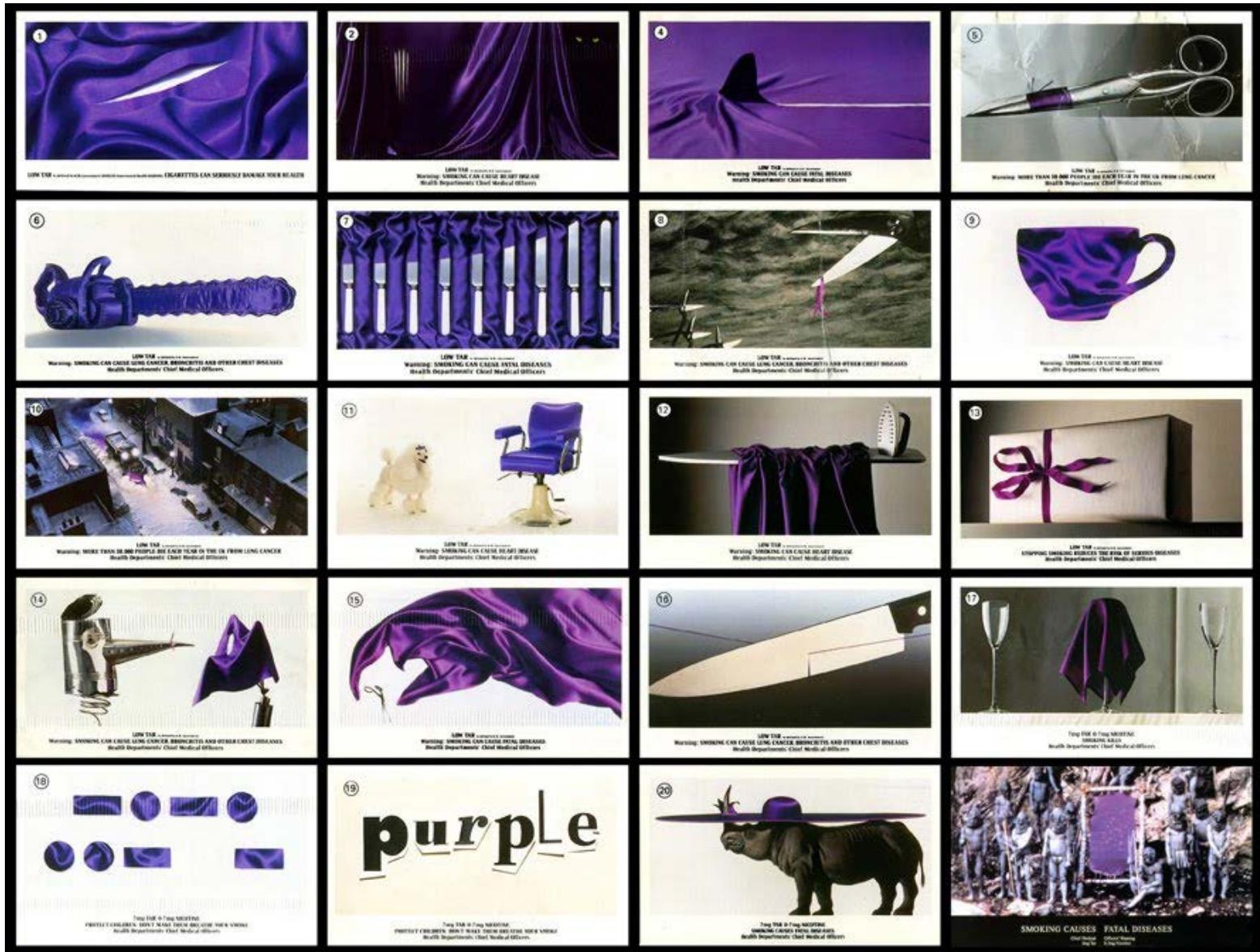
# 80s & 90s Cigarette advertising: Surreal



SMOKING CAUSES CANCER

Chief Medical Officers' Warning  
5mg Tar 0.5mg Nicotine

# 80s & 90s Cigarette advertising: Surreal



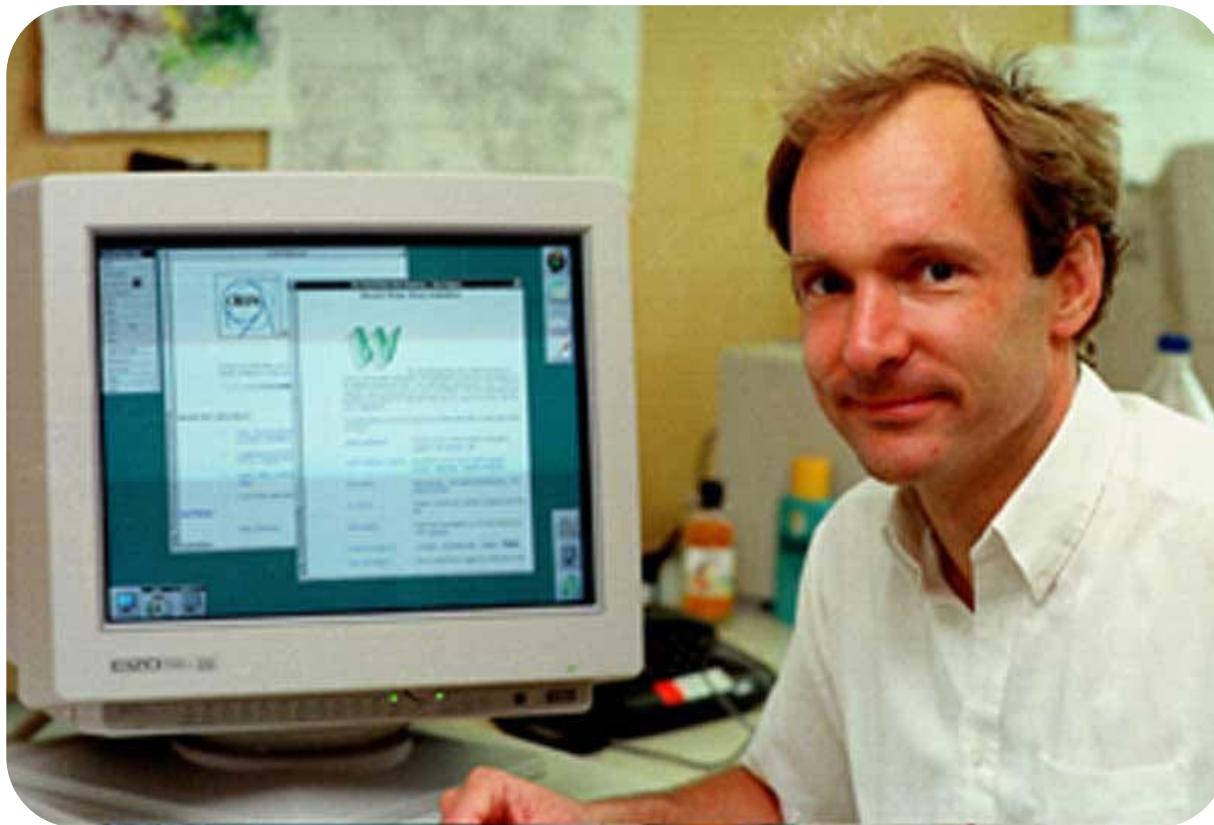
80s & 90s Cigarette advertising

Cigarette advertising banned:

The Tobacco Advertising and Promotion Act  
2002



# 1990s Creation of World Wide Web



Tim Berners-Lee

By 1993 the Internet had 5 million users around the world

# 1990s Creation of World Wide Web

The Internet and the Web changes the way ads are delivered.

- Ads – pop up & pop under become a general nuisance to most computer users.
- Special software programs are written to help eliminate unwanted ads from the computer screen.
- Spam, Spam, Spam!



# Late 1990s Mobile Phones reach mass market



© Nokia

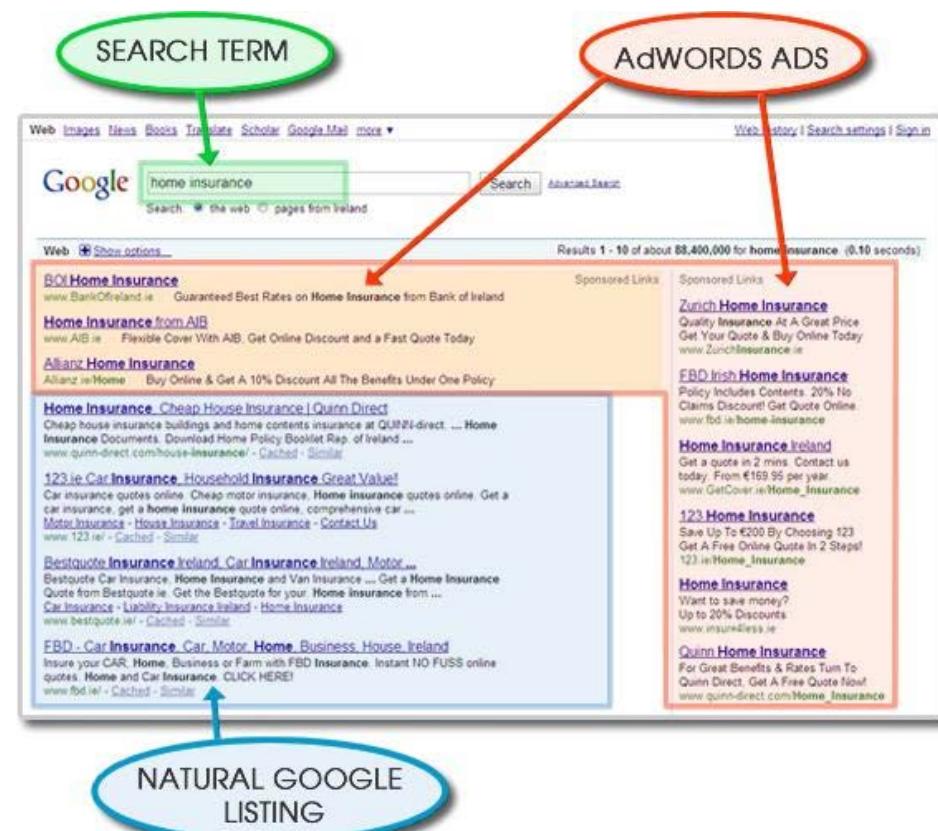
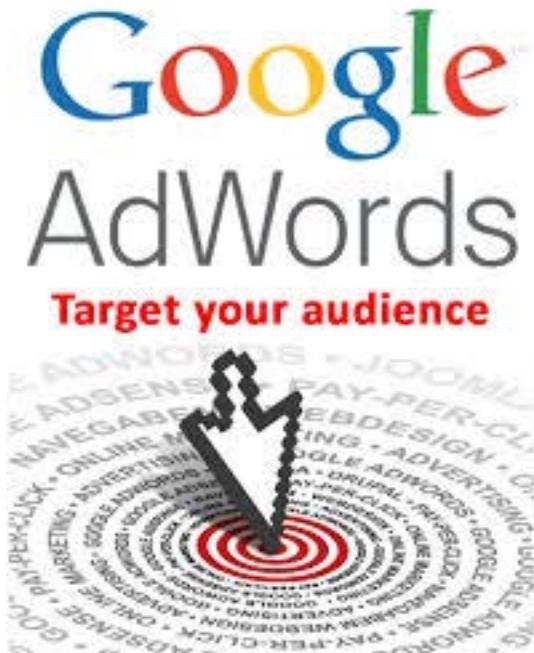
# 2000s – Advertising everywhere!



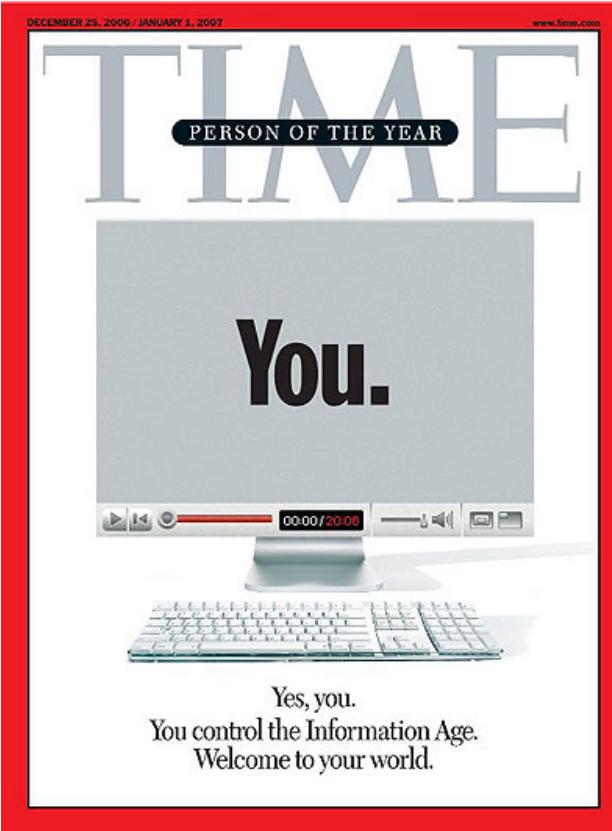
By 2000 consumers are seeing up to 10,000 advertising messages every day

# Google AdWords

- Launched in 2000 with 350 customers
  - Cost-per-click (CPC) & Pay-per-click (PPC)
  - By 2012 generated \$42.5bn



# Early/Mid 2000s – Industry in Flux



- Move from BIG Campaigns – blockbuster commercials
- To getting the customer involved – Viral, social media

# 2006 – Rise of Social Media



*"It's free, but they sell your information."*

# 2006 – Rise of Social Media

- Facebook launches engagement ads (social advertising)

Liz DiAlto



Click LIKE to get your body in shape – toned, healthy and hot – before you ring in 2012!

Like · 663 people like this.

Einstein Bros Bagels posted an offer.



It's a Leap Year...Extra day, extra sandwich! Buy one Lunch Sandwich, get one free.

Expired on March 4, 2012  
32,054 claimed this offer for free.

Like · Comment · Share · February 27 at 5:58pm · 1,180 people like this.

View all 204 comments

2,203 shares

Write a comment...

Sponsored Create an Ad

Alain Chuard, Dennis Yu and Neil Joseph like McDonald's.

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RELATED POST

McDonald's

I'm a 4th generation farmer, proud to supply lettuce to McDonald's:  
<http://on.fb.me/A5Wgtj>



Like This Page

# Twitter promotion

Search results for **starbucks** + Save this search

 **Starbucks** On 4/15 bring in a reusable tumbler and we'll fill it with brewed coffee for free. Let's all switch from paper cups.  
<http://bit.ly/9ZDP6N>

about 8 hours ago via CoTweet by bradnelson  
Promoted by Starbucks Coffee 100+ Retweets



- Starbucks produced the first promoted tweet in April 2010.
- Considered one of the most connected brands in the world alongside Coca-Cola and Red Bull

# Pinterest – 2010

- By 2012 Pinterest was driving more traffic to websites than LinkedIn, Twitter and Google+ and YouTube combined
- Grew from 5,000 to 48.7 million in under 3 years
- High click-through-rates (CTR) attract brand advertisers (way of measuring the success of an online advertising campaign)
- By 2013 it was valued at \$2.5bn

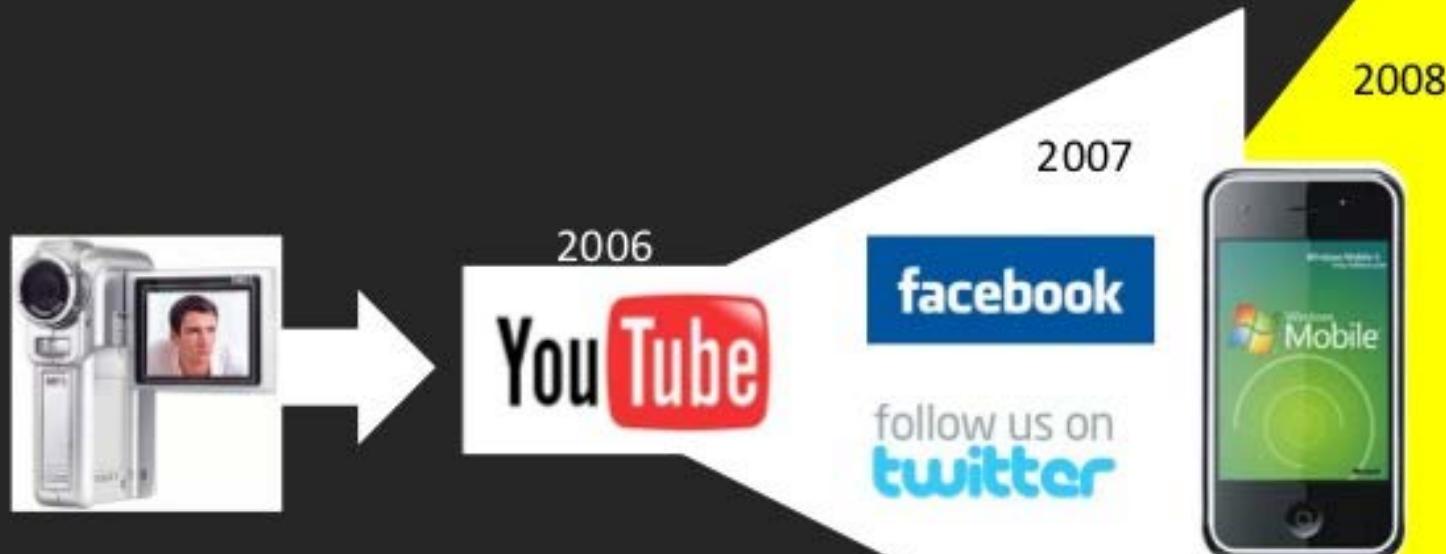
<http://www.slideshare.net/jeremywaite/100-years-of-advertising-measurement>



Pinterest

# Late 2000s – Birth of a new model

**Future** – The Future Started in 2007



Undermined the classic paid advertising model

# Late 2000s – Birth of a new model



- Stop filling space – Develop ideas that create media space
- Not films or campaign but IDEAS

# Future – Back to Basics

“Advertising is fundamentally the business of moving people. Move their hearts and minds and products will also move”

Advertising: Past, Present and Future: <http://www.slideshare.net/CoolSchool/psof-advertising-seminar-past-present-and-future>



# Future – Back to Basics

Being more human

Utility – Not Message

<http://digitalintelligencetoday.com/40-examples-of-digital-brand-utility/>

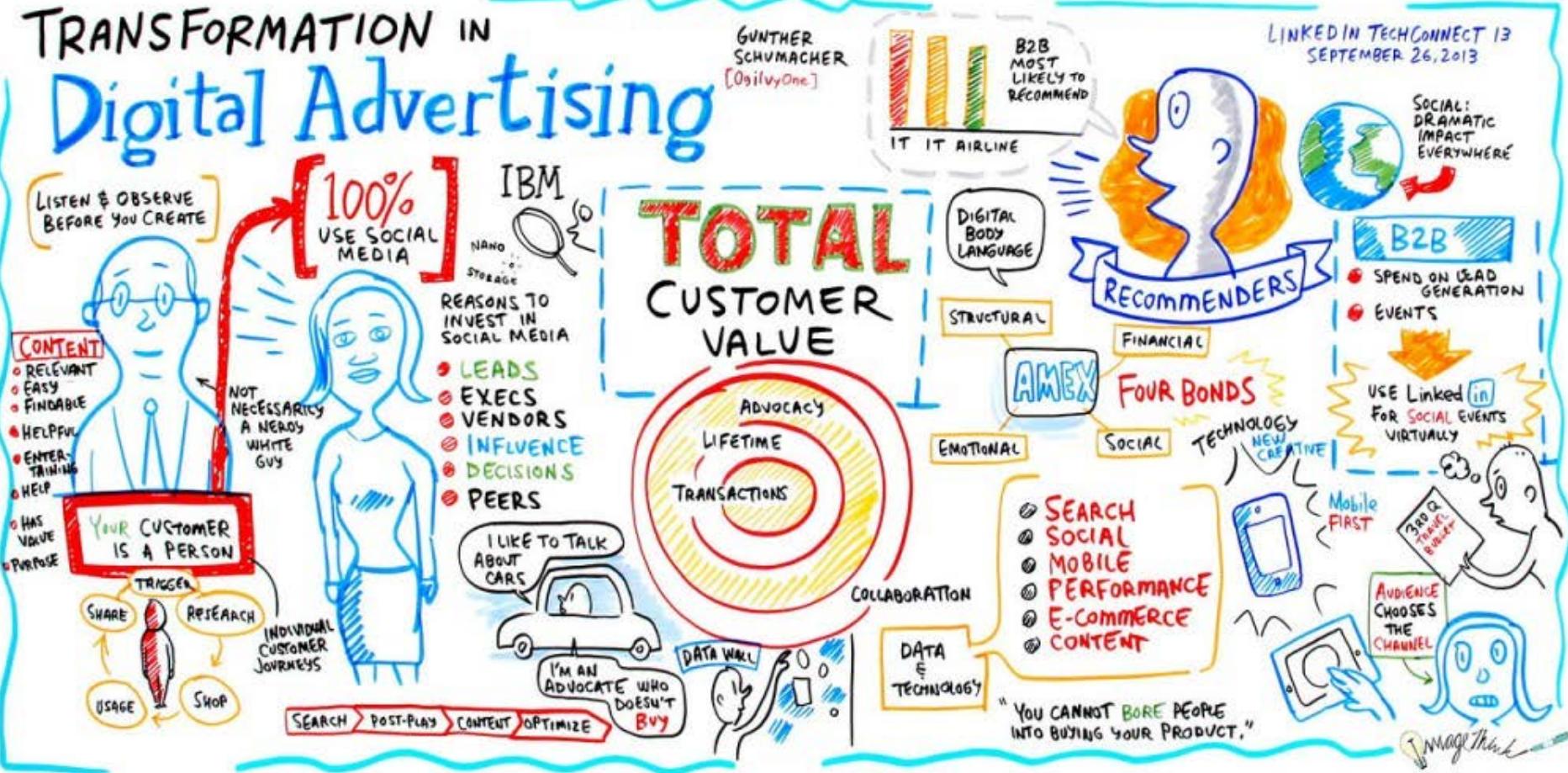
Acts – Not Ads

Participation – Not Interpretation

Advertising: Past, Present and Future: <http://www.slideshare.net/CoolSchool/psof-advertising-seminar-past-present-and-future>



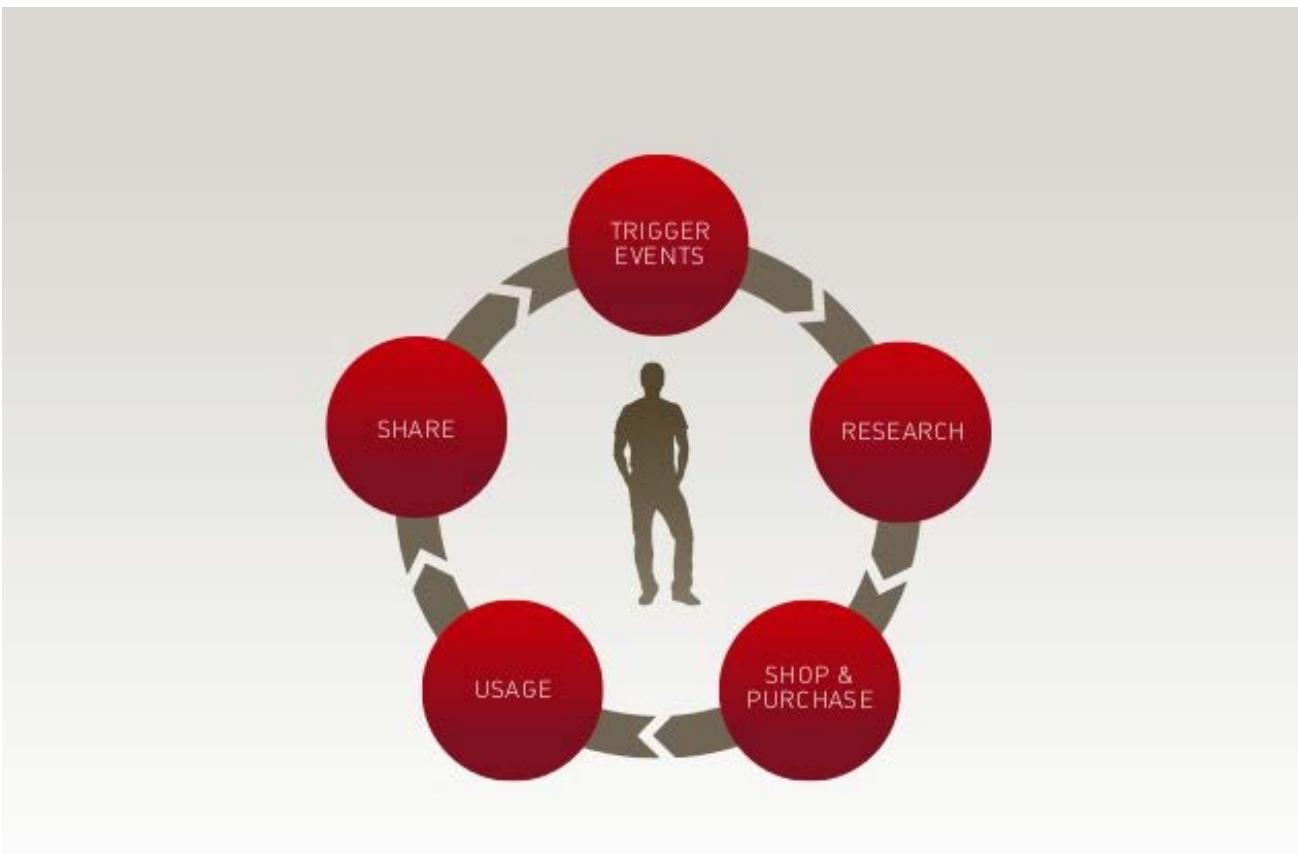
# Digital Advertising and the Internet



# Digital Advertising and the Internet

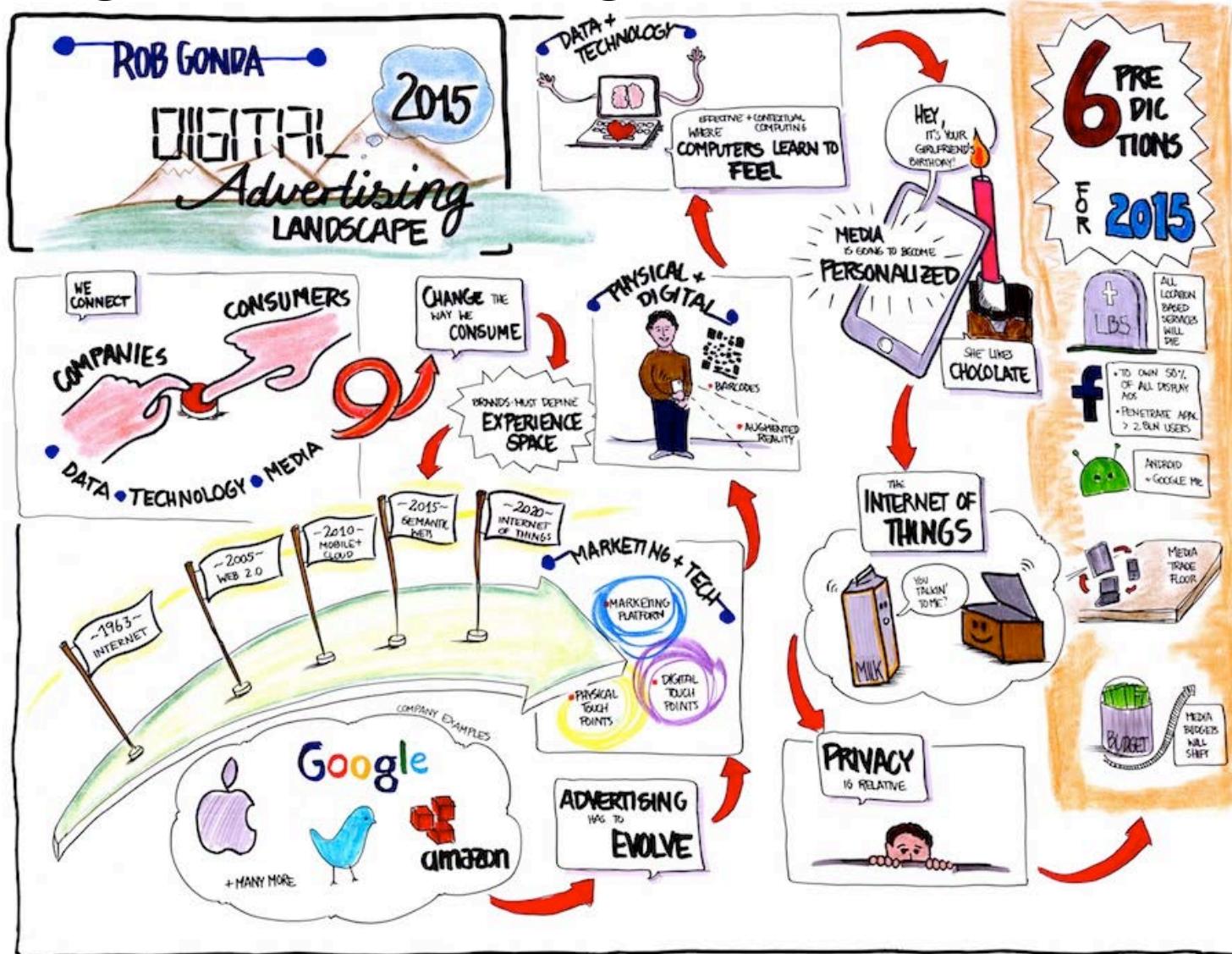


# Digital Advertising and the Internet



Understanding the **Customer Journey** is Key

# Digital Advertising and the Internet



# Digital Advertising and the Internet



# Digital Advertising and the Internet

