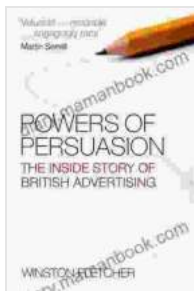# The Inside Story Of British Advertising 1951-2000

Advertising is a powerful force in our lives. It shapes our perceptions of the world, influences our buying decisions, and even affects our culture. In Britain, advertising has a long and colourful history, dating back to the early days of print media. In the 20th century, advertising underwent a period of rapid growth and change, as new technologies and media emerged. This article will provide a comprehensive look at the history of British advertising from 1951 to 2000, including key trends, influential campaigns, and the impact of advertising on British society.

Powers of Persuasion: The Inside Story of British Advertising 1951-2000 by Winston Fletcher

★★★★☆ 4.3 out of 5

Language	: English
File size	: 2886 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 313 pages
Lending	: Enabled

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The Post-War Boom

The years following the Second World War were a time of great economic growth and prosperity in Britain. This period saw a surge in consumer spending, and advertising played a major role in driving this growth.

Advertisers used a variety of techniques to appeal to consumers, including celebrity endorsements, catchy slogans, and eye-catching visuals. Some of the most iconic advertising campaigns of this era include the "Guinness is Good for You" campaign and the "Beanz Meanz Heinz" campaign.
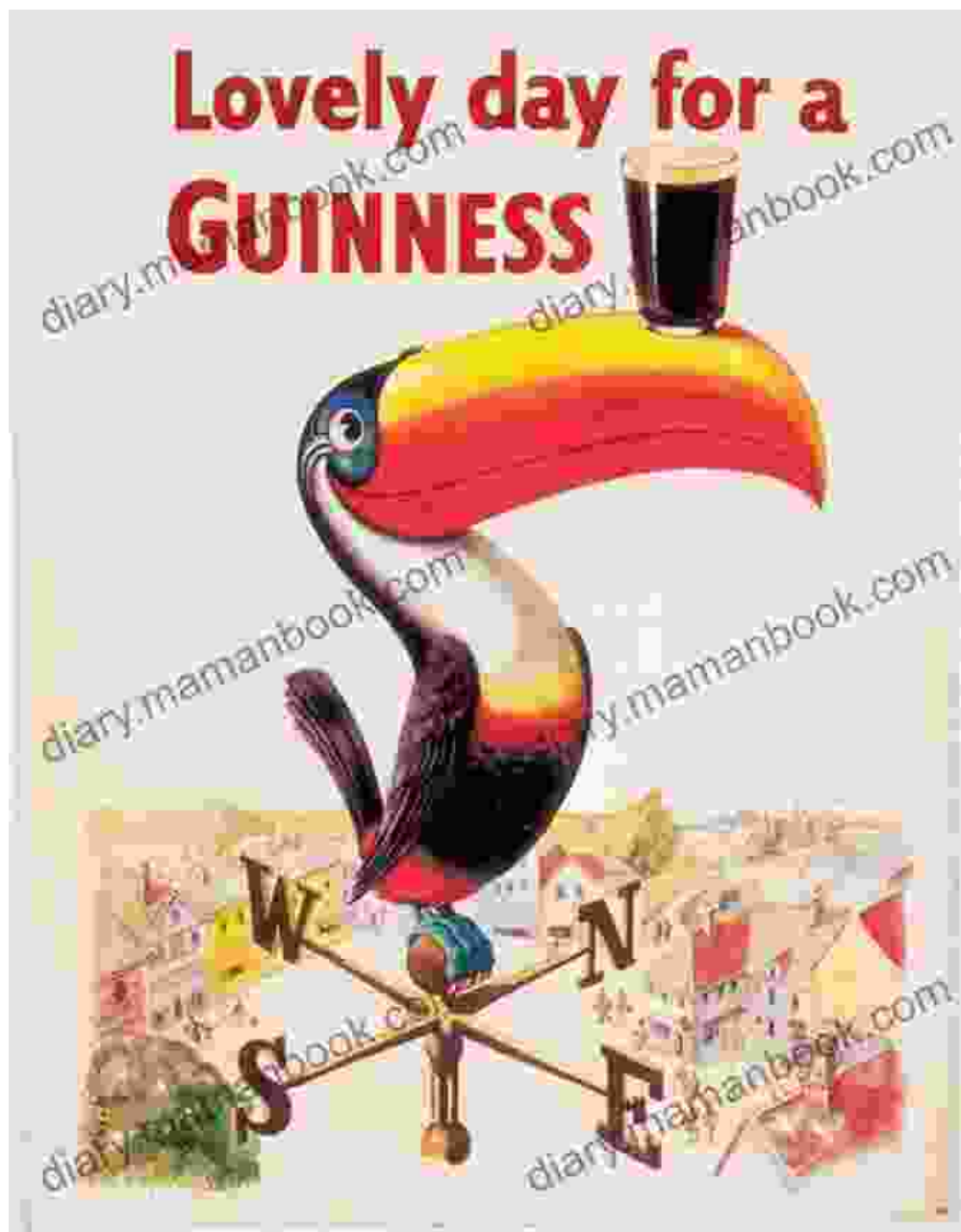
The Rise of Television

The of television in the 1950s had a profound impact on British advertising. Television allowed advertisers to reach a much wider audience than ever before, and it also gave them the opportunity to use new and innovative advertising techniques. Some of the most memorable television advertising campaigns of this era include the "Smash Martians" campaign for Cadbury's chocolate and the "Gold Blend" campaign for Nescafé.

This classic Smash Martians advertisement from the 1960s is still remembered by many Britons today.

The Swinging Sixties

The 1960s was a time of great social and cultural change in Britain. This period saw the rise of youth culture, and advertising reflected this change. Advertisers began to target young people with their campaigns, and they used new and edgy creative techniques to appeal to this audience. Some of the most influential advertising campaigns of this era include the "Carnaby Street" campaign for Mary Quant and the "Beatles" campaign for Pepsi.

The Thatcher Years

The 1980s and 1990s were a time of economic and political change in Britain. The election of Margaret Thatcher as Prime Minister in 1979 ushered in a period of deregulation and privatisation. This had a significant impact on the advertising industry, as it led to a more competitive and fragmented market. Advertisers began to use new and innovative

techniques to stand out from the crowd, and some of the most memorable advertising campaigns of this era include the "Silk Cut" campaign for cigarettes and the "Levi's" campaign for jeans.

This Silk Cut advertisement from the 1980s was one of the most controversial and successful advertising campaigns of all time.

The Digital Revolution

The 1990s saw the emergence of the digital revolution, which had a profound impact on the advertising industry. The internet and other digital technologies gave advertisers new and innovative ways to reach their target audience. This led to a shift away from traditional advertising channels, such as television and print, and towards new digital channels, such as social media and online video. Some of the most influential advertising campaigns of this era include the "Nike" campaign featuring Michael Jordan and the "Apple" campaign featuring the iPod.

The history of British advertising from 1951 to 2000 is a fascinating one. This period saw the rise of new technologies and media, the emergence of new advertising techniques, and the development of some of the most iconic advertising campaigns of all time. Advertising has had a profound

impact on British society, and it continues to play a vital role in our lives today.
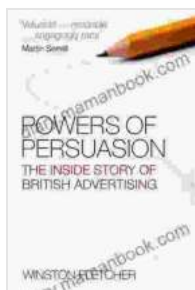
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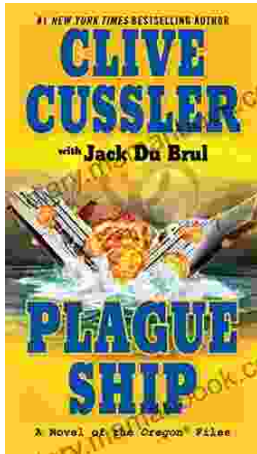
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