

The Creative Revolution in Advertising

SECTION 9B

INTERNATIONAL STYLISTIC MOVEMENTS IN THE 1950s
 * PIONEERS OF THE NEW YORK SCHOOL KEY TERMS

▶ **The New Advertising (The Creative Revolution)**

- ▶ In new, small boutique advertising agencies emphasis was placed on creativity rather than on full marketing services.
- ▶ An attempt was made to create more honest, literate, and tasteful appeals to the market audience.



INTERNATIONAL STYLISTIC MOVEMENTS IN THE 1950s
 * PIONEERS OF THE NEW YORK SCHOOL KEY TERMS

▶ **Visual/Verbal Syntax**

- ▶ Word and image fused into a conceptual expression of an idea so that they become completely interdependent.
- ▶ The Bernbach approach evolved during the 1950s and 1960s by Bill Bernbach at the New York advertising agency Doyle Dane Bernbach.



The Creative Revolution in Advertising

- ▶ The **1960s** were advertising's "**coming of age**," when the industry mastered the language of TV, appropriated the medium of photography and produced work of unprecedented creativity.

▶ Influenced by the cultural and social changes of the decade, advertising reflected a trend toward innovation, sophistication and a growing youth culture.

▶ In the U.S., the postwar abundance of the 1950s continued into the early '60s, providing a profusion of mass-produced goods for eager consumers who enjoyed **more leisure time** and **greater disposable income** than any previous generation."

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A Photo Tour Of The Ad Agencies That Are Actually Still On Madison Avenue

Madison Avenue used to be the hub for the world's top ad agencies.

For longer, "Wilder Madison Ave will house plenty of ad agencies — a 10-story high-rise which became a landmark of results on the peninsula — many of the most significant ad agencies have long since departed. In downtown Manhattan, SoHo and the Village were the graceful beneficiaries. More recently, Madison Ave became home to creative agencies such as: [List of agencies]

Powerhouses such as [List of agencies] and [List of agencies] are no longer on the avenue (the corporate HQ of Omnicom, Wilder parent company, at 400 on Madison).

But most of the skyscrapers are smaller, lesser known agencies, and that gives global names that used to have their headquarters there.

MAD MEN
 CRIMINAL MINDSET
 JUNE 12 (TUE) 8PM ET

American ADVERTISING

The real "Creative Revolution" in advertising occurs in the 1960s, specifically America.

▶ (EX: "Think Small" Volkswagen ads, the show *Mad Men*)

Things not starting to be developed until the 1960s:

- ▶ The role of the art director + copywriter in a creative team
- ▶ The value of a creative department and creative strategy
- ▶ Selling techniques that don't involve over-explaining
- ▶ The soft sell vs. the hard sell
- ▶ The power of a brand vs. its product won't be fully investigated until the late 20th century.

The Creative Revolution in Advertising

- ▶ "The creative revolution in advertising was **first initiated by Doyle Dane Bernbach (DDB)** a company working in New York.
- ▶ The revolution was started by two men in particular, Bill Bernbach and Helmut Krone.
- ▶ Bill Bernbach created the idea of a **concept into advertising** and also brought art directors and copywriters together to work as a team.
- ▶ The advert that first changed the world of advertising was Bernbach's "Think Small" Advert for Volkswagen. Bernbach took a great risk and broke every rule in advertising at that time with his concept and Krone created it visually."

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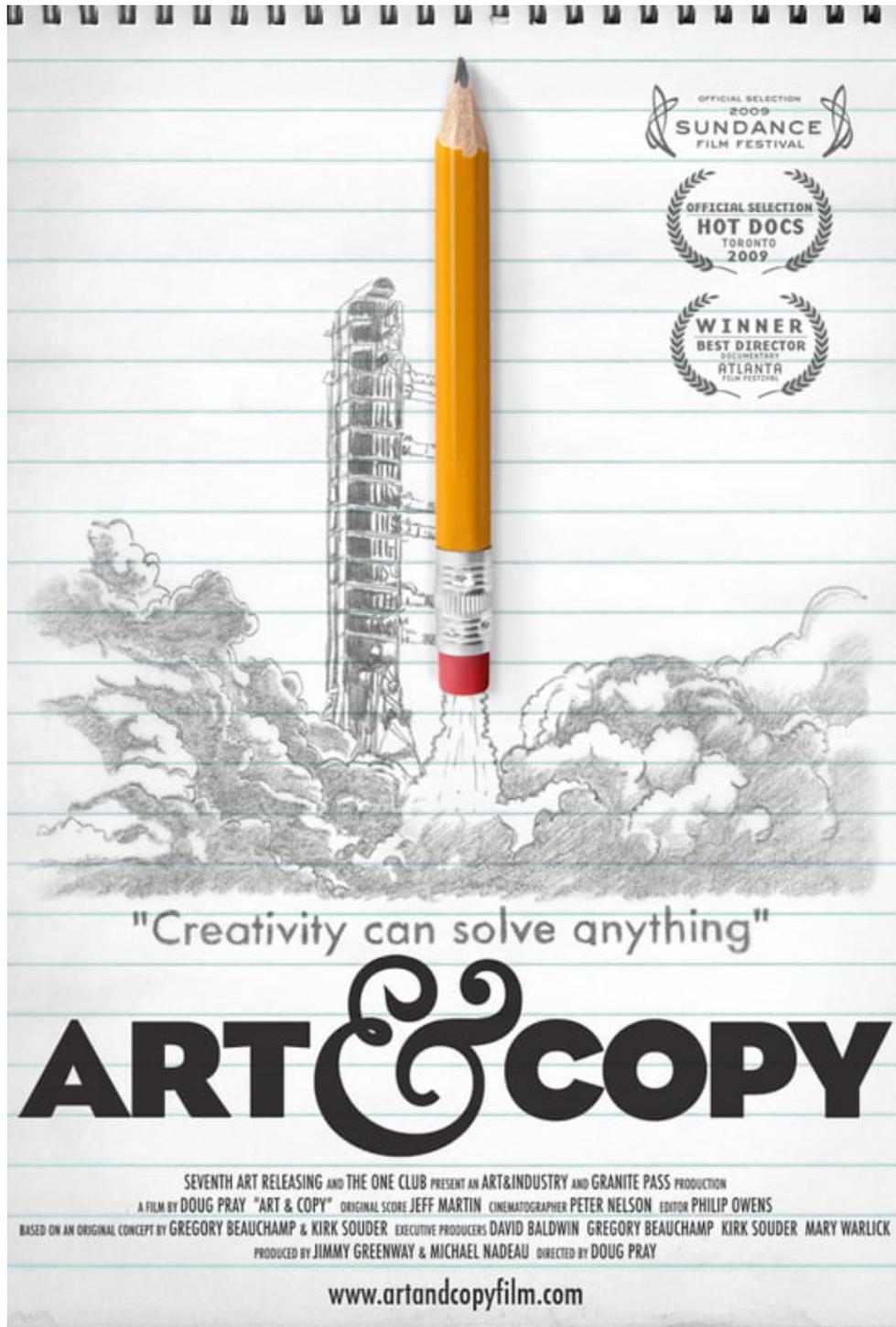
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The image shows two advertisements side-by-side. On the left is a 1952 Ford advertisement, which is extremely cluttered with many small illustrations, text boxes, and graphics. It features a large red Ford car in the center and the text "It's America's Abloft Car!" and "'52 Ford". On the right is the "Think Small" Volkswagen advertisement, which is minimalist, featuring a single small black Volkswagen Beetle centered on a white background with the text "Think small." below it. A blue arrow points from the cluttered Ford ad to the minimalist VW ad.

The image shows a 1950 Mercury advertisement. It features a large, detailed illustration of a green Mercury car. Above the car, the text reads "Get behind the wheel of this Better than ever Mercury". Below the car, there is more text and a small illustration of a car. A large white arrow points from the advertisement towards the right side of the frame.



REVELATION PERTH INTERNATIONAL FILM FESTIVAL PRESENTS
revelationfilmfest.org

Dir: Doug Pray
Year: 2009
Country: USA
Duration: 89mins

Official Selection: Sundance
Official Selection: Hot Docs

Art & Copy is a powerful film about advertising and inspiration.

Directed by Doug Pray (SURFWISE, SCRATCH, HYPE!), it reveals the work and wisdom of some of the most influential advertising creatives of our time -- people who've profoundly impacted our culture, yet are virtually unknown outside their industry.

Exploding forth from advertising's "creative revolution" of the 1960s, these artists and writers all brought a surprisingly rebellious spirit to their work in a business more often associated with mediocrity or manipulation: George Lois, Mary Wells, Dan Wieden, Lee Clow, Hal Riney and others featured in 'Art & Copy' were responsible for "Just Do It," "I Love NY," "Where's the Beef?," "Got Milk," "Think Different," and brilliant campaigns for everything from cars to presidents.

They managed to grab the attention of millions and truly move them. Visually interwoven with their stories, TV satellites are launched, billboards are erected, and the social and cultural impact of their ads are brought to light in this dynamic exploration of art, commerce, and human emotion.

CLICK LINK HERE
TO WATCH MOVIE