

VIGYAP

A PRODUCT BY THE THIRD YEAR
ADVERTISING STUDENTS OF SCMC

DESIGN & AESTHETIC
The evolution

MONACO

"People who are particular prefer Parle's Monaco"

PERSPECTIVES
VINTAGE ADVERTISING

APRIL
2023



We thank the students and faculty members of SCMC for participating and contributing to Vigyap and making it a successful edition.

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PERSPECTIVES ON VINTAGE ADVERTISING: SUCCESS & FAILURES

VIGYAP

ISSUE 9 APRIL 2023

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EDITOR'S NOTE

We are thrilled to present our latest issue of Vigyap, which explores the fascinating theme of 'Perspectives of Vintage Advertising: Success & Failures'.

For centuries, advertising has been an essential component of marketing strategies for businesses of all sizes. This issue delves into the iconic advertising campaigns of the mid and late-20th century, breaking down the elements that made them successful and analyzing the pitfalls that led to failed campaigns.

Our team of GenZ advertisers and secondary sources of information have put together a collection of insightful articles, blogs, podcasts, and social media posts that will provide valuable insights for marketers and advertisers alike. From the use of catchy slogans and memorable visuals to emotional appeals, we will explore the key ingredients that made some campaigns so successful.

Our aim is to provide a reference for marketers and advertisers to develop effective advertising campaigns that resonate with their audiences.

We hope that our latest issue of Vigyap will be both informative and enjoyable, and that it will provide valuable insights into the history and evolution of advertising, as well as guide us towards creating successful and culturally sensitive campaigns in the present day.

Thank you for joining us on this journey of discovery and exploration.

-SIRISEA NAG A P

THE CREATIVITY BEHIND VINTAGE ADVERTISING AND HOW IT IS STILL PRESENT

BY SORASHI SHARMA

How frequently have you heard someone say that things used to be better? But suppose that's the case? What if some ancient knowledge or art was lost in the name of development and the pursuit of technology?

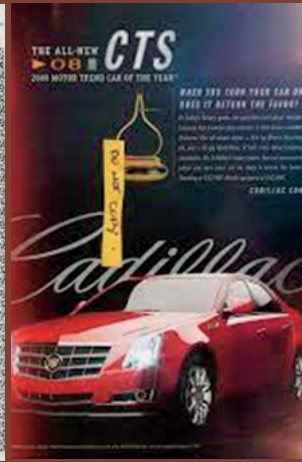
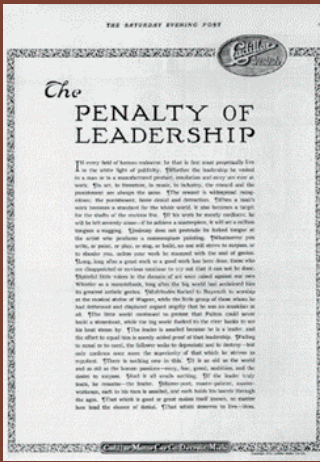
In light of this, it's intriguing to examine old advertisements. What strategies have proven effective over time, and which ones might have been forgotten in a society where CPC or CPM are frequently the only metrics that matter? What appeals to people in both the past and the present about vintage advertising? The ability to leverage nostalgia to attract the audience on a sentimental and emotional level is the answer. The elements of Vintage advertising, handed over from past to present:- Bold and catchy headlines: The use of large, bold headlines, particularly in print advertisements, was one of the most noticeable aspects of vintage advertising.



Similar to this, a catchy slogan became a crucial component of vintage advertisements, particularly in the field of radio advertising.

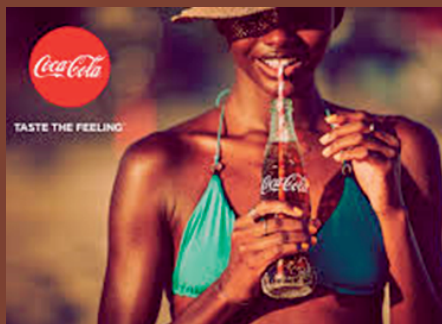
Since the phrase was first used in 1954, some slogans, like M&M's "Melts in your mouth, not in your hand," has been known with the company. Today, companies still employ this strategy in their advertising campaigns by creating catchy slogan.

2. Long, deliberate copy: Long passages of text were common in older advertisements, whereas more images and less copy are used in modern ones. The Penalty of Leadership, a Cadillac advertisement from 1915, serves as an example of how switching to longer copy can be advantageous for the right product. However, using shorter copy at first glance appears to be a workable tactic to quickly grab the audience's attention. The 400+ all-text ad succeeded in creating Cadillac's brand identity, giving it a competitive edge over rival automakers even though it makes no mention of the company's vehicles or utilities. Longer copy offers the chance to more thoroughly describe the advantages and benefits of a product with the right blend of persuasion and charm.



3. Bright imagery and colourful visuals:

The majority of old advertisements, particularly the ones made in the 1950s and 1960s, attracted their audience's attention with vivid, colourful imagery. The current relevance of an old campaign adds to the appeal of vintage memorabilia as antiques and collectibles. It has been shown that colour can affect how we feel about buying things, and that particular colours can evoke particular emotions. In light of this, both traditional and modern advertisers make use of this phenomenon in branding. Back in the day, ads for well-known companies like Converse and Coca-Cola were known for their vivid beauty.



4. Signature, recognizable style : There are many diverse visual idioms that correspond to the decade in which they were produced. To keep them feeling new and appealing to contemporary audiences, contemporary designers frequently combine these visually vintage elements with contemporary design elements. For example, to evoke a more Victorian-inspired design, advertisers can revert to circus-style typefaces, text-heavy layouts, and ornate borders. Elements like letterpress, an antiquated printing technique that produces an engraved effect and a handmade appearance, These visual trends can produce bold, retro collage-style colours akin to those used in the Pop art movement, or they can produce more subdued hues and vintage typefaces.



Conclusion

Many of the techniques used in effective advertising haven't changed much over the past century, despite the fact that technology has advanced significantly. Modern brands capitalise on consumers' increased desire for a sense of community and trust in the social media age by using vintage ad elements to evoke nostalgic feelings. Collectors and interior designers alike swarm to vintage advertising today as both fascinating artefacts from bygone eras and a powerful guide for contemporary design principles.

"EMBARRASSMENT FACTOR", ONE OF THE SUREST MARKETING TACTICS USED IN VINTAGE ADVERTISING.

By SOUMYA NAGANNAWAR

The "embarrassment factor" is one of the most reliable marketing strategies. Shame has been a popular tactic used in vintage advertising, where marketers use guilt or embarrassment to sell their products. This strategy involves making individuals feel ashamed of their appearance, actions, or way of life and then providing a solution in the shape of the marketed goods. The want to fit in and avoid becoming an outsider is ingrained in human nature and is a powerful inclination. These advertisements appeal to our most basic emotions, and we can't help but be drawn in. Shame tactics were used extensively in vintage advertising in India, particularly in the 1950s and 1960s. These adverts utilized shame as a tool to sell fairness creams and soaps while portraying women as inferior.



One of the most prominent examples of shame tactics in Indian vintage advertising is the "Fair & Lovely" campaign. This fairness cream was marketed as a

solution to the social stigma faced by women with dark skin. The advertisements portrayed dark-skinned women as unattractive and undesirable, while fair-skinned women were shown as confident and successful. The tagline of the advertisement, "Fair & Lovely: The power of beauty," further reinforced the message that fairness is a prerequisite for success and social acceptance.

ARIES



The Aries marketer is a risk-taker who never runs out of ideas to reach their objective, whether it's raising brand awareness or getting a high return on investment.

TAURUS

Taureans excel at what they do and prefer to stick with tried-and-true strategies that have produced results in the past. There is something about them that just exudes calm confidence.



GEMINI



Gemini marketers are perpetually busy, whether they're planning their days, checking their to-do lists on Asana, or stalking their rivals on social media.

CANCER

Under this sign, marketers take customer-centricity a step further by making it a priority to produce their best work in order to treat their clients fairly.



LEO



The Leo marketer is a natural leader who is always in charge of a meeting or a significant marketing initiative. They are thought leaders in their field, so it doesn't take much to picture them giving a TED Talk on stage.

VIRGO

The Virgo marketer is a stickler for detail. Whatever they're working on has to be flawless because anything less simply won't do, whether they're developing paid media strategies or designing website visuals.



LIBRA

Ah, the marketing zodiac's charmers. The Libran marketer is gregarious and friendly, and they get along with everyone at work: the person sitting next to them, the guy in the product team down below, the freelance IT worker who comes into the office once a month, you name it.



SCORPIO

The passionate marketer of the zodiac is represented by them. Their work is not the type to work on a project "just because"; everything they do needs to have a purpose.



SAGITTARIUS

The intrepid sign of the marketing zodiac is the Sagittarius marketer. They despise routine and are always looking for fresh, creative approaches to propel their business to stardom.



CAPRICORN

The Capricorn marketer is extremely ambitious and finds happiness at work when they are pursuing a successful plan. They are like mountain goats in that they seek security in the highest altitudes.



AQUARIUS

This marketer should be your first choice if you're looking for creative and unique campaign ideas. Since Aquarian minds are constantly engaged in unconventional thinking, they may be dismissive of numbers and difficult to ground in reality.



PISCES

Although Piscean marketers aren't typically thought of as ruthless businesspeople, when given the chance to express themselves, they can achieve extraordinary success. They have the uncanny ability to connect on some level with people from all backgrounds and walks of life.



Another example of shame tactics in Indian vintage advertising is the "Binaca" toothpaste campaign.



The advertisement showed a woman who was rejected by her husband because of her bad breath. The tagline of the advertisement was "Binaca: The only toothpaste that can save your marriage." This advertisement was aimed at women and used shame as a tool to sell the product by making them feel embarrassed about their bad breath and suggesting that their marriage could be at risk because of it. Shame tactics were widely used in vintage Indian advertising to sell products that were meant to enhance women's beauty or hygiene. While these advertisements may have been effective in generating sales, they also perpetuated harmful stereotypes and contributed to the social stigma faced by women based on their appearance.

Although shame tactics were effective in vintage advertisements, they are a no in today's modern advertisements era because they are seen as insensitive, manipulative, and ineffective in building positive brand identities and connections with consumers. Modern advertising tends to focus on building trust and positive associations with consumers, rather than exploiting negative emotions to promote a product.

OLD VINTAGE MAGAZINE ADS - SO MANY USES YET SO LITTLE TIME.

By SOUMYA NAGANNAWAR

An informational gold mine for modern marketers are old antique magazine adverts. These advertisements offer insightful information about consumer behaviour, preferences, and trends in addition to demonstrating how advertising has changed over time. This article will examine the value and applications of old vintage magazine advertisements for modern advertisers.

Significance of Old Vintage Magazine Ads for today's contemporary marketers.

Historical Context

Old vintage magazine ads provide historical context and insights into the social and cultural norms of the past. The values, opinions, and attitudes of the culture that gave rise to these advertisements are reflected in them.

There's nothing as delicious as **Cadbury's Drinking Chocolate** for true **chocolate flavour**

Have it your favourite way. Mixed with milk that's hot, or refreshingly cold. Or make delicious chocolate treats—cakes, biscuits, icecreams, puddings—from over 30 mouth-watering recipes in "Chocolate Delights", the new Cadbury's Drinking Chocolate Recipe Book. Send for your free copy today!

FREE
Hurry! Limited stocks

I am enclosing two aluminium foils from 450 g. tins of Cadbury's Drinking Chocolate and Rs. 1.50 in stamps to cover part cost of registered book post. **RD-2**

Name: _____
Address: _____

Fill in the coupon and mail to Cadbury-Fry (India) Pvt. Ltd., Plot No. 10, 11, 12, Thane 401001, Maharashtra.

Marketers can better comprehend the historical setting in which their goods and services were created by examining old advertisements.

Cultural Relevance
Old vintage magazine ads are regarded as a very significant component of popular culture and have cultural importance.

train her to be an ideal housewife...

buy her an **USHA** sewing machine

Yes, only you can transform her into a capable, economical housewife... a precious asset to her home and family.

Teach her young. Buy her an USHA Sewing Machine. Then share with her the joy of fashioning clothes and furnishings in varied patterns, designs, stitches. From heavy curtains and upholstery to elegant teenager outfits and delicately-embroidered kiddies' frocks — an USHA Sewing Machine can handle anything!

You will save time, effort and money too! Because USHA Sewing Machines are:
 * precision-engineered for easy, flawless, economical sewing * checked and rechecked over 2000 times to ensure trouble-free performance * backed by expert after-sale service wherever you may be * available in a wide range of models with a choice of hand, foot or electric drives.

BETTER BUY USHA YOU CAN'T BUY BETTER

These ads reflect the changing trends and tastes of the society and can provide insights into the cultural values and norms of the time. Marketers can learn more about the cultural importance of their goods and services by analysing these advertisements.

Environmental Impact

Additionally, antique magazine ads have an effect on the environment. These advertisements were printed on paper, and the majority of them were thrown away after being read. By preserving these ads, we can reduce the environmental impact of printing new ads. Additionally, we can lessen waste and encourage sustainability by reusing and repurposing these advertisements. Old vintage magazine ads are a valuable resource for contemporary marketers. These ads can inspire creative ideas, provide insights into consumer behaviour and preferences, build brand awareness, and support research and development. By studying and preserving these ads, we can gain a deeper understanding of the past and create a more sustainable future.

DESIGN AND AESTHETICS OF VINTAGE ADVERTISING

BY PURAHAN BISHT

India has a long history of advertising, and many of the country's early advertisements served as examples of its creativity and new ideas. These adverts provided stories about India's cultural variety and socioeconomic structure in addition to showcasing products. Older advertisements had distinctive and alluring designs and aesthetics that still inspire contemporary Indian advertising.

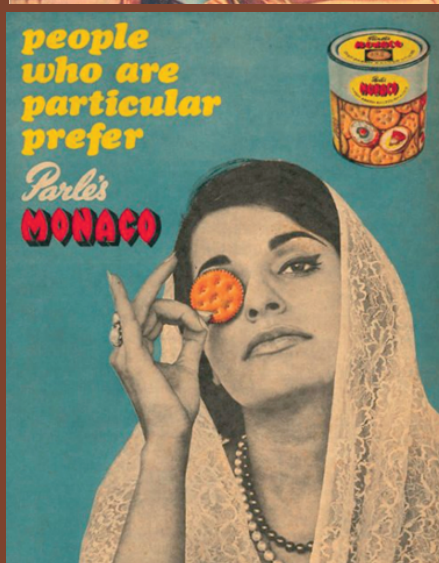
The use of vibrant colors and strong typography in vintage Indian advertisements is one of its most unique characteristics.

The commercials stood out in a sea of text-heavy ads because they were frequently hand-painted or drawn. Bright and striking color combinations like red and yellow or blue and orange were often used. These hues were utilized to draw attention and leave a strong impression.

The use of traditional Indian themes and patterns was another design feature that was frequently seen in old Indian advertisements. Advertisements for jewelry, for example, frequently included traditional themes

like peacocks or lotus blossoms, while advertisements for textiles frequently featured elaborate block designs or embroidery. These motifs enhanced the advertising's attractiveness and emphasized India's extensive cultural legacy.

One of the most iconic vintage Indian advertisements is the Amul Butter campaign. Launched in 1966, the Amul Butter campaign is still running today, making it one of the longest-running ad campaigns in the world. The ads were funny and clever, frequently commenting on current affairs or social issues, which helped them appeal to the Indian audience.



SOCIAL COMMENTARY IN VINTAGE ADVERTISING

BY PURAHAN BISHT

The period from the 1950s to the 1980s marks a dynamic period of cultural change in India, and as advertising is a form of social commentary, it played a vital role in shaping the Indian consumer culture.

Advertising has always reflected the time's social, cultural, and economic values. In the early years of Indian advertising, advertisements were mostly used to promote products that were imported from foreign countries. However, with the growing Indian economy and the emergence of indigenous industries, advertising became a medium for promoting Indian products.

The rise of the middle class throughout the 1950s and 1960s was among the biggest social transformations in Indian society. The aspirations of the middle class were significantly shaped by advertising. Bajaj Scooters is a fitting example of a company that exemplifies this transformation. A cultural touchstone for the aspirations of the Indian middle class was established by the famous "Hamara Bajaj" advertising, which portrayed a middle-class family riding a scooter. The growing involvement of women in the workforce at this time was another meaningful change in Indian society. In India, advertising was a major factor in determining how women were viewed.



Liril soap is an appropriate illustration of a brand that reflects this development. The famous Liril commercial, which featured a young girl taking a shower next to a waterfall, came to represent the modern, independent Indian woman. But not all of the social commentary in old Indian advertising was positive. For instance, advertisements for fairness creams reflected the ingrained prejudices of Indian society. Fair & Lovely is an appropriate illustration of a company representing this unfavorable social critique. The commercials for Fair and Lovely perpetuated the prejudice towards people with darker skin tones by reinforcing the idea that light skin is preferable to a darker complexion.

INFAMOUS IDEAS OF THE VINTAGE ERA

BY PURAHAN BISHT

The vintage ad era in India was a time of great creativity and innovation, where advertising agencies were tasked with creating campaigns that not only sold products but also tugged at the heartstrings of the Indian audience. During this time, several agencies gained notoriety for their groundbreaking campaigns, innovative strategies, and emotional storytelling.



Lintas:

An agency is known for its emotional storytelling and campaigns resonating with the Indian audience. One of their most iconic campaigns was for Surf Excel, which featured a young girl falls in the mud, and her brother joins her to cheer her up. The campaign was a massive success and struck an emotional chord with the Indian audience, who could relate to the message of the ad - "Daag Ache Hain."



Mudra:

Mudra was founded in 1980 and gained notoriety for its innovative campaigns that pushed the boundaries of traditional advertising. One of their most well-known advertisements was for Parle-G, including two children and their grandfather over a catchy jingle. The campaign was so successful that it entered Indian popular culture and is still regarded as one of the most recognizable advertisements ever.



JWT:

J. Walter Thompson, or JWT, was founded in 1864 and is one of the oldest advertising agencies in the world. In India, JWT gained notoriety for its campaigns for brands such as Pepsi, Lux, and Horlicks. One of their most famous campaigns was for Lux soap, which featured Bollywood actress Madhubala. The campaign was so successful that it ran for over a decade and became synonymous with the brand.

FROM VINTAGE TO MODERN – THE EVOLUTION OF BRANDING AND MESSAGING IN ADVERTISEMENTS.

By SOUMYA NAGANNAWAR

Branding Evolution.

The vintage advertisement era did not put a significant focus on branding. Instead, advertisements focused on promoting the features of the product or service, with little consideration given to building a unique brand identity. However, as competition increased, companies realized that they needed to establish a strong brand that would differentiate them from their competitors and resonate with consumers.



One example of the branding evolution is Tata Tea. In the 1980s, Tata Tea's advertising campaigns focused on the product's quality and taste. However, as the competition grew, Tata Tea shifted its focus to building a strong brand identity that would connect with consumers on a deeper level. The famous "Jaago Re" campaign, launched in 2008, was a major turning point in Tata Tea's branding evolution. The campaign was designed to raise awareness about social issues and encourage people to take action. The message was clear – Tata Tea stood for something more than just a great tasting tea. It stood for social change and making a difference.

Branding saw a shift from product focused to purpose driven, from informative to emotional and from stereotypical to diverse.

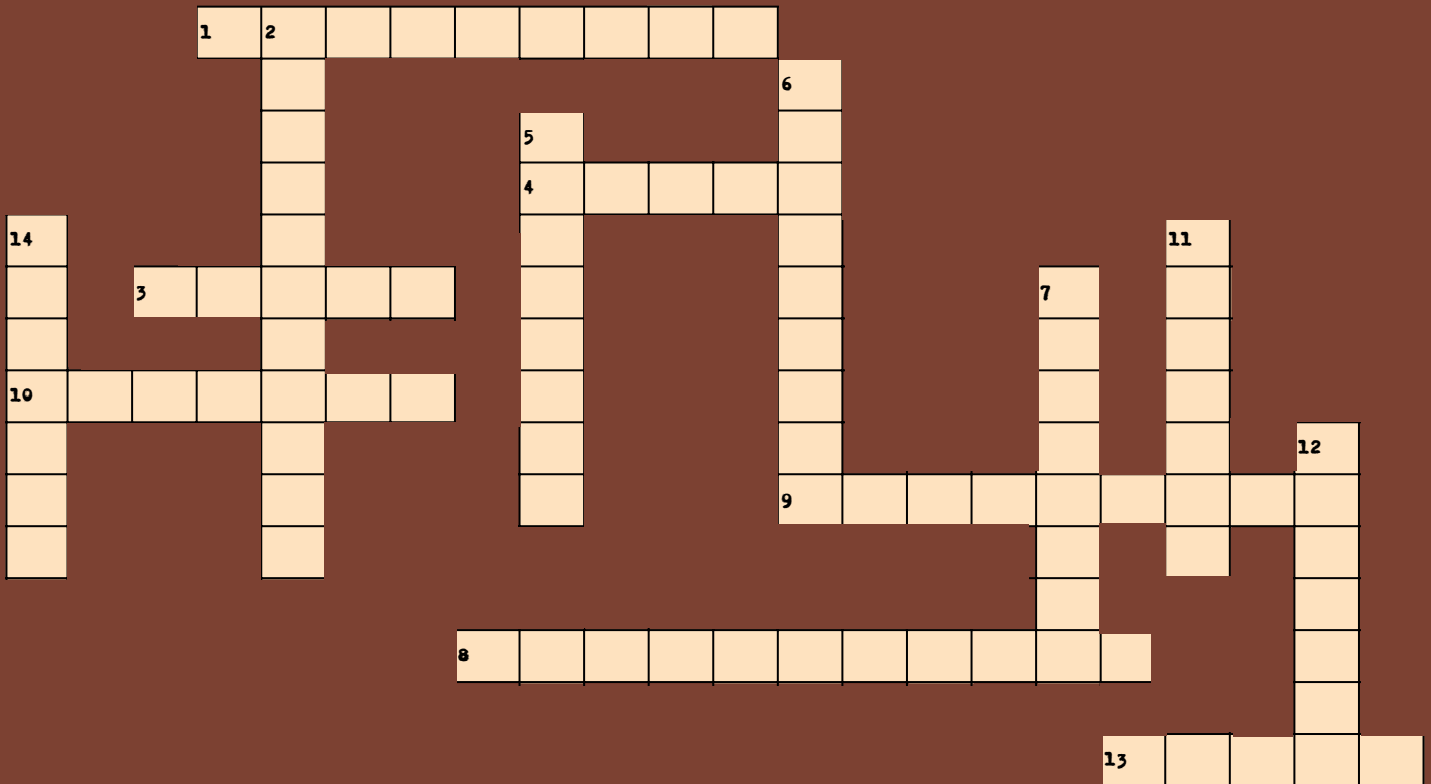
Messaging Evolution.

In the early days of advertising, messages were focused on promoting the features of the product or service, with little emphasis on the benefits to the consumer. However, in the era of modern advertising, companies realized that they needed to create a more compelling message that would resonate with consumers and persuade them to buy their products.

One example of the messaging evolution is the advertising campaign for Bajaj Scooters. In the 1980s, Bajaj Scooters advertisements focused on the product's features and affordability. However, as the competition grew, Bajaj Scooters shifted its focus to creating a more emotional connection with consumers. The famous "Hamara Bajaj" campaign, launched in 1990, was a major turning point in Bajaj Scooters' messaging evolution. The campaign was designed to evoke a sense of nostalgia and pride in owning a Bajaj Scooter. The message was clear – Bajaj Scooters were more than just a mode of transportation. They were a symbol of freedom and independence.



The branding and messaging of vintage advertisements in India have evolved significantly over time to meet contemporary requirements. Today, branding and messaging in advertisements are more personalized, targeted, and emotionally resonant, with a strong emphasis on building brand identity and creating a compelling message that connects with consumers. To stay relevant, companies need to adapt to changing consumer needs and preferences and evolve their advertising strategies accordingly. The evolution of branding and messaging in vintage advertisements in India is a testament.



Across

- 1. The process of creating a message that is designed to persuade consumers to buy a product or service.
- 3. The process of creating a message that is designed to persuade consumers to buy a product or service by highlighting its benefits and features.
- 4. A term used to describe a product or service that is designed to look like it is from a previous era.
- 8. The process of using a famous person or celebrity to promote a product or service. Endorsement
- 9. A sentimental longing for the past that can be used in advertising to appeal to an audience on a powerful, sentimental, and emotive level.
- 10. A term used to describe a product or service that has stood the test of time and is still popular today.
- 13. The process of selling a product or service to consumers.

Down

- 2. The process of creating a message that is designed to promote a product or service and create a positive image in the minds of consumers.
- 5. The process of creating a unique image or name for a product or service that sets it apart from its competitors.
- 6. The process of creating a message that is designed to increase consumer awareness and interest in a product or service.
- 7. The process of creating a message that is designed to promote a specific product or service over its competitors.
- 11. A term used to describe a product or service that is from a previous era and is highly valued by collectors.
- 12. The lack of achievement of a desired outcome or goal, often measured in terms of profit or market share.
- 14. The achievement of a desired outcome or goal, often measured in terms of profit or market share.

AD FILM FEATURES

Ogilvy X King



OUR TEAM

CS AND STRATEGY		CREATIVE		PRODUCTION
CS & Strategy Director	Account Planner	Creative Director	Art Director	Head of Studio
CS Executive	Account Planner	Sr. Copywriter	Visualizer	Sr. Producer
	Sr. Copywriter	Sr. Copywriter		Sr. Producer

Working on the ad film simulation has been one of the best things in the 6th semester. We got to put our theoretical knowledge into use and learnt a lot about the real-life things that happen in the industry. It was genuinely a roller coaster ride, as a team of 13 people were working together on extremely short deadlines, but the end project was worth it! A big shoutout to Divyashree, Hrishi and Ruchika for helping us out!



-The Team

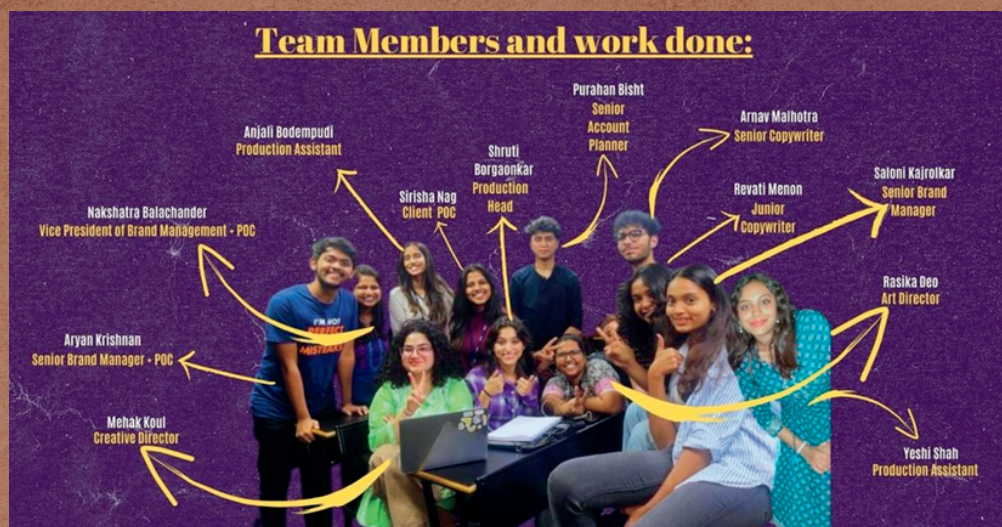
AD FILM FEATURES

FCB Ulka X Hey Jane



This project was challenging, tiring, confusing, and stressful, but, more importantly, it was invigorating. With each process step, we accepted every challenge head-on and thrived. Over laughter, cheeky jokes, and a commitment to give our best, we debated and learned from each other. This team was put together at random. We end this process feeling proud of the outcome and the people who helped us get here. Each milestone highlighted the strengths of our team, and have completed the entire process, we all say without a doubt that we feel ready for the next stage of our careers.

The Team -



THE EVOLUTION FROM VINTAGE ADVERTISING

BY SORASHI SHARMA

When someone mentions advertising in the 1960s, pictures of smoky meeting rooms, whiskey-filled glasses, and a sharp-dressed Don Draper may come to mind. The 'fun' parts may not have changed as much, but advertising unquestionably has because marketing and advertising are constantly changing, like most industries. This is because fashion trends fade, political and social conditions change, and consumer interests shift. And old advertisements offer a glimpse into those changes.

Few experts could foresee cold calling and text-based images playing a minor role in advertising sixty years ago. Image advertising is now more likely to go unnoticed by consumers. But how can you win over customers today? Videos. 78% of people worldwide use this medium weekly. We can compare our fascination with videos to people's early interest in television. Families waited in their living rooms for the first television advertisement nearly 80 years ago. Even though the ad was short—only ten seconds—it was revolutionary enough to demonstrate the power of advertising.



The set values from the 1960s are ultimately reflected in vintage advertisements:-

1. Vintage ads and authenticity: Brand authenticity is one of the things that consumers value most. Only 52% of customers trust companies today. As a result, brands take extraordinary measures to appear genuine and human. People need to view businesses as trustworthy and polite to be considered authentic. Little has changed in that regard. In particular, people were seeking authenticity even 60 years ago. But while attempting to build it during this time, the advertisers made some errors. Unbelievable as it may seem, adding a doctor's endorsement to an advertisement was a common strategy for cigarette brands. They misrepresented all the health risks associated with smoking by doing this. Because actors were used to representing doctors, brands would lose credibility. Naturally, very few people bought this message.

TIMESHOP
The Horologist since 1934

+91 88675 74710 | +91 96117 87637
timeshop.watches
Jayanagar - 15, 11th main, 3rd Block East, Jayanagar,
Bengaluru - 560011 | Ph.: +080 2244 4559
Anand Rao Circle - 26/1, Seshadri Road, Anand Rao Circle,
Bengaluru - 560009 | Ph.: +080 2228 1272, +080 2226 0528

SCMC STUDENTS CAN AVAIL A
DISCOUNT OF 15%*
USE CODE
TS15

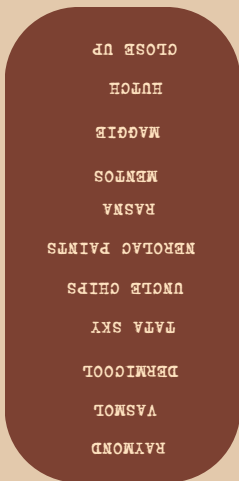
ADVERTISEMENT

Advertising has since learned from this mistake, and genuine authenticity has replaced the fake authenticity that was once present in old advertisements. Authenticity is now essential to successful advertising in the year 2020. The most straightforward method of reaching customers worldwide is by letting customers endorse your company and write product reviews. In addition, businesses are now utilizing user-generated content. Additionally, this content can take various forms based on the products, demographics, and ultimate objectives. Coca-Cola's customized bottles would be an illustration of user-generated content. They were popular when they first appeared because consumers believed that Coca-Cola was bringing them closer to them through these bottles. The main point is that people want an open relationship with the brands they adore today or 60 years ago.² Vintage ads and spokespeople Advertisers understood the value of having a spokesperson who would become associated with a brand even in the 1960s. To draw in more customers, many businesses began introducing their spokespeople. Some of the most famous spokespersons were born during this time. Ronald McDonald was explicitly introduced in three commercials by McDonald's. In the 1960s, Red and Yellow M&M's characters also first appeared. Even the Pillsbury Company created the Pillsbury Doughboy as its mascot. They are all now associated with their brands, demonstrating the success of these marketing strategies. Today's spokespeople for businesses come in a variety of forms. We're discussing influencers. Of course, it's hard to say whether influences will endure for as long as Red and Yellow. However, consumers will likely listen to influencers because they enjoy hearing what they say. Nearly 50% of consumers look up videos before entering a store. Additionally, you can anticipate excellent results if a well-known influencer promotes your goods or services. You can approach someone well-known in a particular field and request a genuine promotion. As a result, while advertising characters were influential in the 1960s, influencer marketing is more effective now. In sum, over the past 60 years, we have made significant progress. In a way, it's comforting to know that today's advertising world isn't like the one portrayed in Mad Men. We can claim that the sector has developed and adapted to societal and political changes. Marketers have learned a lot from iconic characters to the pervasive sexism of 1960s commercials. They now understand how crucial giving consumers control over their experiences is. Their credibility and brand recognition will only grow as a result. We want to remind you that videos can aid in your growth if you have also realized this significance. Advertising helps you establish your brand and get closer to your target market.

JUMBLED PUZZLE

The following are famous vintage Indian advertising Jingles/ Slogans, but the words have been jumbled. Unscramble the words and match them with their respective brands.

1. KYA AAP _____ KARTE HAI?
2. WHEREVER YOU GO _____
3. _____, HEALTH BHI.
4. _____ KI BATTI _____
5. I LOVE YOU _____
6. JAB GHAR KI RAUNAK BADHANI HO, _____
7. BOLE MERE LIPS, _____
8. _____, TO LIFE ZINGA LALA
9. AAYA MAUSAM _____
10. SURAKSHIT KAALE MERE BAAL, _____
11. A _____ MAN.

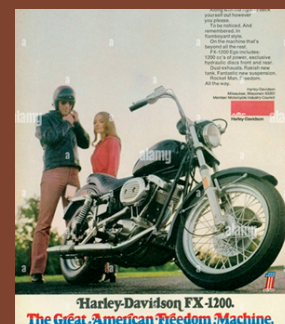


HOW VINTAGE ADVERTISING MAKES US YEARN FOR THE COMPANIES OF YESTERDAY

By SORASHI SHARMA

You might assume that the best way to win over the hearts and minds of your audience in today's digitally focused-world is to be as forward-thinking and contemporary as possible. While that strategy may be effective for some industries (particularly technology-related), many customers seek corporate comfort by looking backward rather than forward. Almost any business can capitalize on a vintage brand's loyal following with the right image, storytelling methods, and vintage advertising inspiration.

In the times when brands can present themselves as modern with the right brand consultancy, Others try to capitalize on the advantages of vintage advertising by encouraging their customers to recall the ease of the past. Vintage advertising involves establishing a business beyond contemporary techniques to attract customers, such as web design trends and digital marketing initiatives. Although contemporary vintage brands like Tromborg still use current strategies like social media marketing and online shopping, their presence is significantly more understated and understated than conventional modern brands. Businesses that engage and inspire their audience with vintage advertising design have the power to take their customers to a different era and location. This enables them to create more potent emotional reactions to their products by making them stand in for a more straightforward and reliable way of life in an increasingly cluttered market filled with neon signs and flashing lights. Our Favorite Vintage Advertising examples:- Harley Davidson: Harley Davidson offers a fascinating look into the world of authentic vintage branding as a company established in 1903. Even though this motorbike business did extremely well in its niche when it first entered the market, it started to lose the audience's love and attention and when they realised where there were more cutting-edge, creative solutions available. Harley Davidson recently started embracing the principles of vintage branding with gusto, showcasing its heritage in everything from its social media photos to the styling of its new products, in an effort to appeal to a younger audience while retaining its core following. People no longer purchase a Harley simply because it is the best bike option available. They buy from this motorbike expert because they think doing so allows them to embrace the spirit of liberation and rebellion cultivated over the course of the business' history. Harley has transformed into a genuine vintage brand by looking back at a real heritage in the industry.



INDIAN ART AND VINTAGE ADVERTISING CAMPAIGNS

BY METAL GUPTA

Indian art has always been a source of inspiration for designers and advertisers across the world. Traditional Indian art forms like kalighat, Impressionist Art, Madhubani and Warli have been used extensively in vintage advertisements to create a distinct and memorable look. These art forms have not only added a unique character to the ads but also helped to create a strong connection with the Indian audiences.



Miniature art is a traditional Indian art form that involves painting detailed images on small surfaces. Air India's advertisements featured these miniature paintings, which were created

by some of the most renowned miniature artists of the time. The paintings depicted scenes from India's rich culture and heritage, such as traditional dances, festivals, and historical monuments. The use of miniature art in Air India's advertisements was not only visually stunning but also helped to create a distinct identity for the brand. The art forms used in the ads reflected India's rich cultural heritage and conveyed the airline's commitment to connecting people across the world. The ads also helped to promote India's tourism industry, as they showcased the country's beauty and diversity.

Kalighat painting is a unique form of art that originated in Kolkata, India in the 19th century. The art form depicts the daily lives of people, and the subjects of



the paintings range from deities to animals and people. Air India, the national airline of India, is known for its iconic and creative advertising campaigns, and in the 1960s, the airline incorporated Kalighat art in its vintage ads. The Kalighat art style was used to depict the cultural richness and diversity of India, and to showcase the airline's commitment to preserving and promoting the country's traditional art forms. One such iconic Pears soap advertisement from the late 19th century featured an image of a lady with the tagline "To Protect Such Loveliness."



Instead of creating works in a studio, Impressionists frequently worked directly from life in order to capture the sensory experience of the world around them.

A COMPARISON BETWEEN INDIAN AND AMERICAN AD PERSPECTIVES

BY HETAL GUPTA

The world of advertising is constantly evolving, but the impact of vintage advertisements can still be felt today. Vintage advertisements are a reflection of the cultural and social values of their time, and the perspectives of Indian and American vintage advertisements were vastly different. Indian vintage advertisements often celebrated the country's rich cultural heritage and emphasized traditional values. These ads showcased local products and aimed to appeal to the Indian masses.

One of the most iconic Indian advertisements of all time, the Amul butter ad used a humorous tone and depicted Indian rural life to appeal to the Indian masses. The tagline "Utterly Butterly Delicious" became synonymous with the product and is still remembered today.

The Parle-G biscuit ad was aimed at children and emphasized the product's nutritional value. The ad featured children playing and having fun while enjoying the biscuits, appealing to parents who wanted to provide their children with a healthy snack. American vintage advertisements were often focused on modernity, innovation, and global appeal. These ads showcased new products and aimed to appeal to a more global audience. The vintage ads for Coca-Cola in the 1950s emphasized the product's cool and refreshing taste, making it a part of the modern American lifestyle.



The ads featured young, attractive people having fun while drinking the soda, appealing to a more youthful audience. The vintage ad for Lucky Strike cigarettes, with the tagline "It's toasted," focused on the product's unique selling proposition of being "toasted," making it a more modern and innovative product than its competitors.

COMIC



Illustrated by Srijia Misra

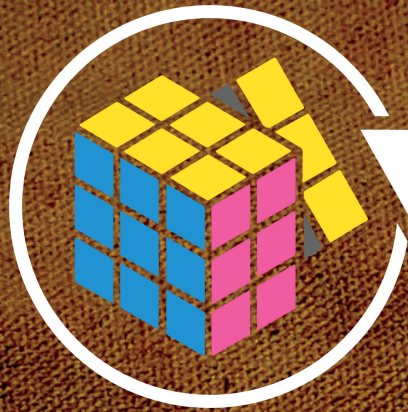
DEPICTION OF BEAUTY PRODUCTS IN VINTAGE ADVERTISING CAMPAIGNS

BY HETAL GUPTA

It is fascinating to explore the depiction of beauty products in advertising campaigns in ancient India, where beauty ideals and practices were vastly different from today's standards. Beauty has always been an essential part of Indian culture, and many ancient texts, such as the Vedas and the Kama Sutra, mention various beauty practices and rituals.

One of the earliest examples of beauty product advertising in India is from the Indus Valley Civilization, which flourished around 3300-1300 BCE. Archaeological excavations have revealed that the people of this civilization used a variety of beauty products, such as henna for hair dyeing, kohl for eye makeup, and sandalwood for skincare. These products were advertised through word of mouth, and ancient texts mention the use of these products to enhance beauty. Fast forward to the medieval period, where the depiction of beauty products in advertising campaigns was primarily through literature, poetry, and paintings. The art of miniature paintings, which emerged in the Mughal era, often featured women adorned with intricate jewelry, colorful garments, and heavily kohl-lined eyes. These paintings were commissioned by the royalty and were used to showcase their wealth and status. During the British colonial period, beauty products were primarily promoted through print media, such as newspapers and magazines. Fairness creams, which promised to lighten skin tone, were popular among women who wanted to emulate the fair complexion of the British. Brands like Pears Soap and Lux Soap were promoted as a way to achieve a radiant and youthful complexion. In the early 20th century, the advertising industry in India began to grow, and beauty products became a significant part of advertising campaigns. Brands like Lakme, launched in 1952, and Ponds, which entered the Indian market in the 1920s, were among the first to promote beauty products through advertising campaigns. These campaigns often featured women with fair skin and emphasized the use of beauty products to achieve a flawless complexion. The depiction of beauty products in advertising campaigns in ancient India is a fascinating topic, highlighting the evolution of beauty ideals and practices over time. From using natural products to enhance beauty in the Indus Valley Civilization to the promotion of fairness creams during the colonial era, beauty products have played a crucial role in Indian culture and history. Today, beauty product advertising has evolved to be more inclusive and diverse, reflecting changing attitudes towards beauty and the role it plays in our lives.





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