

THE ART OF ADVERTISING



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THE HELEN HAMLYN TRUST

ACTIVITY TRAIL ANSWERS

INVENTIVENESS

Find an advertising format in the display which would reach:

Men who smoke

There are several possible answers including the advert for **Craven A cigarettes** and the **'The burning question – have you got any cigarette cards'** cigarette card.

Children aged 5-10

There are many possible answers from the exhibition, but the most relevant are probably any of the items from the **Giveaways for Children** section. Examples include the **whistle from Berry's Diamond Boot Polish**, the **Beecham's Pills 'Combograph'**, or the **Maypole Soap paper doll**.

Keen home cooks

There are several adverts aimed at home cooks including one for **Atora beef suet** and another for the **Eureka cooker**.

SHOPPING

What were the two major developments in how people shopped from 1850-1930?

People would buy from travelling traders who visited towns and villages. The establishment of a national postal system allowed people to buy mail order items from catalogues.

Shops were usually small and specialised in selling one type of goods, perhaps only to a particular group of people. Department stores were large, open to everyone, and attracted shoppers from a wide area.

What is the main shift in retail today? How does it affect advertising?

The main shift in retail is towards online shopping. Advertising has also moved onto online platforms, such as social media, while still using traditional media such as print and television to advertise online services.

SELLING HEALTH

Which of these is not a real product on display?

Dr Cobham's sulphuric corset

(although you could buy Harness' magnetic corsets in 1893).

Which foods are linked with the 'wellness industry' today?

There are many possible answers, but generally any food marketed as a **quick fix** to health problems or a **'superfood'**. Examples might include **blueberries, kale, quinoa, or turmeric**.

ADVERTISING THEMES

What are the two meanings of 'constitution' here?

The advert makes a play on the word 'constitution' to mean both a person's health and also the principles by which a nation is governed. The implication is that Golfer's Oats guaranteed individual health in the same way as Queen Victoria guaranteed the nation's wellbeing.

Find examples of products that adverts have linked to:

The military Any of the exhibits in the **'Military Marketing'** or **'War, Words and Advertising'** sections of the exhibition.

Royalty Any of the exhibits from the **'Kings, Queens and Commerce'** section of the exhibition.

A celebrity Any of the exhibits from the **'Celebrity and role models'** section of the exhibition. In addition, politicians, such as **Gladstone in the Pears' soap 'Politicoptical illusion' advert**, performing artists such as those featured in **Adkin & Sons Album of Living Pictures**, and even military commanders such as those depicted sitting round the table in the **Bovril colour die-cut keepsake**, would also have been celebrities in their day.

Britain Any of the exhibits from the **'Buy British'** section of the display.

How effective would these four associations be for modern audiences? Which associations and endorsements do modern advertisers use?

Associations with celebrity figures are perceived as being highly effective and are now used very much more than the others. Advertisers are no longer allowed to include images of the royal family, but many businesses will seek to display a royal warrant on their products.

SOCIAL ATTITUDES

The role of women

There are several examples from the **'The Ideal Woman'** and **'Breaking the Mould'** sections, although we can also tell much from the way women are depicted in the adverts across the whole exhibition. Many of the earlier adverts depict women only in the context of clothing or beauty products, such as **Jolly's 'Duchess' Pills for paleness**. Adverts from the twentieth century, particularly after the First World War, begin to portray women as more independent, pursuing careers and a range of new leisure pursuits. A good example is **'Miss Remington'** from the typewriter advert depicting a new, employed, way of life for women.

Politics

The most obvious examples can be found in the **'Politics'** section of the exhibition where products are aligned with various different political figures and opinions. The focus of these adverts often aligns a product with an issue that has already gained public interest, such as Irish Home Rule or the Free Trade debate, rather than along party political lines. On the other hand, some examples show clear endorsement of political figures, such as the Bovril advert featuring **Sir Henry Campbell-Bannerman**. Even when an attempt is made to claim no political bias, such as the **Pears' soap 'Politicoptical Illusion'**, it is clearly present, in this case in favour of Gladstone.

Social Class

There are several examples of adverts rooted in class structure, or aimed at those seeking to rise within this social structure in the **'A Matter of Class'** section. Because class structure often underpins advertising, many more examples can be found throughout the exhibition. Earlier adverts demonstrate uncritical celebration of existing class structures. A good example is the 1890s advert for **Calvert's No5 Carboloc Soap** which shows the passive mistress of the house watching her servant scrub the floor with the soap she has thoughtfully purchased for spring cleaning. Modern adverts anticipate that it is the purchaser who will be doing the cleaning.