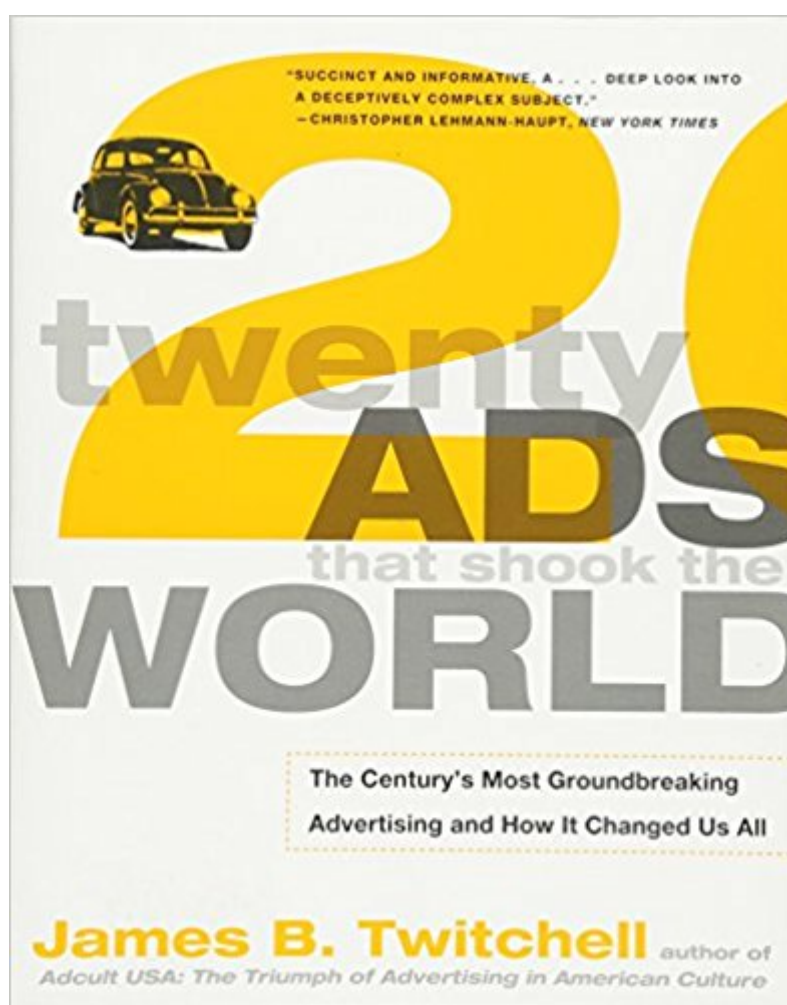


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# Twenty Ads That Shook The World: The Century's Most Groundbreaking Advertising And How It Changed Us All



## Synopsis

James Twitchell takes an in-depth look at the ads and ad campaignsâ”and their creatorsâ”that have most influenced our culture and marketplace in the twentieth century. P. T. Barnumâ”s creation of buzz, Pepsodent and the magic of the preemptive claim, Listerine introducing America to the scourge of halitosis, Nikeâ”s â”Just Do It,â” • Clairolâ”s â”Does She or Doesnâ”t She?,â” • Leo Burnettâ”s invention of the Marlboro Man, Revlonâ”s Charlie Girl, Cokeâ”s re-creation of Santa Claus, Absolut and the art worldâ”these campaigns are the signposts of a century of consumerism, our modern canon understood, accepted, beloved, and hated the world over.

## Book Information

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## Customer Reviews

James B. Twitchell's celebration of the greatest 20 hits of the U.S. advertising industry shows how a thoughtful consideration of ads can add up to a fascinating social history. From Lydia Pinkham's patent medicines (said to cure all serious "Female Complaints") to Nike shoes worn by Michael Jordan, Twitchell gives us a quickie history of the ads that hit home and transformed our culture--the ones that "really had the beef," as he puts it. Some of the feats are amazing. The dazzling "Diamonds are forever" campaign managed to take not particularly rare rocks and transform them into sacred amulets practically everyone buys and never sells (which would depress their value). The ads brilliantly used honeymoon scenes by famous artists and swoony copy to woo women, while devoting a corner of each ad to fact-packed boxes reassuring men that diamonds were sound investments priced according to scientific principles. The jujitsu-psychology techniques of the VW

Bug and Avis "We Try Harder" get their due, as does the "Does She... or Doesn't She?" ad that convinced women they could color their graying hair with Clairol's new one-step technology. The racy innuendo appealed to people fearing loss of appeal; the presence of young daughters in the pictures neutralized the floozy image dyeing used to have, and the line "Only her hairdresser knows for sure" soothed the salons that were about to lose their business once women figured out they could use Clairol at home. There are all kinds of cool stories in this breezy book: how Anacin's \$8,200 TV spot depicting a hammer in the headache sufferer's head earned \$36 million; how Coke remade Santa literally in its own artist's image; how LBJ beat Goldwater partly because of a single 30-second ad featuring a girl resembling the murder victim in Frankenstein plucking and counting daisy petals while an announcer counts down to a nuclear blast that reminded voters of Goldwater's speeches about nuking Vietnam and made them forget the war was LBJ's fault in the first place.

--Tim Appelo --This text refers to an out of print or unavailable edition of this title.

If Twitchell doesn't prove his thesis that these 20 advertisements became part of the lingua franca and changed the way we look at the world, his lavishly illustrated, breezily entertaining survey does score some solid points. The jolly old Santa Claus known from countless images did not spring from folklore, according to Twitchell, but was invented in the 1920s by the Coca-Cola Co. in its annual Christmas ads (pre-Coke Santas were severe-looking and sometimes wore multicolored suits). Ads for Pears's soap, aimed at Victorian England's upper classes, borrowed an artifact of high culture: a portrait painted by John Everett Millais called "A Child's World," thus forever blurring the boundary between art and advertising. De Beers Mines' half-century-long campaign helped make diamonds an instrument of romantic love. Twitchell, whose books on advertising include *Adcult USA* and *Carnival Culture*, serves up colorful slices of American advertising history, from a P.T. Barnum circus poster (1879) to turn-of-the-last-century patent medicine ads (peddling nonpatented potions heavily laced with alcohol, opium or cocaine) and Lyndon Johnson's 1964 attack ad against Barry Goldwater, "the most compressed and noxious political ad ever made," which featured a little girl's face disappearing into an atomic mushroom cloud and never mentioned Goldwater at all. Still, it's hard to see how Apple's 1984 commercial, or Michael Jordan's Nike spots, or ads for the VW bug, Absolut vodka or Marlboros did much to change the perceptual universe. (Apr.) Copyright 2000 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

In great shape when it arrived

I used this book for my advertising Workshop class, I learned a lot about how advertising has changed over the years, and how taking new approaches can work really well. There is no one way to do things, every new approach to advertising has shaped our world and it's important to see how that happened, to see where we are headed. It's important also to see how the campaigns still effect advertising today. I had the opportunity to sell this book back, but I know this book will be a great reference book through out my schooling and into my career.

My only regret about this book is that I didn't read it years ago. Very interesting and informative. A must read for anyone promoting a product or service.

I enjoyed this book immensely. Do you know where Santa's red-and-white suit and jolly grin originated? Chances are, much more of American culture than you'd imagine has come from advertising! Find out who started the coffee break, where breakfast as we know it comes from, who dreamed up the diamond engagement ring, and more ad world surprises.

I purchased this book because it was referenced in a textbook I use with my students and I'm glad I did. The students used the book to augment their classnotes and had a great time applying the principles to not only my class, but their business classes as well. Great book for starting discussion and analysis of media's role in our culture.

This was a required read for my Marketing class, but it turned out to be a really interesting book. It reviews several ads that shaped our culture or were born out of our culture at the time. It was interesting to see where America's focus was at the time and what the people valued, or believed...

a required book for my course- Ads, Fads and Consumer Culture

Good, but would like to see more Pix and color .

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