

Historic Advertising Campaigns

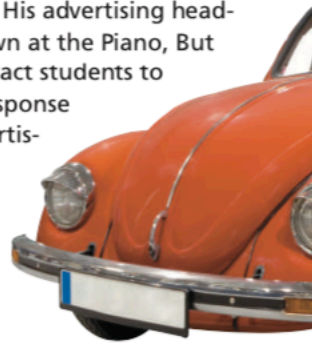
Throughout history, advertising has influenced our shopping habits and culture. Advertising has introduced new products into our lives and created new social norms. Brilliant advertisement ideas have advanced the industry and civilization. Over the years, advertising has used clever headlines, mascots, humor, music, lyrics, and other tactics to make sales pitches.

John Caples was just 25 years old in 1925 when he wrote one of the most successful advertisements in history. His advertising headline that read "They Laughed When I Sat Down at the Piano, But When I Started to Play!" was intended to attract students to the U.S. School of Music. The ad put direct-response advertising on the map. Direct-response advertising urges consumers to respond immediately and directly to the advertiser.

DeBeers is one of the oldest diamond companies in the world. Its advertising campaign, "A Diamond Is Forever," created one of the most recognized slogans of the 20th century. The first ads were launched in 1948 and still run today. The ad successfully created the concept that diamonds are an essential part of a long-lasting, loving relationship. It suggested that diamonds are the only suitable gem for engagement and wedding rings. This advertising campaign revived the diamond market, increasing sales by 55 percent.

Volkswagen used a 1959 advertising campaign that ignored everything that made U.S. car ads successful. This advertising strategy made the German brand a household name. Instead of boasting about power, speed, and luxury, the Volkswagen advertisement focused on great gas mileage and easy parallel parking. The advertisement showed a tiny VW Beetle against a field of white with the headline "Think Small." The advertisement was remarkable for its time, and it holds the number one spot on the *Ad Age Top 100 Advertising Campaigns* list.

Advertising is ingrained in our society. It plays an important role in businesses and the economy by helping spur sales. But successful advertising does more than sell products, services, or ideas. It can touch us, evoke emotions, spark discussions, and educate us. Creative advertising will continue to capture our attention into the next centuries.



1. How does advertising influence shopping habits?
2. Why do you think the DeBeers advertising campaign is still successful today?
3. Why do you think creativity is an important factor in advertising?