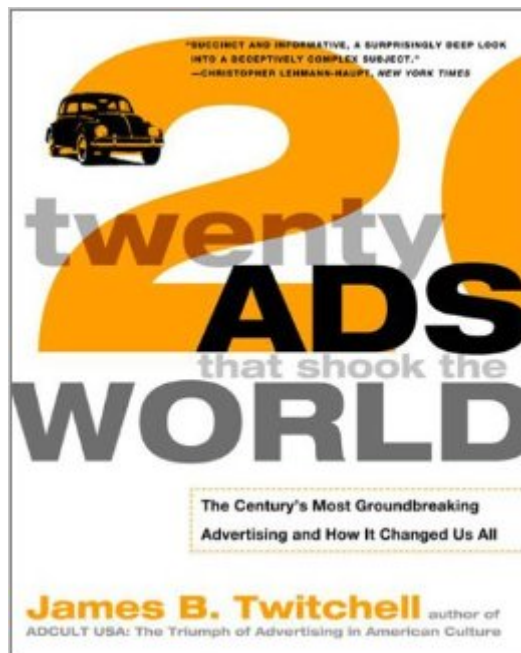


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# Twenty Ads That Shook The World: The Century's Most Groundbreaking Advertising And How It Changed Us All



## 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.

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## Customer Reviews

20 ads from the last century which are fascinating to examine. Each may appear simple on the surface, but as Twitchell closely analyses these ads he reveals that they are profound in nature. As a museum of art has great pictures, a museum of advertising would include these 20 profound ads. These are ads which even today stand out as great successful works of advertising even though the product they advertised may no longer exist. These ads not only sell, but they changed the way we sell things. They are groundbreaking. There's the 1962 ad that made a small Volkswagen Beetle look better than a large Oldsmobile or Buick or Dodge. There's the 1942 advertisement that got commuters to stop complaining about the lousy passenger railroad service. There's the very successful and long running ad campaign that gave the attribute of flight to ordinary tennis shoes.

There's advertising campaign that made an ordinary toothpaste a best seller, and the advertising campaign that took an ordinary shirt and made it special. There's the advertising campaign that gently shepherded our society so consumers to pay a large sum of money for a gemstone, and the advertising campaign that gently guided our society into accepting a radically new product. Twitchell analyses them all. I found it fascinating.

While it includes several amusing anecdotes, such as the origin of Marlboro Man's tattoo, "Twenty Ads That Shook the World" is disappointing. The analysis surrounding the rather obviously chosen ads in the book is largely regurgitated from Twitchell's otherwise superb *Adcult USA*. Sadly, despite the *Wired*-esque fluorescent pink and yellow dust jacket, Mr. Twitchell also manages to completely miss the Internet and its effect on advertising. Readers interested in the collision commercialism and society should opt for Twitchell's earlier *Adcult USA*, while students of advertising can find deeper insights about what makes ads tick in Judith Williamson's *Deconstructing Advertisements*. Has Twitchell become, as David Ogilvy would put it, an extinct volcano? I certainly hope not - but this book makes me wonder.

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.

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.

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...

It's hard to say what makes a good ad. Is it humor? Memorability (yeah, I know that's not really a word. So sue me!)? Clarity? The book talks about a lot of different types of ads, including some very old ones such as for Pear's Soap. That was particularly interesting to a layperson such as

myself. However, it didn't cover Wendy's "Where's the Beef?" or anything from Alka-Seltzer, both of which are very memorable - and the Wendy's ad cropped up during a Reagan-Mondale debate in 1984! I would also have liked to have seen some more recent trends covered, such as the MTV style of advertising, or the ironic/nasty ads (e. g. for rental cars companies that show accidents). A good read, but could use a makeover.

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.

A very interesting look at the history of America through Advertising, from P.T. Barnum's "Greatest Show on Earth" to soap, toothpaste and mouth-wash; the advent of radio and the first advertiser on radio, The Queensboro Corporation; Coke, the VW Beetle, feminism (Miss Clairol), the Hathaway Man; the advent of Tv, Anacin, "Daisy", Apple's 1984 and Nike.

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