

## **Food and drink**

During the poster boom, at the end of the 19<sup>th</sup> Century, Paris burst into life with colourful ads for circus and stage productions. At this time Paris was the artist and cultural centre of Europe.

The Art Nouveau movement dominated the designs of poster artists led by Jules Chéret and Henri de Toulouse-Lautrec.

During the 19<sup>th</sup> Century household items were sold from bulk containers and it wasn't until the beginning of the 20<sup>th</sup> Century that firms began to market packaged goods under brand names. At this time there was an increasing emergence of numerous fledgling companies, such as Bovril, Colmons, Heinz and Kelloggs. All of which are significant brand names today.

As demand grew to promote domestic goods, established artists responded by creating attractive and successful advertisements. Initially the posters featured scantily clad young women striking a pose and displaying the product. The figure was usually dominant while lettering and product were often small and insignificant.

The logo or trademark became an important asset to advertisers globally. Widespread exposure of the logo helped Coca Cola and Guinness establish themselves and aided their success.

### **Heinz**

Henry John Heinz and L. C Noble founded Heinz Noble & Company in Pittsburgh, Pennsylvania in 1869. After a forced liquidation due to economic depression, F & J Heinz started trading in 1876 with the financial backing of Henry's brothers, Frederick and John. Henry bought them out again in 1888 and formed H. J Heinz. Nowadays Heinz sells over 1200 products in 200 countries.

Norman Rockwell's first advertisement for the company, in the 1914 Official Boy Scout Manual, was commissioned by H.J. Heinz for Baked Beans- "The best lunches for a hike". Although tomato ketchup is the company's flagship brand and number 1 ketchup worldwide, Baked Beans have been manufactured since 1928 in the UK and they are one of the most popular products.

### **Heinz's Successful Campaigns**

One of the company's most successful advertisements looked like no more than a scribble of graffiti on a wall!

E.g. "Beinz Meinz Heinz."

It is a quick and visual play on words, however in it's simplicity it includes the spontaneity and familiarity of Heinz in a catchy, memorable phrase that links the product exclusively with the manufacturer.

Another greatly successful campaign was the "Andy Warhol" style Baked Beans cans. This proved to be eye catching and effective.

E.g. Andy Warhol cans

Heinz has had to adapt to changing consumer tastes and demands, as competition from supermarket own brands increases over the years. The company has done this by introducing new products and altering the tone of its advertising. Heinz has built its own character and personality with traits such as quality and comfort. It's successful advertising remains true to this personality, then creates something memorable within it.

### **Kit Kat**

"Kit Kat" was first produced in 1935 under the name "Rowntree's Chocolate Crisp," and it was renamed "Kit Kat" in 1935. It's innovative and distinctive red and white wrapping has remained **little** ever since.

The long running pun, "Have a break, have a Kit Kat" was founded in 1957 in the product's television debut. The word "break" is especially suited due to the **snappable** nature of the biscuit, as well as carrying implications of a well-earned break from whatever you are doing!

The company retained the essence of the slogan throughout the years. They presented it in a variety of different ways, maintaining its continuity. Kit Kat was bought by Nestlé in 1988 and has become the UK's best-selling confectionery brand.

### **Marmite**

Marmite is a concentrated yeast paste that is 100% vegetarian, contains virtually no fat or sugar and is suitable as a spread, cooking ingredient or a drink.

In 1902 the Marmite Food Extract Company rented a disused warehouse in Burton-on-Trent, Staffordshire, the centre of the British brewing industry. The manufacturing process used spent brewer's yeast.

The discovery of vitamins in 1912 led to the rise in popularity of Marmite which is rich in five B vitamins and early promotions emphasised it's health giving properties.

During both world wars, Marmite was used by troops serving overseas to combat deficiency diseases.

A recent campaign used clever word play acknowledging the most people either love or hate Marmite!

### **Coca Cola**

In 1886 Dr John Styth Pemberton concocted a mixture in a three-legged brass pot in his back yard in Atlanta, Georgia. What this pharmacist produced became more famous than the Statue of Liberty which was unveiled on the same day. It was "Coca Cola", a name given to the syrup by PEMBERTON'S BOOKEEPER, Frank M. Robinson.

After Pemberton's death in 1888, Asa G. Candler, a well established businessman and owner of a wholesale drug business, had purchased all the rights for a total of \$2300.

The first outdoor advertisement was an oilcloth sign outside Jacob's Pharmacy, Atlanta, where the drink was sold for 5¢ a glass as a soda fountain drink. The recipe, which became known as "7X", has been a closely guarded secret ever since.

Candler was strong believer in "the power of advertising" and he promoted the brand using calendars, trays, glasses, fans, wallets, pocket knives, playing cards, clocks, menus, bookmarks and magazine advertisements. In short anything he could use to promote the product, he did!

By 1895 he had turned Coca-Cola into natural beverage, drunk in every state and territory in the USA.

The logo decorated 2.5 million feet of building facades. Sometimes the logo was simply accompanied by the word "drink." You couldn't get a more direct marketing campaign than that!

The Coca-Cola company was quick to realise the value of celebrity endorsement and opera diva Lillian Nordica was one of the first celebrities to appear in the campaign. She was followed by many other major film and pop stars.

In 1916 Coca-Cola established their distinctively contoured "hobble skirt" bottle which became one of Coca Cola's trademark and contributed to the success of their already flourishing campaign.

In 1925 the first 4-colour billboard advertisement appeared, featuring a uniformed "Ritz Boy" carrying a tray of frosted Coke, with the headline "5,000,000 drinks a day."

Between 1928 and 1935, the American artist Norman Rockwell created 6 scenes for Coca Cola in this characteristic "everyday life" style.