

Session 1 - The Birth of Advertising

Advertising began when ancient civilisations organized themselves to grow or make products and services and hold events. We looked at how the Phoenicians, Greeks and Romans learnt to advertise. When Pompeii was excavated we discovered much about early advertising. A brief tour of advertising through the Middle Ages:

- The Town Crier
- Taverns, ale steaks and their signs .

The invention of the printing Press in the 1400s was revolutionary. We looked at the importance of trade cards. 1800s adverts for patent medicines shocked us. Giving your child cocaine and alcohol medicine for tooth ache! We surprised ourselves realising how we remember advert jingles from decades ago. We discussed Fairy Liquid, Pepsodent and the Oxo family TV adverts and laughed at Ikea.