

### **3. Marketing and Advertising, 1900-1945**

With so many new 'must have' products manufacturers used branding and advertising to sell more and more. The mass production of cars, the arrival of the radio. Every gadget for the house wife. A tour of the adverts and marketing during this period. Bovril's campaigns

We focussed on how the tobacco industry marketed cigarettes to women from the early 1900s onwards. Adverts were designed to encourage them to see smoking as feminine, sexy and even good for them! Both world wars saw cigarettes as vital for the armed forces and advertising promoted sending tobacco to the front line. We also looked at a new kind of advertising aimed at the war effort: recruitment, women's new roles and public information. War bonds were promoted. Millions of people went to the cinema and watched adverts.

We looked at Hovis advertising across the decades. We were never alone with a Hamlet. And wondered what the chicken shortage will do to the KFC brand.