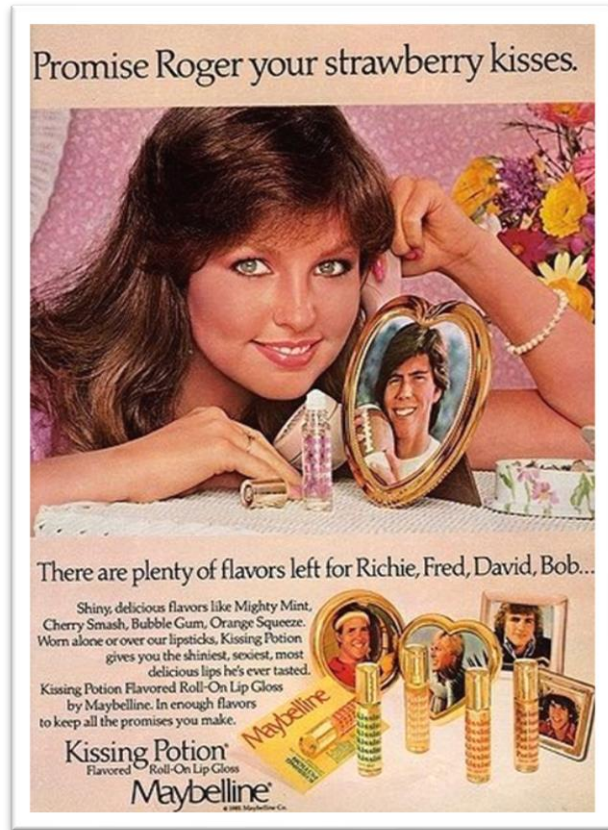


Comparison of Historical and Contemporary Adverts



1980's



2015

Advertisement:

is all about promoting a product, service, idea or job vacancy, sponsored by businesses or brands.

There are several ways to advertise, throughout; TV, radio, online advertisement, billboards, social media, and direct mail.

Positive and negative impacts of advertisement:

Since the 1950s, advertising has been a part of our lives and has affected our minds positively and negatively. It has controlled the consumer's thinking, behaviour, lifestyle and preferences. Highlighting, the social issues present in society can have a positive impact conveying messages about the importance of moral values. However, it can set harmful trends and use impropriety to sell products

that harm society. With time, many elements, that in the previous century were a norm, nowadays are considered unacceptable and are not visible anymore such as; sexism, racism or promoting health injurious products.

An example of this is Maybelline, a cosmetic company, founded in Chicago in 1915 by Thomas Lyle Williams. Mabel was his older sister's name, who mixed Vaseline with coal dust to apply on her eyelashes to give them a darker look, to attract the men, she was interested in. Observing this experiment, Williams invented his own product and sold it locally, called *Lash-brown-eye*. In 1917, Williams launched the Maybelline Cake Mascara, which was the first modern cosmetic for everyday use.

Shown above are two adverts for Maybelline, one is historical and the other one contemporary, the purpose to place them together is to highlight the differences that they have achieved through time such as layout, description, changes in society etc...

In this 1980's advert, the product is not highly featured as the main element, however, the model's smiley face is grabbing more attention alongside the presence of bright and eye-catching colours in the background. A typical feature of historical advertisement is the lengthy description, in this one, it is full of sexism, provocative language and inappropriacy. They are setting the mindset that women should glamorize themselves for men only and not for their own satisfaction and personal desire to look good.

Contemporary advert

However, in the 2015 advertisement, it has made numerous improvements, which includes multiracial people, showing women as confident and independent, and unhealthy substances are not promoted anymore. The product is well highlighted in an advert, with a brief description and the product's results are shown realistically without any exaggeration. The colour palette is monochromatic, complimenting

the product and the model\celebrity's facial expressions are, mostly, neutral as the focus should be on the product.

REFERENCES

<http://maybellinenewyork.blogspot.com/p/company-history.html>

<https://www.cosmeticsandskin.com/companies/maybelline.php>