

# Madison Avenue

1940s–1960s

In this era of steel gray flannel suits, advertisers developed motivational research, grappled with television, and cooperated with government to promote American enterprise. Industry insiders, journalists, and the public criticized the crass and manipulative aspects of advertising. Firms began adding a few ethnic and racial minorities to their staffs. A creative revolution transformed advertising from conservative to hip, hokey to ironic.



## A Friendly Face

Advertisers used the friendly face of a mascot to create a sense of familiarity and trust. The mascot became a symbol of the company's personality and values.

## Outdoor Advertising

Advertisers used outdoor advertising to reach a wide audience. Billboards and posters were placed in high-traffic areas to capture attention.

## Commercial Radio

Advertisers used commercial radio to reach a large audience. Radio advertising was a popular way to promote products and services.

# Business Enterprise In American History

**AW Chickering**



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