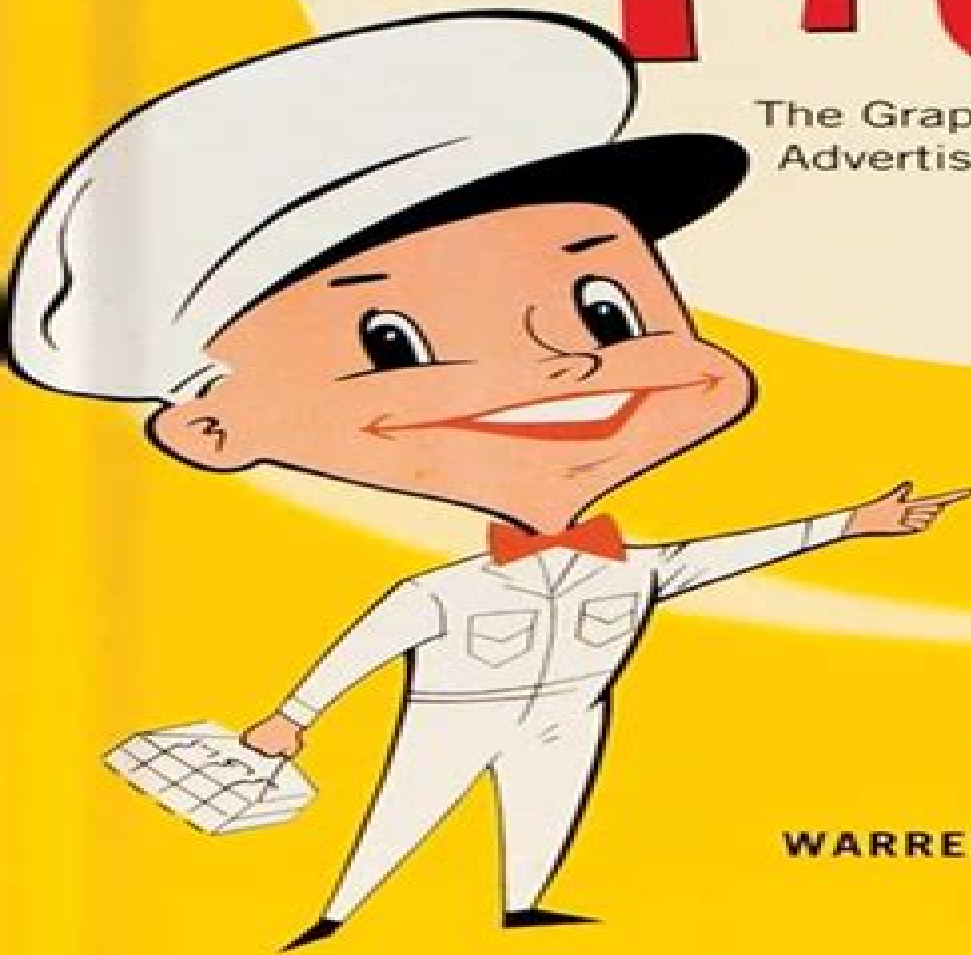


# meet Mr. Product



The Graphic Art of the  
Advertising Character

**VOLUME 1**



WARREN DOTZ • MASUD HUSAIN

# Meet Mr Product The Art Of The Advertising Character

**Iain MacRury**



## **Meet Mr Product The Art Of The Advertising Character:**

Meet Mr. Product Warren Dotz, Masud Husain, 2003-02 From the Jolly Green Giant to the cute little Morton Salt Girl this book is a vibrantly colorful tribute to pop culture icons over the decades 500 color images **Meet Mr. Product, Vol. 1** Warren Dotz, 2015-04-14 Meet Mr Product Meet Chiquita Tony the Tiger Elsie the Cow and hundreds more well known and not so well known personalities in this colorful celebration of the history and art of advertising characters We share our dinner table with them and trust them with our cars and children and whether we realize it or not we've been listening to their counsel for generations With smiling faces and helpful slogans the Jolly Green Giant natty Mr Peanut the cute little Morton Salt Umbrella Girl and countless other advertising characters have long helped us navigate the grocery aisles and choose our products Here in Meet Mr Product readers find a vibrantly colorful tribute to these pop culture icons Offering up fascinating tidbits on hundreds of spokes characters this colorful compendium profiles the organization of the characters their evolution and most interesting trivia Did you know Elsie the Cow is married to Elmer of household glue fame Famous faces and a host of recently discovered characters fill Meet Mr Product's pages to bursting taking us on a tour of advertising's most charismatic creations **Mr. Product, Vol 2** Warren Dotz, 2015-04-14 More Mr Product Meet the newest hippest grooviest characters of the 60s 70s and beyond Introducing Cap'n Crunch Goofy Grape Chokey the Smog Dog and hundreds of well known and not so well known personalities of the pop art era In More Mr Product readers meet advertising characters of the 1960s 70s and beyond completing the story so artfully introduced in Meet Mr Product This vibrant colorful tribute to pop culture treats readers to icons such as Cap'n Crunch Goofy Grape and Chokey the Smog Dog as well as hundreds of rare and little known characters that surprise even the most avid collectors of advertising ephemera Citing more than 30 significant historical events and their influence on design this clever compendium of commercial art profiles the origins of the characters in popular culture It also offers fascinating insights on the evolution of commercial design Far out faces and a host of expertly curated characters fill More Mr Product's pages making this the ultimate trove for designers illustrators and pop culture fanatics alike *Meet Mr. Product* Warren Dotz, Masud Husain, 2015 We share our dinner table with them and trust them with our cars and children and whether we realize it or not we've been listening to their counsel for generations With smiling faces and helpful slogans the Jolly Green Giant natty Mr Peanut the cute little Morton Salt Umbrella Girl and countless other advertising characters have been helping us navigate the grocery aisles and choose our products for years Find a vibrantly colorful tribute to these pop culture icons Offering up fascinating tidbits on hundreds of spokes characters this chunky compendium profiles the origination of the characters their evolution and their most intimate secrets **We Are What We Sell** Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising

messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

**Visual Branding** Edward F. McQuarrie, Barbara J. Phillips, 2016-12-30 Visual Branding pulls together analyses of logos typeface color and spokes characters to give a comprehensive account of the visual devices used in branding and advertising The book places each avenue for visual branding within a rhetorical framework that explains what that device can accomplish for the brand It lays out the available possibilities for constructing logos and distinguishes basic types along with examples of their use and evolution over time

**Brand Mascots** Stephen Brown, Sharon Ponsonby-McCabe, 2014-06-27 Tony the Tiger The Pillsbury Doughboy The Michelin Man The Playboy bunny The list of brand mascots spokes characters totems and logos goes on and on and on Mascots are one of the most widespread modes of marketing communication and one of the longest established Yet despite their ubiquity and utility brand mascots seem to be held in comparatively low esteem by the corporate cognoscenti This collection the first of its kind raises brand mascots standing both in an academic sense and from a managerial perspective Featuring case studies and empirical analyses from around the world here Hello Kitty there Aleksandr Orlov beyond that Angry Birds the book presents the latest thinking on beast based brands broadly defined Entirely qualitative in content it represents a readable reliable resource for marketing academics marketing managers marketing students and the consumer research community It should also prove of interest to scholars in adjacent fields such as cultural studies media studies organisation studies anthropology sociology ethology and zoology

**Animation and Advertising** Malcolm Cook, Kirsten Moana Thompson, 2019-12-17 Throughout its history animation has been fundamentally shaped by its application to promotion and marketing with animation playing a vital role in advertising history In individual case study chapters this book addresses among others the role of promotion and advertising for anime Disney MTV Lotte Reiniger Pixar and George Pal and highlights American Indian Japanese and European examples This collection reviews the history of famous animation studios and artists and rediscovers overlooked ones It situates animated advertising within the context of a diverse intermedial and multi platform media environment influenced by print radio and digital practices and expanding beyond cinema and television screens into the workplace theme park trade expo and urban environment It reveals the part that animation has played in shaping our consumption of particular brands and

commodities and assesses the ways in which animated advertising has both changed and been changed by the technologies and media that supported it including digital production and distribution in the present day Challenging the traditional privileging of art or entertainment over commercial animation Animation and Advertising establishes a new and rich field of research and raises many new questions concerning particular animation and media histories and our methods for researching them

**Branding Trust** Jennifer M. Black, 2023-12-05 In the early nineteenth century the American commercial marketplace was a chaotic unregulated environment in which knock offs and outright frauds thrived Appearances could be deceiving and entrepreneurs often relied on their personal reputations to close deals and make sales Rapid industrialization and expanding trade routes opened new markets with enormous potential but how could distant merchants convince potential customers whom they had never met that they could be trusted Through wide ranging visual and textual evidence including a robust selection of early advertisements Branding Trust tells the story of how advertising evolved to meet these challenges tracing the themes of character and class as they intertwined with and influenced graphic design trademark law and ideas about ethical business practice in the United States As early as the 1830s printers advertising agents and manufacturers collaborated to devise new ways to advertise goods They used eye catching designs and fonts to grab viewers attention and wove together meaningful images and prose to gain the public s trust At the same time manufacturers took legal steps to safeguard their intellectual property formulating new ways to protect their brands by taking legal action against counterfeits and frauds By the end of the nineteenth century these advertising and legal strategies came together to form the primary components of modern branding demonstrating character protecting goodwill entertaining viewers to build rapport and deploying the latest graphic innovations in print Trademarks became the symbols that embodied these ideas in print in the law and to the public Branding Trust thus identifies and explains the visual rhetoric of trust and legitimacy that has come to reign over American capitalism Though the 1920s has often been held up as the birth of modern advertising Jennifer M Black argues that advertising professionals had in fact learned how to navigate public relations over the previous century by adapting the language imagery and ideas of the American middle class

**Art Rooms as Centers for Design Education** George Szekely, 2018-12-07 Merging the teaching of art innovation through design with traditional art media taught in K 12 art programs this book introduces art theories and histories in design offers classroom tested pedagogical approaches that emphasize innovation and includes a wealth of graphics and stories about bringing in curiosity play and creativity into the classroom Interspersed with engaging personal narratives and anecdotes George Szekely paints a picture of transformed art classrooms and shows how art teachers can effectively foster student risk taking and learning with new teaching pedagogies and methodologies By breaking down how teacher encouragement and stimulating classroom environments can empower students and motivate them to challenge themselves Szekely demonstrates how art rooms become sites where children act as critical makers and builders and are positioned to make major social

contributions to the school and beyond      **Aardman Animations** Annabelle Honess Roe, 2020-02-06 The Bristol based animation company Aardman is best known for its most famous creations Wallace and Gromit and Shaun the Sheep But despite the quintessentially British aesthetic and tone of its movies this very British studio continues to enjoy international box office success with movies such as Shaun the Sheep Movie Flushed Away and Wallace and Gromit Curse of the Were Rabbit Aardman has always been closely linked with one of its key animators Nick Park and its stop motion Plasticine modelled family films but it has more recently begun to experiment with modern digital filmmaking effects that either emulate Claymation methods or form a hybrid animation style This unique volume brings together leading film and animation scholars with children s media animation professionals to explore the production practices behind Aardman s creativity its history from its early shorts to contemporary hits how its films fit within traditions of British animation social realism and fantasy cinema the key personalities who have formed its ethos its representations of British ness on screen and the implications of traditional animation methods in a digital era      The Animation Studies Reader Nichola Dobson, Annabelle Honess Roe, Amy Ratelle, Caroline Ruddell, 2018-10-18 The Animation Studies Reader brings together both key writings within animation studies and new material in emerging areas of the field The collection provides readers with seminal texts that ground animation studies within the contexts of theory and aesthetics form and genre and issues of representation The first section collates key readings on animation theory on how we might conceptualise animation and on some of the fundamental qualities of animation New material is also introduced in this section specifically addressing questions raised by the nature style and materiality of animation The second section outlines some of the main forms that animation takes which includes discussions of genre Although this section cannot be exhaustive the material chosen is particularly useful as it provides samples of analysis that can illuminate some of the issues the first section of the book raises The third section focuses on issues of representation and how the medium of animation might have an impact on how bodies gender sexuality race and ethnicity are represented These representations can only be read through an understanding of the questions that the first two sections of the book raise we can only decode these representations if we take into account form and genre and theoretical conceptualisations such as visual pleasure spectacle the uncanny realism etc      Advertising Iain MacRury, 2008-12-19 Written in an accessible and interesting style this book presents a clear and easy guide to the main approaches to advertising and explores how advertising can be studied as a cultural industry      *Animated Personalities* David McGowan, 2019-02-26 This pioneering book makes the case that iconic cartoon characters such as Mickey Mouse are legitimate cinematic stars just as popular human actors are Mickey Mouse Betty Boop Donald Duck Bugs Bunny Felix the Cat and other beloved cartoon characters have entertained media audiences for almost a century outliving the human stars who were once their contemporaries in studio era Hollywood In *Animated Personalities* David McGowan asserts that iconic American theatrical short cartoon characters should be legitimately regarded as stars equal to their live action counterparts

not only because they have enjoyed long careers but also because their star personas have been created and marketed in ways also used for cinematic celebrities Drawing on detailed archival research McGowan analyzes how Hollywood studios constructed and manipulated the star personas of the animated characters they owned He shows how cartoon actors frequently kept pace with their human counterparts granting interviews allowing candid photographs endorsing products and generally behaving as actual actors did for example Donald Duck served his country during World War II and Mickey Mouse was even embroiled in scandal Challenging the notion that studios needed actors with physical bodies and real off screen lives to create stars McGowan demonstrates that media texts have successfully articulated an off screen existence for animated characters Following cartoon stars from silent movies to contemporary film and television this groundbreaking book broadens the scope of star studies to include animation concluding with provocative questions about the nature of stardom in an age of digitally enhanced filmmaking technologies *Animated Personalities* is impressive for its lucid historical structure and exceptionally enjoyable content McGowan breathes life into celluloid figures giving readers a backstory for some of the most enduring iconic characters of screen history This is a truly gratifying book Choice Combining historical formal and theoretical modes of analysis *Animated Personalities* represents a vital contribution to both star studies and the study of animation in classical Hollywood and beyond By embracing a key problematic of the study of stardom the inability to take any element of its construction as authentic McGowan does not undermine the validity of this approach so much as craft a more honest and complete understanding of it Synoptique

*American Zoo* David Grazian, 2017-12-05 A close up look at the contradictions and wonders of the modern zoo Orangutans swing from Kevlar lined fire hoses Giraffes feast on celebratory birthday cakes topped with carrots instead of candles Hi tech dinosaur robots growl among steel trees while owls watch animated cartoons on old television sets In *American Zoo* sociologist David Grazian takes us on a safari through the contemporary zoo alive with its many contradictions and strange wonders Trading in his tweed jacket for a zoo uniform and a pair of muddy work boots Grazian introduces us to zookeepers and animal rights activists parents and toddlers and the other human primates that make up the zoo's social world He shows that in a major shift away from their unfortunate pasts American zoos today emphasize naturalistic exhibits teeming with lush and immersive landscapes breeding programs for endangered animals and enrichment activities for their captive creatures In doing so zoos blur the imaginary boundaries we regularly use to separate culture from nature humans from animals and civilization from the wild At the same time zoos manage a wilderness of competing priorities animal care education scientific research and recreation all while attempting to serve as centers for conservation in the wake of the current environmental and climate change crisis The world of the zoo reflects how we project our own prejudices and desires onto the animal kingdom and invest nature with meaning and sentiment A revealing portrayal of comic animals delighted children and feisty zookeepers *American Zoo* is a remarkable close up exploration of a classic cultural attraction

*The Illustrated History of the Snowman* Bob Eckstein, 2018-09-01 A

thoroughly entertaining exploration this book travels back in time to shed light on the snowman's enigmatic past from the present day in which the snowman reigns as the King of Kitsch to the Dark Ages with the creation of the very first snowman Eckstein's curiosity began playfully enough but soon snowballed into a mostly earnest quest of chasing Frosty around the world into museums and libraries and seeking out the advice of leading historians and scholars The result is a riveting history that reaches back through centuries and across cultures sweeping from fifteenth century Italian snowballs to eighteenth century Russian ice sculptures to the regrettable white trash years 1975 2000 The snowman is not just part of our childhood memories but is an integral part of our world culture appearing much like a frozen Forrest Gump alongside dignitaries and celebrities during momentous events Again and again the snowman pops up in rare prints paintings early movies advertising and over the past century in every art form imaginable And the jolly snowman ostensibly as pure as the driven snow also harbors a dark past full of political intrigue sex and violence With over two hundred illustrations The Illustrated History of the Snowman is a truly original winter classic smart surprisingly enlightening and quite simply the coolest book ever

**The History of the Snowman** Bob Eckstein, 2007-10-30 Who made the first snowman Who first came up with the idea of placing snowballs on top of each other and who decided they would use a carrot for a nose Most puzzling of all How can this mystery ever be solved with all the evidence long since melted The snowman appears everywhere on practically everything from knickknacks to greeting cards to seasonal sweaters we plan to return Whenever we see big snowballs our first impulse is to deck them out with a top hat Humorist and writer Bob Eckstein has long been fascinated by this ubiquitous symbol of wintertime fun and finally for the first time one of the world's most popular icons gets his due A thoroughly entertaining exploration The History of the Snowman travels back in time to shed light on the snowman's enigmatic past from the present day in which the snowman reigns as the King of Kitsch to the Dark Ages with the creation of the very first snowman Eckstein's curiosity began playfully enough but soon snowballed into a mostly earnest quest of chasing Frosty around the world into museums and libraries and seeking out the advice of leading historians and scholars The result is a riveting history that reaches back through centuries and across cultures sweeping from fifteenth century Italian snowballs to eighteenth century Russian ice sculptures to the regrettable white trash years 1975 2000 The snowman is not just part of our childhood memories but is an integral part of our world culture appearing much like a frozen Forrest Gump alongside dignitaries and celebrities during momentous events Again and again the snowman pops up in rare prints paintings early movies advertising and over the past century in every art form imaginable And the jolly snowman ostensibly as pure as the driven snow also harbors a dark past full of political intrigue sex and violence With more than two hundred illustrations and a special section of the best snowman cartoons The History of the Snowman is a truly original winter classic smart surprisingly enlightening and quite simply the coolest book ever

**Little Children** Todd Field, 2007-01-02 The new film from Oscar nominated writer director Todd Field In the Bedroom based on the acclaimed novel by Tom Perrotta starring Kate Winslet Jennifer Connelly



and Patrick Wilson Little Children centers on a handful of individuals whose lives intersect on the playgrounds town pools and streets of their small community in surprising and potentially dangerous ways While it is based on an acclaimed novel Todd Field and Tom Perrotta wanted to create a film that stood on its own independent of the book Field says The struggle for identity is what these characters battle from the start it leads to a hunger they are unable to satiate violence and fear hold sway The shame of how they see themselves when the fingers start pointing It was with this idea in mind that Tom and I began our work together Tom Perrotta elaborates For me as a novelist the attraction of a film adaptation lies precisely in this opportunity to re imagine my book with someone else and explore new possibilities for the characters and the story This fascinating Newmarket Shooting Script book documents the successful collaboration between these two talented artists The book includes an introduction by Tom Perrotta the complete shooting script critical essays a Q A with Todd Field a section of 23 color photos and the complete cast and crew credits *Ad Boy* Warren Dotz, Masud Husain, 2009 More than 450

American ad characters industry icons and product personalities hailing from the 1950s 60s and 70s pack the pages of this vibrant vintage collection The postwar economic boom launched a generation of charming cheeky and relentlessly cheerful critters and characters that found their way into our homes and our hearts in print on television and on packaging Some took detours that reflected the times Elsie the Cow was sent into outer space in 1958 Some were fashion victims who survived remember hippy Hush Puppies circa 1969 And some are no longer with us the Frito Bandito was finally brought to justice in 1971 These endearingly offbeat characters are as fresh and entertaining today as they were creatively inspired in decades past **Gemischtes Gehacktes** Franz Liebl, 2020-05-29 Die Bizarrerie von heute ist der Trend von morgen und der Mainstream Markt von bermorgen Dies zeigen seit den 1990er Jahren die Theorie Performances von Franz Liebl aus der Reihe Unbekannte Theorie Objekte der Trendforschung Wo in der Trendforschung normalerweise das In ganz schnell ins Mega Out kippt markieren seine UTOs die Trends f r die lange Strecke je bizarrer desto tragf higer je kurioser desto relevanter Der Inhalt Unbekannte Theorie Objekte der Trendforschung Fetisch Kundenzufriedenheit Cyborg Serienmord Webvertising Entf hrung Interface Value Kannibalismus Depression Bastler Tierliebe Der letzte Schrei Artistically Modified Objects Unsch rfe Cargo Kult Der Autor Dr Franz Liebl ist Professor f r Strategisches Marketing an der Universit t der K nste Berlin

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