

Mad Men-Era Ads

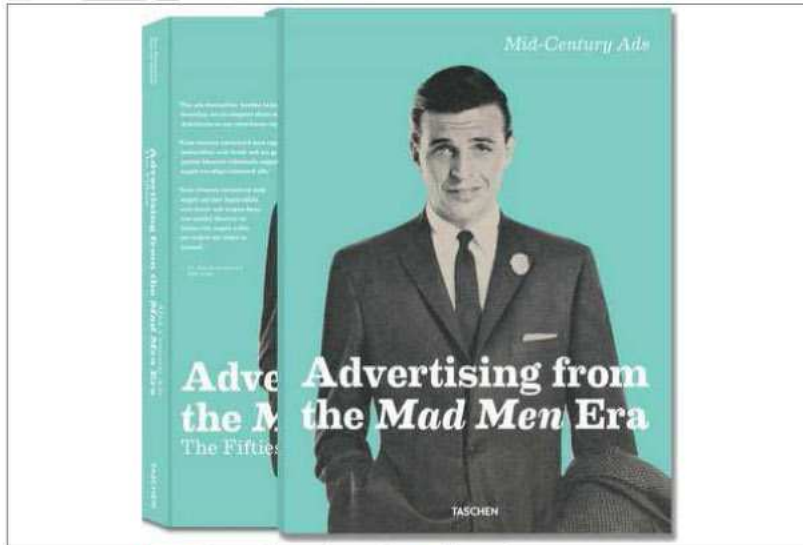
Taschen Books Publishes a Bevy of Digitally Mastered Mid-20th Century Campaigns

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TASCHEN BOOKS

The golden age of advertising has come and gone, but Taschen Books is preparing to release a collection of digitally mastered advertisements from the Mad Men era. The book showcases a multitude of campaigns that give insight into consumerism ethos prevalent at the time.

The popularity of television shows like Mad Men and Pan-Am have inspired the people at Taschen Books to celebrate the advertising achievements of the 50s and 60s. The book is called 'Mid-Century Ads: Advertising from the Mad Men Era' and covers ads that were successful, shocking and most of all, groundbreaking. One ad that really stands out is the Leotard campaign. It shows a male hand placed on the buttocks of a female with the tag line, "we're pushing leotards." This ad is borderline sexist and blazed the trail for beer companies in the decades that followed. Another poignant ad is the Pontiac campaign, which is essentially selling the "America Dream" to consumers.

taschen books Published: Jan 7, 12 • References: [taschen](#) and [iftshipitshere.blogspot](#)

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