

Advertising Trends of the 1970's and their influence on Contemporary Indian Advertising

Abstract

The advertising world is going ahead but with a different scenario. The elements such as design, colour, typography, graphics, and costumes may have been borrowed from the past but is used to influence and inspire people to make purchase decisions today.

Keywords: Nostalgia, Trends, Advertising, Colour, Typography, Visibility, Intention, Inspiration, Culture, Fashion, 1970's, Cinema, Pop-Art, Purchase, Consumer, Market, Retro, Modern and psychedelic.

Introduction

This article is a study of impact and influences of '70s and '80s trends on current advertising, on why decade old trends are still being instrumental on modern day advertisements and understanding this through association of two different time period ads to find out why this influence has occurred and what purpose does this serve for the product or brand and on the audience.

Aim of the Study

Nostalgia and using nostalgia to market particular products to certain extent is an important tool of advertising. Will only the well-known brands benefit or new products will easily gain popularity. Refreshing, stimulating and energizing is retro advertising a consistent advertising tool?

Advertising Trends of the 1970's and their influence on Contemporary Indian Advertising

When the television screen lights up with the young cine star "Alia Bhatt" promoting "Frooti Fizz" the bright psychedelic colours, neon graphics is a reminder of fashion trends in the 1970's and 1990s. These trends and fashions are tools that advertisers lean on today to promote their products and services. Does the presentation remind the viewer of the popular carbonated fiz drink "Gold Spot"?

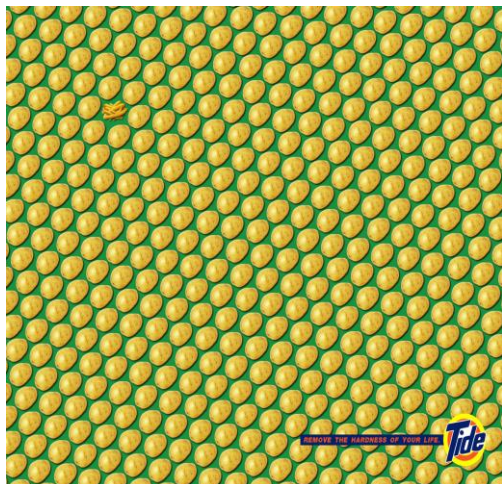
It's a matter of introspection that the advertising trends of 70s and 80s are being used for in current advertisements. These contexts are more psychological. Would they create a positive influence which can be repeated over and as age passes a strong ideology will remain the same. "Pop art or Psychedelic is advertising only a purely cosmetic point of view. Nostalgia and using nostalgia to market particular products to certain extent is an important tool of advertising. Will only the well known brands benefit or new products will easily gain popularity. Refreshing, stimulating and energizing is retro advertising a consistent advertising tool?"

The campaign "Frooti Fizz" started with collaborating with Nadia Chauhan and her team on their ideas and strategy for naming through creating the logo mark and visual language for the brand, through execution of the campaign. They also worked on the strategy for the brand personality and tone of voice for the communications and commercial. They teamed up with director Clim from Hornet, who conceptualized a simple short film which illustrates a mango turning into a Frooti Fizz. Alia is "the fizz" in the film, and as she runs towards the mango and touches it in slow motion, the mango explodes into a blast of fizz and the mango turns into the all-new Frooti Fizz drink. The simple spot is filmed entirely on a phantom camera. The magic of Frooti married to the fizz reiterates the immense popularity of the flavour. The FrootiGoFizzy campaign featuring Alia Bhatt has been created by New York-based Jessica Walsh who is the partner at Sagmeister & Walsh and has worked earlier on Frooti and Appy Fizz brands as well. The music for the campaign was by Amit Trivedi. Along with TV, other layers of the media-plan include outdoor, print and digital campaigns, as also the brand's maiden association with



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the big-ticket IPL (Indian Premier League) was an associate on-air sponsor the year.



Advertising has always been means of communication with a primary aim to persuade consumers to develop interest and desire towards a product or service that ultimately result in sales. The role of advertising is to understand the consumer and make whatever the current state of attitude towards, the information about and the image of brand or product more informative and make the consumer more favorable towards the product, service or brand. The success and failure of an advertisement depends on its communicative quality and for an advertisement visual, design, colours and typography are the key to its communication. The popularity of the disco music genre peaked during the middle to late 1970s. That was the true era when many things were invented and experimented. Trends are borrowed from the culture around and '70s and '80s tossed up a lot of ingenuity in custom, hairstyle, automobiles human relations and product promotions were subsequently effected.

It is necessary for advertising to be in line with the happenings around, the changing trends and being grade when required to communicate with the right audience. Every so often some advertisements are considered as trend-setters while some continue to be influenced by former trends. "Trend", is a tendency to incline towards a fashion, vogue, style or design. The tendency might last for a decade, lesser than or forgotten about. The year 1970s and 1980s amongst many had made a revolutionary mark in the history of trends. 1970, the year of disco, flower power, freedom of expression, vibrant and bold typography while 1980 brought in the art of cinema posters and gigantic cut-outs of our yester-year heroes hand heroines. Those huge hand-painted posters and cut-out culture is one of the most popular trend of the '80s decade.

'It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness'-AD Katha, The Story India Advertising, by Anand Halve and Anita Sarkar.

Imagine a time when individualism was a new attitude, a time of Environmentalist movement, people awakening to create a new "free" world.

Colour

Colour Selection should be guided by three factors: intuition, knowledge and experimentation and the '70s and '80s did all three. Imagine a time when colour Orange was popular, a trend which we find inspiring today was created and lived by people then. We have often guffawed at some advertisements saying, 'that is so old fashioned' or laughed at those models in bright coloured outfits glitzing glamorously under a disco ball jiving away into the night. They were the attention stoppers. Similar reaction was received for cinema poster art after the dawn of a digital age. The culture of high contrast colours used to dawn of digital age. The culture of high contrast colours used to create the stills of the actors to highlight the hero not just as a hero but a larger-than-life hero can put a spot light to shame.

To recreate a past in the present convincingly is no joke. If it's a matter of creating an era of medieval, Victorian or Rajput age advertising teams can spend days studying every detail of a fabric, costumes, armors to finger rings at the museums. It is the '70s or '80s cinema is from where artists draw advertisers inspiration. Cinema gave living proof of how their style was, the intensity of colours and patterns on fabric. Colours then, were not what we see today owing to the development in technology of pre-press and printing, that the colour pigments have been improvised and this makes it difficult to match the colour property '70s especially. Colour is a curious thing. Colour is information... instantaneous, reliable and exact. It's communication, rich subtle and complete. Identification. Visibility. Communication. Three jobs colour does better and more quickly than anything else. Communication may need "words", but we are learning that a word is more than a string of letters that we've seen before but in a different context. During those times legibility came first. If the advertisers message is legible but lost in the clutter of competition, the advertising battle is lost. Not all colours are easy to read; in fact some can be downright hard on the eyes. And when legibility suffers, type's whole reason-to-be is compromised.

Trendy colours in the 1970's were bright green, turquoise, sunshine yellow, orange and brown. White was used everywhere-in furniture as well as for backgrounds to offset brighter colours. Strong use of black and white were often accented with bright colour. Some colour combinations that were hugely popular were bright green and blue, black and white, yellow and white, pink and purple, yellow and orange, yellow and green and pink and green. Red, black and white were used together to create a colour scheme with a huge impact. These colours have made a comeback in their presence to make advertising conspicuous.

Fashion

Fashion trends see a comeback as well. The 1970s was also a time when disco gained popularity. As the nightclubs emerged on the scene, so did the need for people who loved to dance (or simply be a part of the dance floor) wear glitzy and glamorous stuff to dazzle other people in the clubs. Sexy and stylish hot pants, jumpsuits, halter necks and clingy

fabrics were some of the most famous fashion trends of the 1970s. The hippy look that began in the 1960s continued to create a flutter even in the 1970s. Loud colors and eye-catching accessories for instance that sported the peace symbol were worn by men as well as women.

While psychedelic rock-concert posters carried into the 1970s, that decade also saw an evolution in advertising, with more people's up-close faces declaring their devotion to a product. Cartoons and drawings were left to make-believe animals - the starkly drawn housewives of the '50s were replaced with perky human beings.

In the 1970s, the silhouette of fashion tended to be characterized by close fitting clothes on top with wider, looser clothes on the bottom. This trend completely reversed itself in the early 1980s as both men and women began to wear looser shirts and tight, close-fitting trousers.

The Popular fashion of 80's saw indulgence with heavy beaded necklaces, miniskirts, flared jeans, bell bottoms elaborate side burns, bandanas, pop pink nail polish and high heels. Contemporary fashion shows a clear bias towards the 80's and those bold clothes are making a sure comeback on the ramps and in daily wear. Although the avatar is new, it has retained the basic flavour of retro fashion. This was the time India flaunted off shoulder tops and chiffon sarees in a single breath, Fishnet stocking, flashy bracelets and tight trousers were everyone's staple.

One wondered what were the trends like during the earlier years? The 1970s was an interesting period in fashion that saw many trends, which left quite a mark in the fashion world. Be it the disco look or the wide bell bottoms, 1970's fashion trends had it all!

Typography

Typography from the '70s and '80s is inspirational to both designers and illustrators. It often takes on a story telling role in its design. With the software's and tools we have today we can be inspired by the work that has been in the past, but try to push forward into new territories.

Retro typography has been very popular over the last couple of years because there are some amazing artists who had created ground breaking styles with their techniques. When we create a typography inspired by '70s or '80s logo or typeface there's a good chance people will notice it quickly, but our work will get lost in the comparison to the original. While gathering references by going through pages after pages of retro artwork what grabbed attention was that most of the fonts were custom illustrated. The fonts take on a form illustration rather than design or layout.

Just about the time that Pop-Art style was making its way into galleries and fashion, a new generation of typesetting techniques was hitting the market, Letraset. Some of the options this equipment introduced to the design community were very Pop-Art like. If nothing else, '70s type was very bold, geometric and three-dimensional.

Visibility

Among the competition clutter, when there is lack of interest in advertisements, ideas, when advertisers are stuck they lean back on past and basics to be different among the clutter. Old school style is revived to relate to the past. When a product/fashion anything is brought back from the past into the present the ad has to take people back to the era and jog their memories to create an interest. This is indeed a strong idea. One cannot miss an advertisement, which is in black and white or sepia or tones of 70s among the extremely graphic HD ads. It attracts attention, kindles curiosity and promotes the product, thus the ultimate aim of an ad accomplished."

Intention

Advertisement serves the purpose of serving to people giving them what they want and keeping up with time, just, now and then suddenly inducing some past in the present to obtain attraction among the visual clutter. Nostalgia and using nostalgia to market particular products to certain extent is an important tool of advertising. For more emphasis, mostly adopted by well known brands. This advertising has a purely cosmetic point of view. Which is refreshing, stimulating and energizing. Usage can sometimes be just to be different, sometimes the product requirement.



Conclusion

India of the 1970s to the turning of the new millennium, a panoramic view of the evolution of India's social economy during the decade of the previous century, when many things were invented, experimented and created. The '70s and '80s threw up a lot of originality in terms of culture, art and music. The ideas were so new and refreshing then that we still go back to it. As the saying goes, 'history repeats itself' the current advertising stream is flashing back into the '70s and '80s style of design and trends. This

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The history of advertising in our country remains unwritten and the known past even to the most enthusiastic person does not go beyond couple of decades or more. The state of advertising today can be appreciated only in the back-drop of the past and therefore it may be worthwhile to have a glimpse of the origin and evolution of advertising in various media before we look at the present.

The advertising trends of 70s and 80s are being used for in current advertisements. These contexts are more psychological. These concepts create a positive influence, which can be repeated over and as age passes a strong ideology will remain the same. "Pop art or Psychedelic. We now indulge in borrowing elements from the past. The purpose behind the activity is to reveal something better to make the activity of advertising useful.

The advertising world is going ahead but with a different scenario. The elements may have been borrowed from the past but is used to influence and inspire people.

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