

# History of Marketing

## Digital Time Capsule Project

You will be selecting and researching ten (10) significant events in marketing history. Refer to the provided list on the next page to find inspiration, or explore other events that interest you.

### Step #1:

Select 10 events that represent different eras, innovations, and impacts on the industry. Aim for a diverse range covering both historical developments and contemporary trends. Consider events related to:

- Technological advancements (e.g., printing press, radio, internet, social media)
- Cultural shifts and societal impacts (e.g., women's rights, environmentalism, globalization)
- Groundbreaking campaigns and marketing strategies (e.g., "Just Do It," viral marketing, personalized experiences)
- Ethical considerations and regulations in marketing
- Emerging trends and future possibilities

### Step #2:

For each event, conduct thorough research to understand its context, impact, and significance.

Using the provided template, you will:

- Find an image that represents that event and insert the image anywhere on Slide 2
- Link the image that you inserted onto Slide 2 to the appropriate event slide using the directions on Slide 2. The first event in the timeline will be Event #1, the second event in the timeline will be Event #2, etc. When in Slideshow view, someone should be able to click the image and be taken to the slide with the event information on it.
- Type the event and the date it occurred in its appropriate spot on the Marketing Timeline on Slide 3.
- Complete the appropriate Event slide by answering the five questions given to you on each slide. Also be sure to include an image. This could be the same image that you used on Slide 2 or a different image.

Refer to the rubric to see full grading criteria.

### Step #3:

You will complete a gallery walk of all Digital Time Capsules. While participating in the Gallery Walk, you will complete the Student Gallery Walk Sheet.

## Some Important Events in Marketing History

1. **5000 BC:** Sumerians in Mesopotamia use branding and trademarks on goods.
2. **3000 BC:** Egyptians develop public relations by promoting pharaohs through monuments.
3. **1450:** Gutenberg's printing press revolutionizes advertising with mass-produced pamphlets.
4. **1732:** Benjamin Franklin publishes the New England Courant, one of the first American newspapers with effective advertising.
5. **1831:** P.T. Barnum uses outrageous publicity stunts to promote shows and performances.
6. **1887:** Dr. Price's Baking Powder introduces the first iconic mascot, the "Little Baking Powder Chef."
7. **1895:** Sears Roebuck publishes its first mail-order catalog, pioneering direct marketing.
8. **1902:** Edward David Jones teaches the first academic marketing course at the University of Michigan.
9. **1910s:** First cinema and radio advertisements appear.
10. **1914:** The "Kodak Moment" campaign creates emotional association with photography, changing brand advertising.
11. **1919:** The Bauhaus school pioneers modern design principles, impacting product packaging and advertising.
12. **1922:** First paid radio advertisement airs in the U.S.
13. **1927:** Nielsen ratings begin tracking radio audiences, leading to targeted advertising.
14. **1928:** Wrigley's gum uses the first celebrity endorsement by Babe Ruth, launching a trend of influencer marketing.
15. **1931:** Lucky Strike cigarettes change their packaging from green to white, setting a trend for sleek design.
16. **1936:** Launch of the Journal of Marketing, the first academic journal dedicated to marketing research.
17. **1939:** M&M's candies are introduced with innovative packaging that revolutionizes candy marketing.
18. **1941:** Bulova watches sponsors the first televised baseball game, marking the beginning of TV advertising.
19. **1946:** The American Marketing Association (AMA) is founded.
20. **1947:** Tupperware launches its iconic plastic containers, pioneering in-home marketing demonstrations.
21. **1950s:** Rise of marketing research, consumer psychology, and segmentation techniques.
22. **1954:** McDonald's adopts its golden arches logo and standardized building design, creating a powerful brand identity.
23. **1956:** David Ogilvy opens his advertising agency, pioneering "reason why" advertising.
24. **1960s:** Rise of television as the dominant advertising medium, leading to iconic campaigns like Marlboro Man and VW Beetle.
25. **1960s:** Rise of marketing in developing countries, adapting to cultural specificities.
26. **1962:** Procter & Gamble introduces "brand personality" with Mr. Clean, paving the way for relatable mascots.
27. **1969:** The first direct marketing campaign, targeted mailing for Columbia House Records, achieves success.
28. **1970s:** Focus on social responsibility and ethical marketing emerges.
29. **1971:** Walt Disney World opens, setting a new standard for themed entertainment and experiential marketing.
30. **1973:** McDonald's launches the Happy Meal, pioneering targeted marketing towards children.
31. **1978:** Gary Thuerk sends the first mass commercial email, sparking discussion about spam.
32. **1980s:** Rise of cable TV and fragmented media landscape, leading to diversification of marketing channels.
33. **1980s:** Emergence of global brands, navigating diverse markets and regulations.
34. **1982:** Apple's "1984" Super Bowl ad becomes a landmark event in advertising history.
35. **1984:** Nike launches the "Just Do It" campaign, revolutionizing sports marketing.
36. **1984:** Apple launches the Macintosh computer with a revolutionary Super Bowl ad, showcasing user experience in marketing.
37. **1987:** Domino's Pizza delivers "30 minutes or less or it's free," pioneering service guarantees in advertising.
38. **1990s:** Growth of cross-cultural marketing, respecting and integrating cultural nuances.
39. **1991:** Red Bull sponsors extreme sports and events, linking the brand with adventure and risk-taking.
40. **1994:** Hotwired magazine publishes the first online banner ad, marking the beginning of internet advertising.
41. **1997:** Launch of Google, revolutionizing search advertising and digital marketing.

42. **1998:** Google introduces PageRank, shaping search engine optimization (SEO).
43. **2000s:** Rise of social media, changing communication with consumers and creating influencer marketing.
44. **2000s:** Rise of "glocalization" - adapting global campaigns with local considerations.
45. **2004:** Facebook and MySpace launch, opening new avenues for social media marketing.
46. **2004:** Dove's "Real Beauty" campaign challenges traditional beauty standards and promotes body positivity in marketing.
47. **2005:** YouTube launches, creating a platform for video marketing and viral content.
48. **2007:** Apple launches the iPhone, sparking the mobile marketing revolution.
49. **2010s:** Rise of big data and analytics, personalized marketing, and programmatic advertising.
50. **2010s:** Growing awareness of cultural appropriation and importance of sensitivity in marketing.
51. **2011:** Instagram launches, boosting visual marketing and influencer partnerships.
52. **2014:** Dollar Shave Club challenges traditional marketing with a viral video, launching subscription-based razor service.
53. **2016:** Pokémon Go becomes a global phenomenon, showcasing the power of augmented reality marketing.
54. **2017:** Casper mattress company pioneers online mattress sales, disrupting the traditional furniture industry.
55. **2018:** GDPR regulations in Europe reshape data privacy and online advertising practices.
56. **2018:** Glossier beauty brand builds a loyal community through social media influencers and direct-to-consumer approach.
57. **2019:** Rise of personalized marketing experiences with automated chatbots and dynamic website content.
58. **2020s:** Rise of e-commerce, voice search, and artificial intelligence-powered marketing.
59. **2020s:** Rise of diverse voices and inclusivity in marketing campaigns, representing different identities and perspectives.
60. **2022:** TikTok surpasses YouTube as the most downloaded app, marking the shift towards short-form video
61. **2022:** Metaverse platforms like Decentraland and The Sandbox gain traction, offering new frontiers for virtual marketing experiences.
62. **2023:** Generative AI tools like Dall-E 2 and Midjourney revolutionize creative content creation for marketing campaigns.