As regards advertising, the Spanish decade of the fifties was based on tradition, Spanishness, exquisite values. However, in the mid-fifties under Eisenhower presidency, Spain started the process of Americanization. The desire of having a better future was a part of Spanish society and as a consequence, this brought with it a change in the way enterprises communicated. This paper shows, through advertising, the new perspectives of what the near future would be and in which areas Spanish people would need to be ready. The four campaigns in this paper were a reference of the transformation of the country with new energies and new technologies and it reflects the educational value of advertising. The technique applied to this paper is periodization by turning points (Hollander et al., 2005). The turning point is the Eisenhower Administration and above all, under Mr. Lodge, the Ambassador of USA in Spain from March 1955 to April 1961, where the relationship between Spain and USA started with a monetary help among other relevant aspects.

The increase of promotion and its value for a newspaper was a key element in Spain in the 50’s. In 1957, with the arrival of technocrats to Franco’s government, the policy of Spain was aimed at its economic development. In this atmosphere of growth, the new decree of 20 July raised the new advertising space in newspapers from 20% up to 33% (De Las Heras Pedrosa and Jambrino Maldonado, 2014). Franco’s regime under the influence of USA stimulated newspapers and companies to invest in advertising. This business relationship affected positively the growth of the Spanish market and Spanish consumer culture, which grew rapidly under American influence.

Spanish consumption was growing at the end of the 50’s. In fact, in 1957 the actual consumption per inhabitant recovered the level of twenty three years previously (Maluquer de Motes, 2004). This progress helped to increase private consumption rapidly. The family budget was distributed as follows: 55.3% in food, 13.6% in clothing and shoes, 5% in housing, 8.3% in household expenses and finally 17.8% in miscellaneous expenses (Maluquer de Motes, 2004). Households could spend money on aniseed or chocolate or new “technologies” for the house such as venetian blinds. As usual in the advertising of Spain in the 50s, the value of the words was basic. The narrative has as a basic attribution to sell (Madrid Canóvas, 2007). Therefore, all the eleven advertisements referred to hypothetic futuristic messages with the prevalence of educational information.

Gradulux launched a campaign from the 10th of April to 21st July 1956 with twelve different futurist messages in several newspapers such throught the Spanish geography: Madrid, Seville, Barcelona, Burgos, Tarragona, Las Palmas de Gran Canarias, Vigo, Zamora, Bilbao, Lerida, Oviedo, Murcia San Sebastián, Gerona, Pamplona Leon and Almeria and magazines such as Destino and Secciones del Digest Reader to promote Venetian blinds. The advertising agency was Zen, founded by Alexandre Cirici i Pellicer (renowned artist) and Paquita Granados in 1951 in Barcelona. Zen was a scientific laboratory and artistic workshop of advertising (Martínez Figuerola, 2010). The whole campaign was structured with these issues: we will study while sleeping, soon we will farm in the sea, colour television atomic shells with mail and cargo, the machine 701 is 100,000 times faster than the human brain, we will register the television events in magnetic support, holidays in artificial satellites, we will use solar energy, soon we will travel to the moon, machines with memory, atomic batteries for everyone and the dessert will be farm with seawater. Inside the text, a great influence of USA is shown: Huxley and Orwell novels, Columbia Company, W.R.G. Baker from the Television National Commission, Nautilus American submarine, International Business Machine, Harvard University, David Sarnoff of the Radio Corporation of America, researchers such as Von Braun, IMT of Massachusetts and Dr Shannon of Bell Telephone Laboratories. The information was very much avant-garde for the Spanish public who admired those innovations that “came from abroad”. At the end of the message, they always connected each innovation with a particular value, the benefits of using venetian blinds.

Anis Castellana was and is a well-known company in Spain and famous for its advertisements and lotteries to draw attention from the general public. From October 1957 to November 1959, the company launched the campaign “the world would be...” in ABC (Madrid), ABC Seville and El Alcazar (Madrid). The advertisements highlighted the values of the brand as traditional together with modernity,
which is the key of the whole campaign. Anis Castellana always trusted promotion as a mainstay of selling its product and in fact, the advertisements were published on the back cover of each publication in a whole page and some of them in colour, and on Sundays. The advertising agency was owned by the same company as Anis Castellana, whose owner was Emeterio Ruiz Melendradas (Eguízabal Maza, 2003). Therefore, the effort of promoting the brand was more extended. It was made up of twenty-six images without any specific frequency or continuity and in the middle of other advertisements of the same brand. The inside messages covered the world “in the future” regarding: cities, military commanders, food, readers, storms, navy, cleaning, costumes, space navigation, buildings, offices, military bridges, energy, cars, soldiers, climate, telephone, engineering, kitchen, explorers, aerodromes, man, war and letters. The futuristic prophecies are in conflict with the traditional image of the brand, which could show a need to reach new consumers, due to the huge amount of competitors in the anise industry.

Amatller – Chocolate Company promoted chocolate through a collectable cards collection. The promotion campaign started on 11th January and ended on 22nd February 1958 and was published not only in independent newspaper but also in Franco’s regime Press Movement newspapers such in the cities of Madrid, Barcelona, Badajoz, Caceres, Granada, Tarragona, Lerida, Ciudad Real, Gerona and Huelva. Publicruz was a local advertising agency from Barcelona which was founded by José Artigas, a very well-known graphic designer in Spain.

Zenith promoted it watch from May to December 1957 in the newspapers of Madrid, Seville, Vigo, Barcelona, Bilbao, Oviedo and San Sebastian. The campaign was consisted by five images, four of them related to the space (the progress, the satellite, the wall of sound and the space rocket) and only one image about race cars, whose title was only one victory is not enough!.

New energies for a prospective future. Three main new energy sources can be found: nuclear, magnetic and solar. Among the three possible new energies: solar (figure 1) and magnetic (figure 2) were the less known at the time. However, it is worth noticing that they were just a possibility in the 50s. Then, nuclear energy for peaceful purposes such as medicine (figure 3) and households (figure 4).

The influence of new technologies appeared as a new trend to use in advertisement industry. Space race was a key issue for USA and the next destination was the moon. This idea was reflected as a part of the near future (figure 5 and 6). In fact, from 1955 to 1961, during the American Cultural Week organized by the Embassy of USA and the American houses, the conquest of the space by USA was shown to the Spanish Public along the whole Spanish Geography.
Artificial satellites or space rocket with several purposes: as a future destination (figure 7) or just as an innovation (figure 8, 9 and 10).

New technologies improving daily life: new ways of studying (figure 11), new ways of reading (figure 12) quite similar to our Ipad.
New technologies improving society: computers (figure 13), media or the way of working (figure 14) or new means of transport, faster and faster (figure 15 and 16).

These campaigns are a good example of the change of Spanish consumers through the influence of brands. Moreover, the text in each advertisement has an educational value about new technologies and new expected transformation in the way of living of the Spanish society. The fifties was a period where the Spanish public and society required a deep change and they tried to open their minds to new adventures. These advertising campaigns reflected the deep-rooted need of embracing new changes and transformations in order to create a modern Spain more connected to other countries, among others USA. Apart from that, the paper emphasizes the power of advertising as an educational value, when society could experiment negative feelings towards the unexplored world through new energies and new technologies.

References