



PUBLICIS GROUPE

TASCHEN

PRESS RELEASE

A History of Advertising
Stéphane Pincas and Marc Loiseau



**PUBLICIS GROUPE AND TASCHEN ANNOUNCE THE LAUNCH OF
A HISTORY OF ADVERTISING
BY STEPHANE PINCAS AND MARC LOISEAU**

Paris, September 8, 2008 – Publicis Groupe and TASCHEN announce today the publication of the book *A History of Advertising*, written by Stéphane Pincas and Marc Loiseau. The authors are both advertising veterans, with several decades of experience working within Publicis Groupe.

This book is a work which, for the first time, gives a cyclorama of advertising. Comprehensive from an historical point of view in that the period begins in 1842 and brings us all the way to the start of the millennium. Comprehensive also in geographical terms because we are not only taken through American, English or French campaigns but also through those of emerging economies such as Brazil, India or China. Comprehensive finally, from the point of view of so many different brands and businesses being represented.

Throughout this book we are given wonderful examples of classic brands (such as Dim, Coca-Cola, Nescafé) which have known how to respond to both changing demand and technology in order to remain successful. Over recent years, advertising has broadened to include social causes, and this book reflects the contemporary artistic licence used to reflect them.

Split into chronological chapters, the book presents numerous iconic campaigns through the decades. We get to discover the advertising work of great photographers from Steichen to Richard Avedon, Sebastião Solgado, Paolo Reversi as well as Jeanloup Sieff. Well-known film directors such as Guy Ritchie, Wong Kar Wai, Tony Scott, John Woo, Jean-Jacques Annaud and many others also make an appearance. We even get to see the truly surprising contributions of some of the 'giants' of the art world such as Picasso or Magritte.

"This book is an invitation to rediscover some of the wonderful creative work that spans more than a century. Certain of these still resonate in our memories. A History of Advertising is a simple 'family' story, the story of Publicis Groupe and its big creative networks." commented the book's authors Stéphane Pincas and Marc Loiseau.

About the authors:

Stéphane Pincas and Marc Loiseau are advertising veterans from Paris, having worked over three decades in top creative departments and on social research respectively. During their long period in the industry, mostly at Publicis Groupe, the fourth largest communication group, they have helped to build legendary French brands nationally and internationally. Their in-depth knowledge of the field and their personal adventures are reflected in this publication.



Visuals: Journalists can access images in 300 dpi resolution at www.taschen.com by clicking on the heading press, and then following the link to press downloads. Completion of the form gives access to all of the images of the TASCHEN catalogue (royalty-free). Usage of these images is only authorized for the promotion of the book and usage of more than three images must be negotiated with TASCHEN.

Scandalous!

Songain, the great French poster artist of the post-war period, said that a successful poster must be "a visual scandal".



In 1952, Publicis, who had the task of promoting Maggi's vegetable stock base, asked Richard Songain to create a poster. Songain, who had been Cassandre's student and the father went to the U.S. in 1950, belonged to the modern poster tradition defined by John Carter as the visual representation of ideas. Songain used humor and graphic symbolism in some regions of Europe. Working combined with the strength and simplicity of Jean and Huguette and Jeanne which had the word "Maggi" and another character. This sign plus the visual representation of the pot contained the "Maggi" brand, which proved to be the perfect counterpart to the customer guide he presented: simple, clear, direct and to the point. After an initial trial which was soon taken up by the general public, the "Maggi" sign created in 1952 in the U.S. and L. Cardullo made an excellent choice for which used Songain's illustration. "To make a great poster, you need colors, white space, and..." said Songain. This illustration quickly became part of the French cultural heritage.

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Songain was to re-use the theme of an earlier ad to launch the Maggi's vegetable stock and stock in 1954. The character was used to become a symbol for a character. In 1955, the French economy was booming, inflation was out of control and the Gauche appeared a strong power with Pierre Mendès France. Songain's work, it established from now immediately improved existing measures, brought to market using real prices. The poster which Jean-François created for Publicis in the spirit of Songain, was a success. It was the first of a series of posters (to be used in the future) to be used in the future. The poster was used to make the brand more visible in the market. The poster "suivez le bœuf" (follow the bull) was used as the brand's primary visual communication in France and was still in use years later.



Richard Stone 103

About Publicis Groupe

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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