



**UNIVERSITATEA „BABEȘ-BOLYAI” CLUJ-NAPOCA
FACULTATEA DE ISTORIE ȘI FILOSOFIE
ȘCOALA DOCTORALĂ ISTORIE. CULTURĂ. CIVILIZAȚIE**

**THE HISTORY OF ADVERTISING IN THE POST-
COMMUNIST ERA AND THE CHANGE OF PUBLIC
MENTALITY**

**COORDONATOR ȘTIINȚIFIC:
PROF. UNIV. DR. IOAN BOLOVAN**

**DOCTORAND:
CORNELIU CEZAR SIGMIREAN**

Cluj-Napoca
-2015-

SUMMARY

| | |
|--|-----|
| Introduction | 4 |
| Chapter.I Advertising. A historical perspective | 9 |
| The beginnings..... | 9 |
| I.2. The industrial revolution and the advertising..... | 11 |
| I.3. Advertising revolutions: advertisers and advertising agencies..... | 17 |
| I.4. Advertising in Romania during Modern Period (1800-1948)..... | 54 |
| I.4.a. 19th century | 54 |
| I.4.b. Romania during the Interwar Period..... | 65 |
| I.4.c. Press and propaganda in the communist regime..... | 69 |
| Cap. II. New borders. Advertising in the contemporary world | 77 |
| Cap.III. The fall of communism and the opening of a new era in the romanian advertising | 115 |
| III.1. The miracle of the communism's fall and the first steps in adverstising..... | 115 |
| III.2. The advertising and the shaping of the new Romania..... | 119 |
| III.2.1. Discovering the business..... | 119 |
| III.2.2. Western car | 121 |
| III.2.3. Without prejudice..... | 124 |
| III.2.4. Western clothes..... | 127 |
| III.2.5. Cigarettes and alcohol – a secure income..... | 130 |
| III.2.6. Color TVs | 132 |
| III.2.7. The computer and the stake of performance..... | 137 |
| III.2.8. IT and high performance | 139 |
| III.2.9. 1992 and the maturing of businesses. The car industry..... | 141 |
| III.2.10. New companies | 145 |
| III.2.11. Successful western brands in Romania..... | 147 |
| III.2.12. Pepsi..... | 150 |
| III.2.13. Business and politics | 152 |
| III.2.14. Movies and industry..... | 155 |
| III.2.15. The car | 157 |

| | |
|---|------------|
| III.2.16. Samsung, Philips, Panasonic | 159 |
| III.2.17. Air travel invitations | 161 |
| III.2.18. CASIO | 164 |
| III.2.19. Pharmaceutical industry..... | 165 |
| III.2.20. Telephony and Xerox | 165 |
| III.2.21. 1993 și 1994 – the years of diversity..... | 168 |
| III.2.22. Flights to the free world: Tarom | 169 |
| III.2.23. The autochthonization of the car industry..... | 171 |
| III.2.24. Enriching overnight | 174 |
| III.2.25. Serious things are happening : perfume and “Antennas”..... | 177 |
| III.2.26. The car dominates the romanians preferences..... | 181 |
| III.2.27. Electronics brings comfort | 189 |
| III.2.28. Banks and capitalism | 193 |
| Cap. IV. Advertising and the birth of Post-Communist Romania | 195 |
| IV.1. Emotional premises | 195 |
| IV.2. Political premises | 196 |
| IV.3. Advertising causes a new sensibility to the romanians | 198 |
| IV.4. From mental advertising models to mental changes | 203 |
| IV.5. Romanians in the mid 90s: cultural options, mental landmarks | 208 |
| Conclusions | 216 |
| General bibliography | 221 |
| Specialized bibliography | 224 |
| Digital bibliography | 240 |

Keywords:

advertising; mentalities; advertising consumer; the history of advertising; the history of advertising in Romania; advertising mental models; mental changes of the advertising consumer.

Thesis Summary

Advertising is a mobilizing factor of our contemporary society but, at the same time, it is a source of knowledge of certain moments and phenomena in modern and contemporary history. As I have noted in Chapter I of my thesis, advertising, invented in ancient times, has experienced a major impact along with the development of the press, establishing itself as one of the biggest public powers, something completely unsuspected by Montesquieu when he defined the three powers of our modern society, i.e. legislative, executive and judicial powers. It is said by the founding fathers of democracy, that each power has its own counter-power. Probably only one of them, the power of media, is freed by the existence of such a counter-power. To the three powers previously described by Montesquieu, we can also add the contemporary financial, technology and science powers. All of these, to a greater or lesser extent, depend on the media and the advertising phenomenon. If you are not known, you do not exist! I have tried to highlight this phenomenon by emphasizing the connection between the development of modern economy, the media and advertising. Advertising appeared almost simultaneously with the appearance and development of the press. England, the country that prefaced the big Industrial Revolution because of its development, is very conclusive in this regard. The first advertisement appeared in the eighteenth century, along with the establishment of the press and the appearance of a capitalist economy. Advertising, as we have previously shown, came to the front together with the appearance of consumer goods and the ways of promoting them. In certain countries, during the Industrial Revolution, the advertising phenomenon would be generalized in every part of the world where Western Civilization had been imposed. Switching from manual labor to automation has stimulated the market and spurred the need for advertising. The comfort and the need for more diverse products had increased with the Industrial Revolution, each of the competitors willing to better mark their identity as producers and suppliers, with the new culture imposing individualism and specialization, according to McLuhan. Advertising became the main promoting outlet, increasing the exposure of products on the market and the chances of recouping the investments. In an increasingly fierce competition, advertising becomes ever-present in the marketing strategies of all those who produce, from the owner of a shop, to large companies. Therefore, the development of the industry and the capitalist economy has led to advertising becoming a true industry. In the more developed countries, i.e. USA, England, France and Germany, the first advertising agencies are created, something that I have described in a separate sub-chapter of my thesis, in order to highlight the dimension and influence that advertising had reached worldwide during the Industrial Revolution, and the role of certain personalities that have revolutionized advertising.

Regarding the advertising phenomenon in Romania, I have proposed a sneak peek into the history of media and advertising within the territory that is now the country of Romania. Undoubtedly, geography has played a major part in the history of the Romanian people. Located in Eastern Europe, the Romanian people have accompanied the decline of Eastern Europe after the fall of Constantinople. In the eighteenth century and then in the nineteenth century, the rebirth of the Romanian people had begun by rediscovering the West and its values. Almost miraculously, in the nineteenth century, the Romanians have reintegrated

within the circle of values of Europe. In this context, the press and advertising had both developed. Whether we are referring to the press in the Old Kingdom, or the one from Transylvania, Romanian press had shortly acquired the defining features of Western media. Newspapers and magazines had appeared from the very beginning of the advertising phenomenon, both through messages and through graphics, as advertising became a daily phenomenon in the media. Advertisements in Transylvanian newspapers such as Familia, Gazeta Transilvaniei, Telegraful, Tribuna, Tribuna Poporului, Unirea etc. reflected the cultural environment of the empire, the influences of Lutheran cultural environments, Calvinist or Catholic, and the diversity and dimension of the economic, social and political life within the Danube Empire. Naturally, being receptive to the advertising phenomenon, which was also partly financing their appearance, Romanian newspapers had differentiated themselves within the advertising field through greater availability to promote national economic or cultural phenomena. Of course, in most cases, the reading public is the one who dictates in advertisements. The same phenomenon, with a greater concern for professionalization, is also observed within the press in the Kingdom, where during the 80s of the nineteenth century, the appearance of the first advertising agency is recorded. Everything related to advertising will reach its peak during the inter-war period, today seen by many historians as the Golden Age of Romanian culture. The urban development, the expansion of the borders of literacy, the economic development and the mundaneness itself as a phenomenon of modernity, have generated the writing of a glorious page in the history of inter-war advertising. A brief history of advertising in the Universul newspaper, the one with the largest circulation, illustrates an entire world from a cultural, social and economic standpoint. The history of advertising was written, during the communist period, in contrast to this world. First, advertising had emerged as a phenomenon of economic competition. But communism had eliminated competition, with the economy becoming fully owned by the state. Factories and plants were no longer in a competition to conquer specific markets, as they were only "competing" against each other for participating in the development of the socialist economy. For Romanians, alternatives were reduced to a small range of products, largely standardized. This had almost cancelled out the concept of advertising, imposing propaganda. The rationalization of consumer products in the 80s, when Ceausescu endeavored, to the detriment of his own people, to pay Romania's foreign debt, had led to the disappearance of advertising, or it had come down to just advising Romanians to spend their free time and holidays in various bathing resorts or tourist stops. The truth is that in those years Romanian resorts were not very sought-after by foreigners, hence a huge number of accommodation facilities were left available to Romanian citizens. Sensing that the chances of competing with Western society had been lost, propaganda, or communist counter-advertising was minimizing capitalist values. Against the backdrop of restrictions and isolation of Romania in the final years of the Ceausescu regime, the world economy and the advertising phenomenon reach unexpected dimensions in the East. Specialists, analyzing the changes occurred in the 80s, were wondering if the twenty-first century hadn't somehow started back then. Communication, media in general, and advertising accompanied changes or had even anticipated them. From the cosmetics industry, to the consumer products industry - beverages (beer and whiskey) and cigarettes - from the McDonald's fast food restaurants, to the automotive and aeronautical industries, as well as aviation companies (British Airways, Air France etc.), from companies manufacturing footwear (Adidas, Nike, etc.) to the ones manufacturing jeans, everything had been using marketing tools that neither the Berlin Wall nor the Great Wall of China could have hindered. In 1989, the East had surrendered, together with the Bucharest regime.

A new historic period had begun in Romania, with foreign capital and all its advertising arsenal entering the Romanian economy despite the lack of hospitality shown by the new Bucharest regime that came to power in December, 1989. The press had experienced a radical metamorphosis, embracing a new ideology almost overnight. From being loyal

defenders of the regime, the journalists now start inviting Romanian people to buy foreign products. Advertisement promoters quickly discover the visual impact of images. TV screens in all the country start broadcasting ads for Pepsi, Adidas, Aquafresh, Bonibon and other products. Gradually, after a romantic period, advertising starts to get professionalized, becomes a business, and, at the same time, it becomes an intermediary between the new products and Romanian people's consciousness. The automotive industry, with the foreign car every Romanian had been dreaming of, initially penetrates the market with second-hand cars which then start competing with the one and only Dacia, and the one and only Oltcit. In Romania, newspapers of the early nineties invite Romanians to buy Mercedes, Opel and other German import cars. Very attractive, particularly to men, cars would then start competing with cosmetics, which were particularly attractive to women, e.g. the Insieme products, or candy, particularly attractive to children. Advertisements promoting jeans and especially foreign cigarettes, namely Assos, became extremely popular. "Subscribed" every night to different TV shows, Romanians are easily won over by advertisements for TVs, initially second-hand ones, and then by advertisements for famous TV manufacturing companies, such as Panasonic, Philips, Samsung, Sony, etc. The IT industry proves particularly active, with advertisements for companies such as Logic, Standard Commercial, Ice Felix, Microcomputer, Innovator Computer, etc. The computer, through its logistical capacity, presented using a particularly aggressive advertisement, quickly conquers the Romanian market. Undoubtedly, assessing the phenomenon in terms of advertising, the auto industry is constantly in the top. The emergence of the South Korean company Daewoo in the city of Craiova had rendered the Romanian market more dynamic. Advertisement pages, both in the *Adevărul* and *România liberă* newspapers, are highlighted by advertisements for car manufacturers such as Opel, Peugeot, Nissan, Mercedes, etc. Having to compete with massive car imports, Romanian brand Dacia sought to create highly attractive advertisements. Of course, advertising had become an everyday phenomenon. Basically, no product would launch on the market without adequate advertising, even if it wasn't always convincing. Advertisement pages became an accurate mirror image of the changes Romania had gone through in its first six years after the fall of the communist regime. From cosmetics and pharmaceuticals, to Pepsi and jeans, from the IT and automotive industries, to the banking phenomenon and the invitation to visit foreign countries through the TAROM agency, advertising became a chronicle of the post-communist history, of all the frustration accumulated during communism and the boundless aspirations of Romanian people, hence the Caritas phenomenon.

Of course, we cannot ignore what is today the huge persuasive force of advertising. Nowadays, advertising agencies have a very good knowledge of the reaction mechanisms of the human mind, and they know how to trigger what is called the "subconscious seduction". Specialists such as Dr. Robert Heart, Antonio Damasio, Daniel Dennett, Daniel Schacter and Joseph Ledoux have made significant contributions, true revolutions in neuroscience, which are now widely used by advertising specialists. Today, it is a proven fact that the influence of our emotions is so strong that we simply cannot make a decision unless our emotions resonate with it. And, especially, we do not realize how "gullible" we are and how easy it is for all kinds of external factors to transform us. Today, we have come to a point where changes in the mental models of marketing strategies are also applicable in advertising.

The natural question during a reconstruction of the history of advertising is to what extent was it a change factor for the 1989-born Romania in giving birth to a new mentality? Historians who have dedicated their studies to the history of mentalities, such as Georges Duby, Jacques Le Goff, Michel Vovelle etc., are skeptical about the possibility of having dramatic short-term changes of mentality. As a conclusion, based upon the research on the "paradigm shift" conducted by one of the greatest philosophers of science, Thomas Kuhn, I believe that Romania has suffered multiple changes in a very short period of time. Advertising

hasn't been the main responsible for these changes, but it has certainly helped Romania change through the power of "subconscious seduction."