

Visual Galleries

Something local

Refined by: (none)

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Filter by:

Industry

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☐ \$50,000 cash prizes can you identify...



☐ 1/2 price sale



☐ The 100-million-dollar look!



☐ 1937 Chrysler Airflow



☐ 1946 Ford



☐ 3 gifts to make a merrier Christmas ...



☐ 3 Milwaukee exclusives



☐ 30 million kids overseas need



☐ The '58 cars in new Du Pont Lucite L...



☐ "8 out of 10" know a secret - do you...

Market Research & American Business, 1935-1965

► MY ARCHIVE



Introduction

Documents

Industries

Chronology

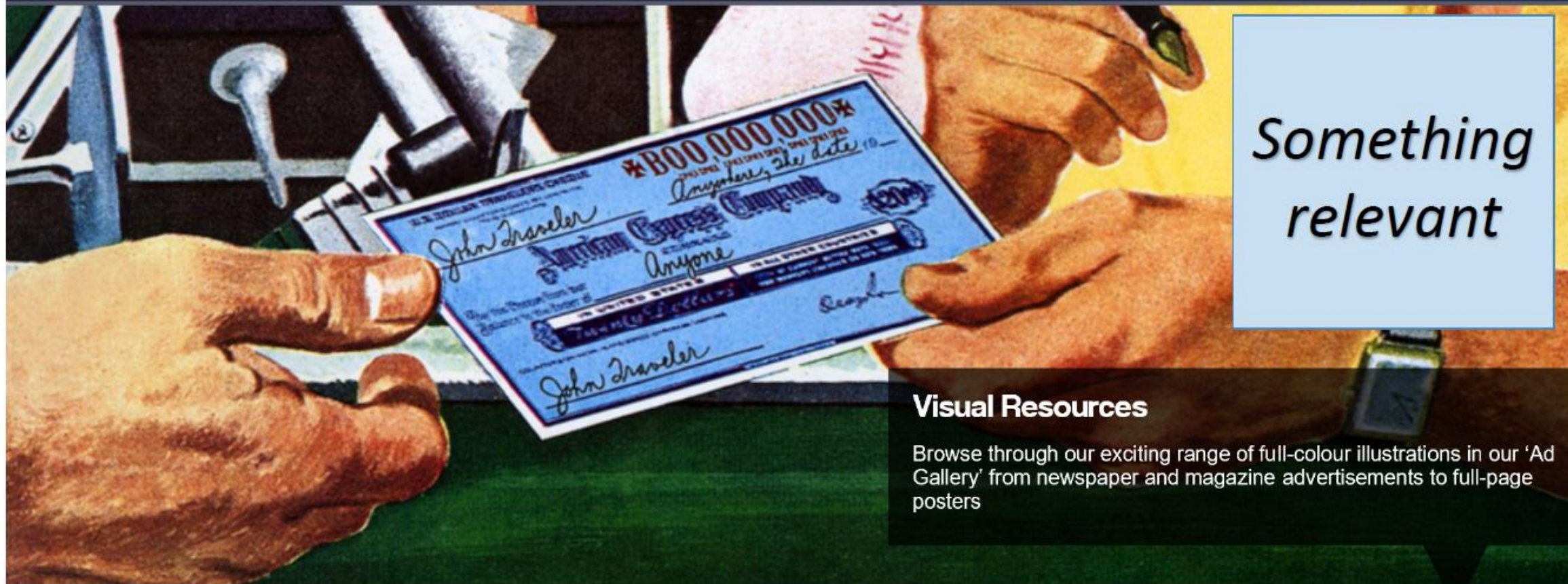
Ad Gallery

Further Resources

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Something
relevant

Visual Resources

Browse through our exciting range of full-colour illustrations in our 'Ad Gallery' from newspaper and magazine advertisements to full-page posters

Welcome to Market Research & American Business, 1935-1965

Market Research and American Business, 1935-1965 provides a unique insight into the American consumer boom of the mid-20th century through access to the complete market research reports of Ernest Dichter, the era's foremost consumer analyst, market research pioneer and widely-recognised 'father' of Motivational

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Market Research & American Business, 1935-1965

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Something interesting

☐ Select Image**Title:**

American Express traveler's cheques

Date:

1950s

Image Type:

Magazine

Source:

The Advertising Archives

Industry:

Financial Services

Company:

American Express Company

Brand:

American Express

Keywords:

traveler's cheque, travel, money, tourism, vacation

Image details:

Color; Drawing

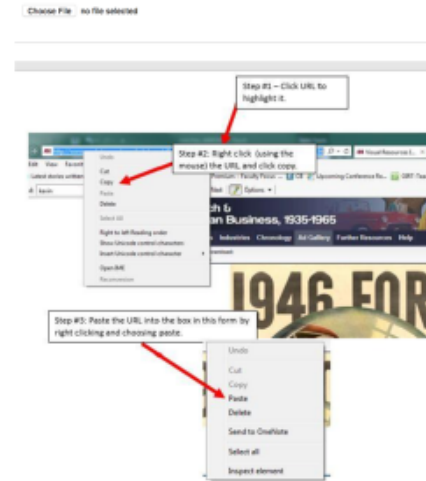
Course Project Redesign

Partnering with Institutional Research & Training

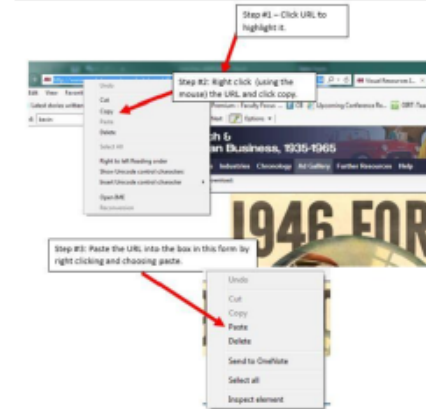
Survey #1

Initial Image Upload

Upload your image here by clicking the browse button and finding your image on your desktop or laptop computer.



Share the permanent link to your image here. To find the permanent link, copy the website address (URL) from the page where you found your image.



Survey #2: The Original Student Reflection

Question 1: The Heat map Question

Where does your eye go first? Click the part of the image below to indicate.



The advertisement shows a red Chevrolet Caprice from the 1960s. The top half of the image is a close-up of the car's interior, showing the dashboard, steering wheel, and a woman wearing sunglasses in the driver's seat. The bottom half shows the exterior of the car from a side profile. A 'Save' button is in the top left corner. Below the car, there is promotional text and the Chevrolet logo.

It's called Caprice. It's made by Chevrolet. It's built to compare with any other elegant car.

Small text at the bottom left: Next time it's not just one, but two elegant models. It's the new Caprice Caprice Series. There's the Caprice Caprice coupe shown with its distinctive roof line. A Caprice Sedan and two handsome new Caprice Wagons with the new look of wood grain interior paneling.

Small text at the bottom center: They are the end away the most beautiful Chevrolet ever built. Inside, you're surrounded with the look of glowing, hand-carved, walnut, laminated upholstery and built-in door pockets. The ride is exceptionally quiet and smooth.

Small text at the bottom right: It's loaded and offered by generous equipment, super soft shock absorbers and a coil spring at each wheel. The background picture shows the Caprice Caprice's special sport interior that you stay with in color. Now, gently, speed. Notice. Buckle first seats are included along with a safety seatbelt for full independence. Even the power you can add to special. There's the elegant and elegant new 1966 Caprice 7-2 at \$22,999. Or, there's the 1967 Caprice 7-2 at \$22,999. Or, there's the 1968 Caprice 7-2 at \$22,999. Chevrolet Division of General Motors, Detroit, Michigan.

Caprice CHEVROLET

Questions 2-6: Reflection Questions

- Who created this advertisement?
- Who do you think the audience was for this advertisement?
- What year or decade was it created?
- What was happening or what do you think life was like during that time period?
- What biases or stereotypes do you see in this advertisement?

Survey #3: Peer Reflection Survey

Who created this advertisement?

Who do you think the audience was for this advertisement?

Question 1: Heat map question presented based on the image that was selected by the original student

Display Logic (Click the area of the ad that interest you the most.)

Display this Question only if the following condition is met:

Embedded Data ▾

selection

Is Equal to ▾

Sally Student



☐ In Page

Close

✓ Save

>>

Powered by Qualtrics

Survey #4

Students receive a report that aggregates their peers' responses to the heat map question and the reflection questions

Q64 - Click the area of the ad that interest you the most.

Q9 - Who created this advertisement?

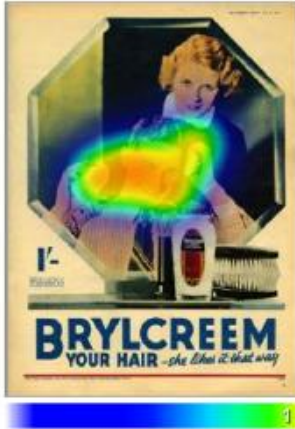
Q11 - Who do you think the audience was for this advertisement?

Q13 - What year or decade was it created?

Q15 - What was happening or what do you think life was like during that time period?

Q17 - What biases or stereotypes do you see in this advertisement?

Q64 - Click the area of the ad that interest you the most.



This is a graphical representation that shows the locations where your peers clicked when asked where they first looked when viewing your advertisement. The redder the area, the more your peers chose that location in your advertisement as the area that interested them.

Students were asked to reflect on the peers' responses to their originally selected image and to share feedback on the entire advertisement reflection process.

Students were also asked to consider how this process of uploading content which was shared with students and peers for reflection (and ultimate summarization of reflections for the original student) could be utilized in the future, both for the current composition course and for other courses at the college.

Benefits of Cross Departmental Collaboration

Two heads are better than one.

(Sometimes 3 are better than 2)

Potential access to larger budgets

Access to advanced expertise

Save time (?)

Tips for Beginning Cross Departmental Conversations

How can you add value?

What can you buy?

Be seen.

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