Web-archived figures

These figures can be viewed at https://www.e-elgar.com/visual-branding-companion-site.

WA.1 Unsuccessful visual staging in a Pillsbury ad from the early 1900s
WA.2 Congoleum ad from the 1920s
WA.3 Colgate ad from the 1920s
WA.4 Campbell’s ad from the 1920s showing use of color to brand
WA.5 Fels-Naptha soap ad from the 1920s attempting to own colors
WA.6 Duz detergent ad from the 1950s showing busy layout
WA.7 Busy Dole ad from the 1950s
WA.8 Max Factor ad from the 1950s with successful visual staging
WA.9 Armstrong flooring ad with color photography
WA.10 A garish detergent ad from the 1950s
WA.11 Campbell’s 1950s ad with unsuccessful depiction of food
WA.12 Jello 1950s ad with successful depiction of food
WA.13 Less successful Jello 1950s ad
WA.14 Revlon ad from the 1980s with problematic color photography
WA.15 Shake ‘n Bake ad from the 1980s less successful in depicting food
WA.16 Cosmetics ad from the 1980s with less successful photography
WA.17 Sanka ad from the 1980s with successful color photography
WA.18 Hunt’s tomato sauce ad from the 1980s
WA.19 TreeTop apple juice ad from the 1980s
WA.20 Crest ad in the new figurative, fantastic style