SCHOOL RESOURCE PACK

ADVERTISING AT ROWNTREE’S

It’s the flavour
that the families
favour—the flavour of

ROWNTREE’S COCOA
ADVERTISING AT ROWNTREE’S

INTRODUCTION

AT A GLANCE
Suitable for: KS3 and KS4 English

Curriculum Link:
- Consider how a text reflects the audiences and purposes for which it was intended
- Study the effectiveness and impact of documents, by analyzing the choice of vocabulary, form, grammatical and structural features,
- Understand how language and images can be used as a persuasion tool

Learning Objectives:
- To understand how Rowntree & Co. tailored adverts and products to specific audiences through language and images
- To be able to apply these techniques to other forms of persuasive documents

Further Resources:
- Yorkshire Film Archives for TV adverts
- The History of Advertising Trust

Images re-produced with kind permission of Nestlé

BACKGROUND
Rowntree & Co. was founded in York in 1862 by Henry Isaac Rowntree. While they initially focused on cocoa and chocolate, Rowntree’s began to flourish after they created the first English Fruit Pastilles in 1881. Prior to this pastilles had been imported from France.

Initially Rowntree’s largely eschewed advertising, as they believed that the high quality of their products would speak for itself. However the 1920s saw a dip in sales that left the company on the edge of bankruptcy. As such, the company decided to create specific, branded products, each with advertising aimed at a specific target audience. Black Magic, the first of these new products, was launched in 1933.

This resource pack focuses on three Rowntree’s products. Sources 1 to 3 are cocoa adverts, suggesting cocoa is good for the whole family. Rowntree’s created a ‘purer cocoa’ in 1887, so the high quality of the product is also emphasized. Sources 4 to 6 are adverts for Black Magic chocolates, while source 7 is the campaign summary for their ‘letter adverts’. Prior to the 1930s, giving a girl a box of chocolates was expensive and tantamount to a marriage proposal. Rowntree’s changed this by creating a simple and affordable box of chocolates called Black Magic. The adverts promote Black Magic as being a romantic and indulgent. These ‘letter adverts’ were so successful that the campaign continued for nearly forty years. Finally, sources 8 to 11 are adverts for Fruit Pastilles or Fruit Gums. Originally Fruit Pastilles were marketed as a sort of cough sweet, but after the introduction of the ‘two penny tubes’ in 1928, the advertising changed focus and became aimed almost exclusively at children.

Rowntree’s was taken over by Nestlé in 1988, but continues to operate as a brand.
ADVERTISING AT ROWNTREE’S

SOURCES

Source 1
Rowntree’s Guard Book N2, ‘It’s the Flavour,’ 1910
Cocoa for Breakfast

Breakfast is the foundation of the day's work—and because so much depends on this one meal it is worth everyone's while to give Elect Cocoa a serious trial at breakfast.

Chefs, tailors, shop assistants who have a long morning's work and perhaps a scanty lunch; railwaymen, miners, factory hands, workers indoors and out, who make an early breakfast and who do much hard physical work upon it—all these will find in Elect Cocoa a source of energy and an aid against fatigue.

The reasons why.

Everyone who has good health and good work at heart should read the reasons printed here and give Elect Cocoa a serious trial.

1. Breakfast is the meal after one combines most nourishment and when the heat then in which one has Elect Cocoa is very refreshing, quickly prepared and early enjoyed.

2. Elect Cocoa is stimulating and refreshing because it contains a high proportion of theobromine.

3. At market prices, Elect is a great money-saver, yet one of which so many little men seem to think when they take their Elect Cocoa made merely to satisfy with split nix for children.

4. Elect Cocoa, unlike some breakfast beverages, has no harmful effect upon the nerves. In the words of one of our correspondents: "Elect Cocoa leaves one wonderfully for the day's work."

5. Elect Cocoa warms and cheers. It contains the necessary properties for the reconditioning of the body.

6. The unceasing care in the selection of the cocoa beans and the skill exercised in the manufacture of Elect Cocoa assure an absolutely pure cocoa with all inherent nuances and inherent nutrients and inherent qualities and inherent flavor are maintained.

7. The Atkins Retriever Flavor is one of the best of reasons in favor of Elect Cocoa as a breakfast beverage. In the absence of the necessity of using the best of the good, for reasons so that the child can enjoy the taste that there was the most good. Make a better breakfast, make a more enjoyable morning, make a more enjoyable morning with a large cup of

Elect Cocoa with the Rowntree Flavour
January
That “R” in the month means Rowntree's Cocoa

January—r-r-r-y—the very word makes one begin to shiver. Frosty nights, chill and sunless days—that “R” in the month means Rowntree's Cocoa because it is extra warming and nourishing in cold weather.

The nourishing and recuperative power of Cocoa is so great that it forms the principal constituent of many expensive nerve foods.

Give your children Rowntree's Cocoa regularly and help them to grow up into strong-nerved, healthy men and women. And Rowntree's Cocoa has “the flavour, Flavour, Flavour that families favour.”

Rowntree's Cocoa has ever been famous for quality—yet a ½-lb. tin costs only 1/-. Buy a tin to-day.

The Cocoa with the Coupons for the Free Gift Chocolates.

Rowntree's Cocoa and Rowntree's Jellies both contain coupons for a handsome Gift Casket of York Chocolates and Confectionery.

Start collecting to-day and send a postcard to Rowntree & Co., Ltd., Gift Dept., York, for full particulars.
A word of explanation:

Black Magic are the special new Chocolates which over 3,000 chocolate-lovers judged "best" — even against 5/- a pound assortments. By using this simple sophisticated black box, instead of fancy expensive decorations and tinfoil, Messrs. Rowntree's are able to sell Black Magic at 2/10 a pound, 1/5 a half, or 9d. a quarter.
Source 5
Rowntree’s Guard Book B32, ‘An Evening in the Grand Manner,’ late 1950s

THE REST OF THE STORY

There are two reasons why Black Magic chocolates are worth writing home about. First, those really luscious centres. And then, however much you pay, you won’t find better chocolates than Black Magic. This is because Rowntrees put all the value into the chocolates, packing them simply, but elegantly, in a smart black box.

2.

An evening in the Grand Manner.
My dear — and didn’t I say...
Stephen really is fascinating, but I played him at his own game and pretended not to be impressed. And it seems to have intrigued him, too, because today there came a box of those divine Black Magic chocolates (those centres!) so perhaps I am...
saw him hanging about the quad, but when I went down he said, "Fancy meeting you!"
Of course I didn't let him know I'd seen him waiting.
But today he came clean and sent me a box of heavenly Black Magic chocolates — oh, those centres! I think anyone who chooses Black Magic must be nice, don't you, so
### SUMMARY OF CAMPAIGN

<table>
<thead>
<tr>
<th>SCHEDULE NO:</th>
<th>34/84</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRODUCT:</td>
<td>Black Magic</td>
</tr>
<tr>
<td>PERIOD:</td>
<td>12 weeks (October 4th - December 28th)</td>
</tr>
<tr>
<td>COVERAGE:</td>
<td>National</td>
</tr>
<tr>
<td>MEDIA:</td>
<td>5 National Dailies</td>
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<tr>
<td></td>
<td>15 Provincial Dailies</td>
</tr>
<tr>
<td>INSERTIONS</td>
<td>5 - 11&quot; x 2</td>
</tr>
<tr>
<td>X OTHER:</td>
<td>3 - 8&quot; x 3</td>
</tr>
<tr>
<td></td>
<td>1 - 6&quot; x 4</td>
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<tr>
<td></td>
<td>5 - 62&quot; x 2  Daily Mirror</td>
</tr>
<tr>
<td></td>
<td>3 - 51/16&quot; x 3 &quot; Sketch</td>
</tr>
<tr>
<td></td>
<td>5 - 11&quot; x 2</td>
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<tr>
<td></td>
<td>2 - 3&quot; x 3</td>
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<tr>
<td></td>
<td>15 Providncials</td>
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<tr>
<td></td>
<td>1 - 6&quot; x 4</td>
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<tr>
<td>FREQUENCY:</td>
<td>Weekly - 5 National Dailies, 15 Providncials</td>
</tr>
<tr>
<td>DAYS:</td>
<td>Thursday, Friday, Saturday - Nationals and Providncials</td>
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<tr>
<td>APPEAL:</td>
<td>Primarily to women. Copy in the form of an open letter written by an attractive girl provokes curiosity to read. Snob appeal and romantic situation combined cause reader to think Black Magic are the “smart” chocolates to eat and the kind to persuade her men friends to buy her. The description of the extra delicious centres provides factual basis for her choice.</td>
</tr>
<tr>
<td></td>
<td>Appeal to men is first aroused by the sketch of the women, while the copy implies that men who give Black Magic show superior taste and are consequently more favoured by women.</td>
</tr>
<tr>
<td></td>
<td>Appetite appeal is introduced for the purpose of those buying Black Magic for their own consumption by a “mouth-watering” description of an individual chocolate – one of the twelve special flavours.</td>
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</tbody>
</table>
A P.S. at the end of the copy gives still further factual basis for the romantic appeal - it states that 3,000 people in a test proved the superiority of Black Magic Chocolates over other more expensive kinds. Their low price is explained by the simplicity of Black Magic boxes.

In all advertisements. Half-tone blocks of a woman writing a letter with man in background. From washdrawings. Half-tone blocks of part of a box of Black Magic Chocolates and an individual chocolate. From washdrawings.
Are you using your Gumster sign?

5 to 15 minutes Junior Gumster
15 to 25 minutes Senior Gumster
25 to 35 minutes Expert Gumster
35 to 45 minutes Master Gumster
45 to 60 minutes Champion Gumster
60 minutes + GUMSTER-IN-CHIEF

When you meet other Rowntree Gumsters, use your special Gumster sign! Then you can quickly recognise each other’s rank: Senior, Expert, and so on.

If you’re not a Gumster yet, buy a 3d. tube of Rowntree’s Fruit Gums. See how long you can make one of the Gums last. If it’s more than five minutes, you automatically become a Rowntree Gumster, privileged to use one of the special signs shown here. And then you can practise for Gumster promotion! You’ll save pocket money too—for there’s no longer-lasting 3d. worth than a tube of Rowntree’s Fruit Gums.
Source 9
Rowntree’s Guard Book H33, ‘Sir Lastalot and the Knights of Rowntree’s Table,’ late 1960s
Rowntree’s Guard Book H31, ‘What is a Boy?’ late 1950s

The commercial explains the use of the product as a natural part of a boy’s everyday life.

Title: Throwing a first bokay. “What is a bokay?” a boy is asking in a flight. The nautical language of speech here and holding sail, and to some dangerous. In the story, the boy reads from the product and is also singing the theme.

Scene 1: Product: What is a bokay?
Scene 2: Product: It’s a boy, it’s everything I am.
Scene 3: Product: That’s right. I am.

I’m the leader of my gang.
We like people, we like a lot of people. We’re a lot of people. We’re a lot of people.

You’ve got a lot for us.
You’ve got a lot for us.

I don’t forget my fruit base.
“PICK THE FRUITY FLAVOURS . . . WITH YOUR EYES SHUT”

IS THE THEME OF THE SPARKLING NEW T.V. CAMPAIGN - IN COLOUR

FOR ROWNTREE’S FRUIT PASTILLES

6 spots each week from 7th June to 31st July.
PICK UP LOTS OF EXTRA SALES STOCK UP AND DISPLAY - NOW!

Rowntree
ADVERTISING AT ROWNTREE’S

SUGGESTED QUESTIONS

For each advert:

1) Who is this advert aimed at? How can you tell?
2) What is this advert emphasizing about the product?
3) What words and images does this advert use to persuade the consumer to buy the product?
4) What does the advert imply about the consumer?
5) Does this advert look similar to adverts today? How is it different? In what ways is it the similar?

General questions:

1) Do you recognize any of these adverts? Are any of the same ideas, images, or campaigns still used today? What’s different about them?
2) How do these adverts change dependent on audience?
3) Which advert do you think would be the most effective? Why?
4) Sources 10 and 11 are television adverts, while the rest are all print adverts. What different strategies do they use? Do you think any of the print adverts would make successful television adverts?
5) Source 4, 5, and 6 are part of the Black Magic ‘letters campaign’ that continued for nearly forty years. Can you think of any other long-running advert series? Do you think long-running adverts are more successful? Why do you think this campaign was so successful?
6) Source 7 explains the reasoning behind the Black Magic adverts shown in this resource pack. Write a similar summary for either the cocoa or the Fruit Pastilles and Fruit Gums adverts.
7) Design your own advert for one of these three products following the styles shown above.