

Borthwick Institute



For Archives



UNIVERSITY
of York

SCHOOL RESOURCE PACK

A vintage black and white advertisement for Rowntree's Cocoa. It features five circular portraits of a family: a man, a woman, a young girl, a young boy, and an older woman. The man, woman, girl, and boy are shown in profile, each holding a large mug to their mouth as if drinking. The older woman is shown from the chest up, smiling. The portraits are set against a background of stylized leaves and vines. The text is arranged in a central column, with an orange box highlighting the words 'ADVERTISING AT ROWNTREE'S'. At the bottom, the brand name 'ROWNTREE'S COCOA' is written in large, bold, serif capital letters.

It's the fl
flavour
FLAVOUR
that the families
favour—the flavour of

**ADVERTISING AT
ROWNTREE'S**

ROWNTREE'S COCOA

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.

SOURCES

Source 1

Rowntree's Guard Book N2, 'It's the Flavour,' 1910

It's the flavour,
flavour,
FLAVOUR,
that the families
favour—the flavour of

ROWNTREE'S COCOA

Source 2

Rowntree's Guard Book N4, 'Cocoa for Breakfast,' 1912

3rd insertion. 15 over 2 cols. Scheme A.

MAKERS TO H.M. THE KING

BY APPOINTMENT

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.

Clerks, typists, 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 when one needs much nourishment and often has the least time in which to take it. Elect Cocoa is very sustaining, quickly prepared and easily digested.
2. Elect Cocoa is stimulating and refreshing because it contains a high proportion of theobromine.
3. As mothers know, milk is a most nourishing food, yet one of which so many little ones easily tire when taken alone. Elect Cocoa made mainly or entirely with milk is a fine diet 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 braces one wonderfully for the day's work."
5. Elect Cocoa warms and cheers. It contains the necessary proportion of fat to maintain the warmth of the body.
6. The unremitting care in the selection of the cocoa beans and the skill exercised in the manufacture of Elect Cocoa ensure that the natural nourishing value and inherent aroma are maintained.
7. The delicious Rowntree Flavour is one of the best of reasons in favour of Elect Cocoa as a breakfast beverage. It is a powerful factor in the assimilation of the meal, for doctors say that the food one enjoys is the food that does one the most good. Make a better breakfast, make a more enjoyable breakfast, make a start to-morrow morning with a large cup of

Elect Cocoa with the
Rowntree Flavour



Source 3

Rowntree's Guard Book A1, 'January,' 1927

JANUARY

That
"R"

in the month means
**Rowntree's
Cocoa**

Janua-r-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 $\frac{1}{2}$ -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.



Source 4

Rowntree's Guard Book B13, 'I'll Marry Charles,' 1934



think I'll marry Charles after
all, even though it does mean
living in New York. He's here now
My dear I could have hugged him
last night at Monseigneur's. He was
so sweet to me. He chose me those
gorgeous Black Magic chocolates—
unwrapped too — you know, the new
kind with marvellous de luxe
centres. Trust Charles! Haven't
you seen the intriguing black boxes
in shop windows? They're
Rowntree's special new Flavours
Ask you Jack to

DOWN ST
MAYFAIR, W

BLACK MAGIC
ROWNTREE'S ENGLAND 1 LB NET

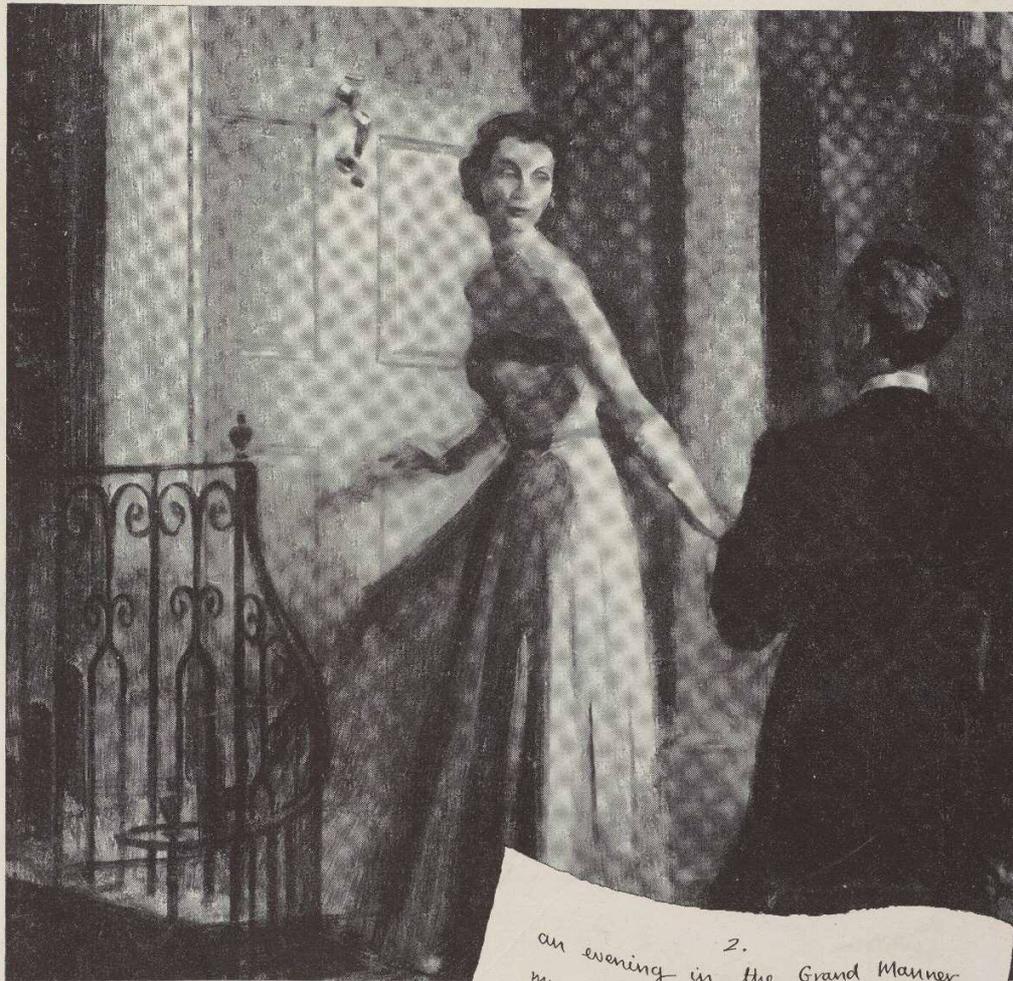
A word of explanation:

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.

6301—R Rowntree's 18 Newspapers 1 Nov. etc., 1934 8 x 6½

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.



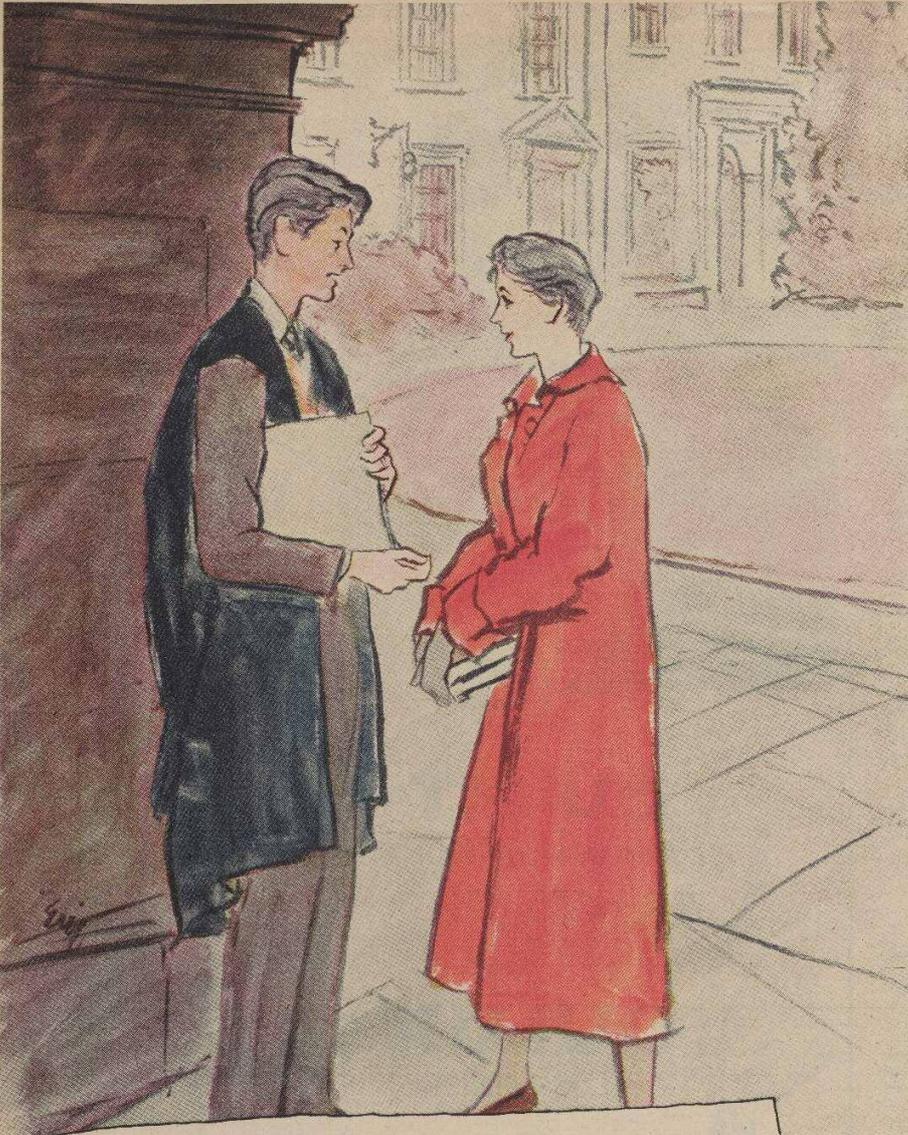
MADE BY ROWNTREES

2.
an evening in the Grand Manner,
my dear — and didn't I enjoy it!
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

Source 6

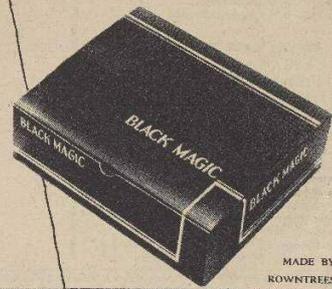
Rowntree's Guard Book B32, 'Hanging About the Quad,' late 1950s

Picture Post, September 24, 1955 Registered at the G.P.O. as a Newspaper



2.
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 writing. 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

THE REST OF THE STORY
There are two reasons why Black Magic chocolates are worth writing home about. First, these 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.



Source 7

Rowntree's Guard Book B13, Summary of Campaign, 1934

S U M M A R Y O F C A M P A I G N

SCHEDULE NO: 34/BM

PRODUCT: Black Magic

PERIOD: 12 weeks (October 4th - December 28th)

COVERAGE: National

MEDIA: 5 National Dailies
15 Provincial Dailies

INSERTIONS
& SIZES

5 - 11" x 2)
3 - 8" x 3 } 3 National Dailies
1 - 6" x 4)

5 - 6 $\frac{3}{4}$ " x 2 Daily Mirror
3 - 5:1/16" x 3 " Sketch

5 - 11" x 2)
2 - 8" x 3) 15 Provincials
1 - 6" x 4)

FREQUENCY: Weekly - 5 National Dailies, 15 Provincials

DAYS: Thursday, Friday, Saturday - Nationals and Provincials

APPEAL: 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.

Appeal to men is first aroused by the sketch of the woman, while the copy implies that men who give Black Magic show superior taste and are consequently more favoured by women.

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.

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.

LAYOUTS:

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.

Source 8

Rowntree's Guard Book H33, 'Gumster Signs,' 1958/9

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 ★
★ ★

★ over 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



★ ★ ★ ★

Source 9

Rowntree's Guard Book H33, 'Sir Lastalot and the Knights of Rowntree's Table,' late 1960s

Advertisement

SIR LASTALOT & YE KNIGHTS OF YE ROWNTREE'S TABLE

LO AND BEHOLD!
DOUGHTY
SIR LASTALOT
AND **GRINNE**
HATH TAKEN
HORSE INTO THE
WEIRD WILDERNESS
OF THE **GUMLESS HILLS**
WHEREIN DWELLETH
ALL MANNER OF
STRANGE CREATURES

THIS IS A GOODLY PLACE TO CAMP, SIR LASTALOT - PEACEFUL.

WHERE'S THE SUN GONE?

'TIS AN EARTHQUAKE!

HEMP!

YEA, GRINNE. VERILY, 'TIS PLEASANT TO LEAVE THE HURLY-BURLY OF GUMALOT, AND HAVE A HOLIDAY!

'T WAS TERRIBLE TERENCE, THE TWO-HEADED TITAN!

FEARLESSLY THEY FOLLOW THE FEROCIOUS FOE!...

QUIETLY NOW, GRINNE - METHINKS THE ORRID OGRE IS BEHIND YON MOUNTAIN

NAY, MY LORD! THE OGRE IS THE MOUNTAIN! HE'S SEEN US!

A TOOTH-SOME MORSEL, EGAD!

NOT MUCH ON 'IM... MEAT

CHAIN-MAIL, THOUGH. CHEWY!

ROWNTREE'S FRUIT GUMS

AND

THE FOUR MINUTE SMILE!!

THERE'S ONLY ONE WAY OUT OF THIS!

HE'S STILL SMILING, MY LORD!

YES, GRINNE. IF TWO HEADS ARE BETTER THAN ONE...

... HE MUST BE TWICE AS HAPPY!

THIS TIME IT'S THE EIGHT MINUTE SMILE!

SO THE OGRE'S WON OVER

YES, MY LORD... BUT HE'LL ALWAYS BE TWO-FACED!!

ANYWAY - THANK GOODNESS

THEY'RE THE LONGEST LASTING FRUIT GUMS IN THE WORLD!

Rowntree's Fruit Gums

Source 10

Rowntree's Guard Book H31, 'What is a Boy?' late 1950s

Product: Fruit Gums.
Film No: FRU/3/60.
Length: 30 seconds.
Treatment: Live Action.

Title of Commercial: What is a Boy? (BOY)
Stations Transmitting: London, Midlands, Lancs/Yorks,
Scotland, Wales and West,
Southern, Tyne-Tees.
First Transmission: 19.2.60.



ROWNTREE'S FRUIT GUMS

T.V. Film

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

Vision: Titling on first shot: 'What is a Boy?' A boy is playing in a field. He imagines himself as Wyatt Earp and Robin Hood, and is shown leading his own gang through the woods. He hands Fruit Gums to his friends and is seen enjoying one himself.

Sound: MALE VOICE: What is a Boy?
YOUNG BOY: I'm a boy. I'm anything I want to be....

.... I'm Wyatt Earp

.... I'm Robin Hood I am.

I'm the leader of my gang.

We like sweets, we like a lot of sweets. That's why we like Rowntree's Fruit Gums.

You get a lot for 3d.
You can make them last and last.

.... YES for hours for ages a long, long time. That's why....

I don't forget my Fruit Gums.

Source 11

Rowntree's Guard Book AB12, 'Pick the Fruity Flavours,' 1970

**“ 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

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.