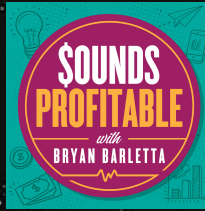


AD WARS

1850 – 1982



In response to the ballyhoo of the last century, advertising focuses on “reason why” messaging. There is some comparative advertising, but most is focused on “just the facts” about the advertised product or service.

1900 – 1959

1850 – 1900

Comparative ads are few and far between while Patent Medicine ads fill newspapers with superlatives and outrageous claims hawking “miracle drugs”.

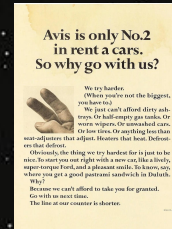
1957

Dove vs.
Ordinary Soaps
Testing the Waters



1962

Avis vs.
Hertz
Almost There



1975

Pepsi vs. Coke
Challenged
Challenger



1982

MCI vs. Bell
The Proof is in the
Parody



AD WARS

1992 - 2021



1992

Sega vs. Nintendo
Losing the
Long Game

2006

Mac vs. PC
Mr. Nice
Metaphor

2016

GM vs. Ford
Comparison
Adds Sales

2018

Burger King vs.
McDonalds
Forever Underdog

2021

Samsung vs.
Apple
Feeling Features

