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The History of Coffee and its Concurrent Marketing Strategies

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The History of Coffee and its
Concurrent Marketing Strategies

Honors Thesis Paper

Johnson & Wales University

Providence Campus

In Partial Fulfillment of the Requirement for The Honors Program

By

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Abstract:

This thesis explores how the advertising of coffee has evolved over the past three centuries by comparing the timing of historical events with their concurrent coffee advertisements and the corresponding popularity of coffee and its evolving variations. I have conducted primary research by analyzing coffee advertisements in newspapers, commercials, magazines, and on social media. I have used this research to determine when companies initiated different approaches in order to advertise their coffee. Additionally, I discuss how work culture played a role in the methods coffee producers and companies used to reach their consumers. More specifically, I have identified five different categories that demonstrate the overall appeal of coffee and have correlated them with American historical events and the culture of those particular times. By doing this, I have drawn conclusions about how advertisements have helped coffee to become America's acceptable addiction.

Literature Review:

This thesis studies the advertising of coffee in America. In order to have a greater understanding of its history and progression, it was imperative to read and review many previously published works on the subject. One of these works was the book *Uncommon Grounds* by Mark Pendergrast. This book touches on the many ways that coffee has progressed throughout history. It begins by describing various aspects of coffee growing and harvesting processes, and goes into a deeper discussion of its transition to mass production, the growing popularity of supermarkets, and touches upon marketing tactics. This in-depth historical review of coffee's journey to America helped me understand how coffee is perceived and appreciated differently in other cultures. Pendergrast's work brings to light connections between American historical events and coffee consumption but does not discuss how analysis of advertisements may also reveal facts about the dynamics of coffee and its role in American culture.

Throughout the duration of my research, a recurring theme in scholarship was the consideration of coffee and its representation in our modern workforce. More specifically, these articles discussed how the caffeine content that provided energy became a crucial feature for many coffee consumers. One example of an article discussing that trend was "American Caffeine Addiction Races Full Speed Ahead," in which author Patrick Hruby discusses what seems like the never-ending increase of caffeine addiction in America. Hruby gives many statistics on the various ways people consume caffeine; for example, the portion sizes of coffee in America have increased drastically. He reminds readers that although it has not become a social health problem, Americans consume substantially higher amounts of coffee and tea than people in other countries. He continues to demonstrate how our current society has developed a

reliance on caffeine to complete many of their daily responsibilities. Though this article contributed to my understanding of the relationship between the American working class and caffeine, it did not discuss how coffee had been advertised to the consumers.

A large number of the articles I read described how coffee advertisements of the 1950s and 1960s would be viewed as “sexist” under today’s established appropriateness concerning stereotypes. Multiple articles featured different examples of stereotypes of gender roles. These articles added to my ability to complete a thorough analysis of advertisements under the Gender Role category, but only discussed one method of appeal. Though I found several works written around the history of coffee, Americans’ dependency on caffeine in modern society, and companies’ use of gender roles in advertising, what seemed missing was a historical analysis of coffee advertisements presented thematically. I believe this thesis will be able to fill in this gap in available research and provide readers with a better understanding of how coffee companies have used specific appeals in their marketing strategies to acquire customers and how these themes have transitioned to reflect historical events of the time period surrounding the advertisement’s release.

Introduction:

Today coffee and other caffeinated beverages are a regular part of everyday life. Unlike other industries that sell addictive substances, such as tobacco and alcohol, there is no monitoring of caffeine advertisements. Companies that sell caffeinated products aren't getting bad press in the media for targeting youth or creating caffeine addicts one customer at a time. In most big cities in the United States, every few blocks an individual can find a Starbucks or a local “artisan” coffee shop. In America, we like our coffee by the gallon. We gulp it down all day long out of necessity, pleasure, force of habit, or a combination of those reasons. We proudly call ourselves coffee addicts or caffeine junkies and brag about how black we can drink our coffee or how many we have consumed in any particular day. People see no need to intervene when someone drinks coffee non-stop. There is no Caffeine Addicts Anonymous, but many think there should be.

This work of original research will help readers see how the many different historical and cultural influences affected coffee advertisements differently throughout the nineteenth, twentieth and twenty-first centuries. Through primary research in the form of analyzing coffee advertisements from newspapers, television commercials, magazines, and social media, I have explained how companies utilized different approaches to advertise their products. By doing this, I have drawn conclusions about how advertisements can be direct reflections of a specific time period and cultural change. In this case, coffee has not only influenced working-life cultures, but created a culture of its own: The Coffee Culture.

Science of Stimulation:

Because this thesis explores the advertising of coffee it is important to understand, coffee's most acclaimed property, "caffeine". Therefore, it is essential that readers have a basic background of how caffeine affects the human body. The chemical reactions in the brain caused by caffeine are extreme. When people begin to feel tired or sleepy, it is because of adenosine molecules floating around in the brain. Adenosine binds to adenosine-receptors on neurons, and signals the brain's functions to slow down causing drowsiness (Majithia). Adenosine concentration is highest in the brain when an individual has expended a lot of adenosine triphosphate. This chemical compound may share part of its name with adenosine, but it is actually the human body's "energy currency." This is why it's normal for a person to feel tired after exercising or working long hours. Caffeine's stimulating capabilities lie in its chemical structure (Majithia). Caffeine's chemical structure is so similar to that of adenosine that a nerve cell does not perceive the difference and will allow caffeine to bind to the adenosine-receptors (Majithia). This process is called "competitive inhibition" because the caffeine is inhibiting the effects of adenosine by "competing" for its binding sites. The more caffeine molecules "competing" for the adenosine-receptors the more binding sites they occupy. This binding causes the cells to speed up and fire their signals rapidly. When the pituitary gland senses all the neuron firing going on, it assumes that the brain is in a state of emergency. As a result, the individual who consumed the caffeine will sense increased alertness over three to four hours (D'Costa). This is plenty of time to keep an individual awake through their morning meeting, sort through a cluttered inbox, and get a good start to the day's tasks in time for lunch. According to a study conducted by *New Scientist* magazine, 90% of North American adults consume some form of caffeine on a daily basis, making this legal, psychoactive substance the world's most widely used

drug (Majithia). The regular consumption of any substance is not what makes it a drug; what makes it a drug is the fact that it affects a person's health both physically and mentally, and in this particular case it can become an addiction. Caffeine addiction can be classified as a true addiction because, if it's used on a daily basis, a tolerance is developed just like a tolerance one would develop with pain medication or other drugs. After a while, you need more and more to produce the same effects.

Additional effects:

Just as most other drugs, scientists have questioned the safety and long term effects of caffeine. The major effects of caffeine taken in moderation, such as strengthened alertness and new-found energy, are well known to most people, but individuals tend to forget that virtually everything we consume has primary, secondary, and even tertiary effects. Also, many Americans are not consuming this drug in moderation, which can heighten the once minimal effects and create a cause for concern. The first writings about coffee's medicinal properties have been traced back to Persian physicians Rhazes (860–932 AD) and Avicenna (980–1037 AD), but the Scientific Revolution of the sixteenth and seventeenth centuries launched the scientific method and the first controlled studies of coffee chemistry and its biological effects using plants, animals, and humans. Before the 1850s, studies that used methods of collecting quantitative data were limited, so qualitative data such as analyses of physiological aspects were major factors.

Mechanisms of the physiological action of coffee have been described in medical journals dating back to the eighteenth century. Even the earliest journals tended to emphasize the nervous and vasomotor stimulation of coffee (Bizzo, Farah, Kemp and Scansetti). A recurring negative stance on coffee came from doctors who chose the stomach and the digestive system as

their field of study. When major modes of transportation became available, man gained access to foods from outside their region. Of these new goods, doctors deemed the stimulants in coffee and tea the most harmful for the stomach (Miller). Doctors found that increases in consumption seemed to complicate the intended natural functions of the digestive organs (Miller). More recently, physiological effects such as change in blood pressure, heart rate and weight loss have been studied, along with more current studies that analyze how caffeine might affect the natural sleep cycle.

In a *National Geographic* article titled "Caffeine: It's the World's Most Popular Psychoactive Drug," author T. R. Reid addresses the Catch 22 and never-ending cycle that caffeine creates because Americans use caffeine to make up for a sleep deficit that is largely the result of caffeine. Not only are caffeine's effects physical but they can affect people's mental health. Serotonin is a key chemical known to affect mood, anxiety and happiness, and caffeine is known to stimulate the production of this chemical. Though caffeine provides temporary positive effects, negative effects from the drop in serotonin such as "unpleasant behaviors of irritability, anxiety, and lack of concentration" can be caused from withdrawal (Majithia). When symptoms like these manifest, it can drive the user to drink additional caffeine to reverse the effects of the withdrawal. Though this provides a quick fix, it is not a cure, and it is obvious that it is avoiding the cause of the problem. This pattern resembles other severe addiction cases and "creates a dependency that can lead consumers of the beverage to become clinically depressed." (Majithia).

Historical Timeline:

To begin this historical timeline, the early origins of coffee in America will be discussed, and will be followed by major trends in the advertising of coffee not only chronologically but also, for the most part, thematically. American culture in general and various significant historical events will be discussed as they relate to the culture and advertising of coffee.

In “The Essence of Commodification: Caffeine Dependencies in the Early Modern World,” author Ross Jamieson discusses the beverages coffee, tea, and cacao, which quite suddenly dominated Europe in the 17th century as preferential beverages. In the seventeenth century, Europe was a society in transition and included in that tradition was the acceptance of commercial caffeinated drinks (Jamieson). Europeans saw exotic luxuries as a means of demonstrating their social class; therefore items imported through overseas trade like coffee and tea had a special appeal to the social elite (Jamieson). Throughout this paper, it’s easy to see how often coffee trends have varied between slowly sipping on an aesthetically and emotionally pleasing cup of coffee, to grabbing some caffeine on-the-go.

Though slow to cross the Atlantic Ocean, coffee shops made their appearance in the “New World” during the mid 1600s in major cities in the British colonies such as Boston, Philadelphia and New York. Even though these newly opened coffee shops became popular gathering places, most citizens still preferred drinking tea. Tea seemed to be an essential part of the settlers’ British heritage. This tradition was soon challenged when the colonists began protesting newly set tariffs on products imported to the colonies. At the Boston Tea Party (an example of the growing discontent with British rule), patriots dumped nearly 46 tons of tea into Boston Harbor. While American consumption of tea had already decreased in response to the

Townshend Acts (acts establishing taxation on imports into the colonies, such as tea), the Boston Tea Party propelled this boycott to new heights.

This boycott was felt throughout the colonies. In the book, *Uncommon Grounds* author Mark Pendergrast discussed evidence confirming this story. Pendergrast cites a letter written by Founding Father John Adams to his wife, Abigail, where he declares that, despite his love of tea, he would have to learn to embrace coffee since drinking tea had become unpatriotic. The continued increase of coffee consumption as an alternative beverage led the Continental Congress to declare coffee the national beverage. This stimulant became an alternative to traditional alcoholic beverages and was eventually considered an acceptable drink for daytime consumption by the general workforce. Record low prices in the 1820's increased the number of Americans who could afford the product and created hundreds of thousands of new coffee consumers.

Categorization and Analyses Methodology:

Throughout this historical timeline, readers will notice recurring trends in how coffee advertising has enticed consumers and, in addition, notice various changes in the culture of the American worker. I have identified five specific “appeals” of coffee advertisements as notably prevalent throughout the nineteenth, twentieth, and twenty-first centuries. These five appeals are: taste, gender roles, class, social instrument, and caffeine. I have analyzed eighteen advertisements that I have determined to best illustrate the general themes of coffee marketing and have placed them into one of the five categories.

To determine which appeal category the advertisements represent, I have analyzed their images and text. The qualifications for an advertisement to become part of the Caffeine, Gender Role or Taste category of appeal are relatively straightforward. Any copy regarding the energizing effect of coffee, improved efficiency after consuming coffee, or other side effects of caffeine specifically led me to analyze an advertisement under the Caffeine category. Whether or not the side effect has been scientifically proven will not be a determining factor of classification under this category. The side effect can be false, supposed, or simply inferred from an image or copy and also may be positive or negative in nature.

Advertisements under the Gender Role category of appeal depict men, women, or both genders demonstrating stereotypical responsibilities and characteristics of their gender in American society. The attempt to appeal to men by demonstrating the masculinity of consuming coffee or the drinking of coffee while doing activities commonly considered “masculine” will also lead to classification under this category. The same is true of appealing to women through demonstrating the femininity of consuming coffee and the drinking of coffee while doing activities commonly considered “feminine.” Featured gender roles in American coffee advertisements center around women being caretakers for their husbands and families and men being the providers for the family. Though these roles have become less prevalent in modern society, most advertisements with a primary focus on gender roles are from decades where these roles were highly accepted and practiced.

An advertisement will be analyzed under the Taste category if the advertisement’s primary focus is on the taste or flavor of coffee. These advertisements firstly focus on the growing and sourcing of coffee beans. They also address the method of production that have

produced an especially pleasing coffee flavor. Many advertisements focus on sugary and “taste masking” flavors. These advertisement will no longer be analyzed under the Taste category.

Advertisements with a focus on these “taste masking” flavors will be part of the Class category since exotic flavors of coffee are associated with the luxury coffee industry. The Class category requires more explanation than those already discussed. If a company claims that customers who drink their coffee will become or feel part of a specific class of people, the advertisement would be analyzed under the Class category. These classes can range from the elite to lower class and can be referring to anything from financial to social class. If an advertisement simply aims to associate the product with a specific class of people, this advertisement will also be analyzed under the Class category of appeal. These methods can range from directly saying the beverage is of high-class, making it appear as a luxury product, or using celebrities or social media influencers to associate the drink with a high-class individual. Any association with a simple, working class coffee product will also be analyzed under this category.

Finally, the Social Instrument Class is a category for advertisements featuring relationships, friendships or any social interaction that is facilitated or made easier through the sharing, preparing, or drinking of coffee. A social interaction can be prompted by a common necessity between two parties. Though the consumption of coffee is not a necessity to survive, many people consider the product a necessity to stay awake, or be efficient, or they may enjoy the product for other reasons. There is often a higher level of comfort in a social interaction when parties share a common interest or enjoyment of a product. Food and drinks are often

used as an icebreaker. Coffee and the utilization of coffee shops for first dates and interviews are good examples of this characteristic.

To support my argument that the pattern of prominent appeals has resulted from various historical events and cultural changes during American culture, I have conducted in-depth analyses of assorted forms of advertising from various decades, pointing out which appeal they are using to advertise, discussing the historical events that influenced their content and have drawn conclusions about why advertisers believed each advertisement would sell their product.

Historical Timeline Continued & Advertisement Analysis:

Today, some people use the amount of coffee they can drink as something to brag about. Though it seems foolish, this trend can be traced back to the Civil War. Coffee was a major part of daily life for soldiers, and Army officials considered it to be a key morale booster (Mason). Soldiers were known for making games and competitions out of anything. One of these competitions was proving their masculinity by seeing who could consume the most coffee (Mason). Since the process to brew coffee had always been time consuming and the beverage produced was not consistently good, coffee manufacturers would often give directions on how to properly prepare it in their advertisements. Coffee companies would also use advertisements emphasizing gender roles by stating that following their exact directions to brew the perfect cup of coffee could make a woman the perfect wife.

The Early 1900s - The Development of Instant Coffee:

The amount of time it took to brew a pot of coffee was dramatically shortened in 1901 when Japanese chemist Satori Kato found a way to make dried coffee extract, later referred to as

“instant coffee” (Koehler). Though Kato received the patent for instant coffee, it was an inventor named George Washington who was the first person to successfully mass produce the product. This creation was not only a time saver for the homemaker in the early 20th century but gave soldiers without access to equipment to brew regular coffee the ability to have their “cup of George” on the front lines. The U.S. military snapped up all the instant coffee it could. This need for the caffeinated beverage was prominent during the First World War, with coffee serving as a morale booster for soldiers, providing them with caffeine and the feeling of home (Koehler). Methods of advertising this new blend ranged from promoting its convenience and calling it a soldier’s beverage, to highlighting its more unusual benefits like its ability to be digested.

In an advertisement placed in the *New York Times*, George Washington’s instant coffee customers were told they could now drink all the coffee they wished. In this advertisement from 1914, the final copy is "No more do you have to risk indigestion when you drink coffee" thanks to a "wonderful process that removes the disturbing acids and oils (always present in ordinary coffee)." The complaint of “tummy trouble” was previously considered a weakness in soldiers during coffee consumption challenges, but this advertisement put the coffee at fault, not the consumer’s stomach strength. Despite coffee companies recognizing this negative characteristic of coffee, demonstration of strength through drinking coffee black and strong is still prevalent today. Though instant coffee became very popular during this time, regular ground coffee was still pleasing and widely used. To prevent ground coffee from becoming obsolete, advertisements for ground coffee could be found regularly in magazines and newspapers, and many companies that produced the original blend ground coffee focused on its superior taste.

Alex Sheppard & Sons Inc. was a coffee company which was founded in Philadelphia. Originally, the company was simply a small cafe and then it transitioned into a blended grocery

store and cafe in 1914. Less than a year after this change, Alexander Sheppard & Sons' Inc., became coffee distributors to restaurants and grocery stores across the United States (Grojlar). In 1916, the sons worked to develop new coffee blends including the featured blend in the advertisement that will be analyzed, Morning Sip (Figure 1). This advertisement is a simple black and white advertisement with a drawing of a



Figure 1

woman preparing coffee. The copy of this advertisement discusses the process by which “all the bitter taste is taken out.” This process removes the “overcoat,” which is what the copy says gives coffee its bitter taste, and the remaining coffee is pure and sweet. Since coffee naturally has a somewhat bitter taste, consumers would reach for any coffee blend that could make coffee consumption more pleasing to the palate. This newspaper advertisement was printed in the Philadelphia *Evening Public Ledger* in 1916 (Vintage Coffee Ads). Americans had recently accepted instant coffee and consumers began to voice their complaints about the negative characteristics of coffee, such as bitterness and causing indigestion.

Perhaps Alex Sheppard & Sons thought this advertisement would help sell their product because not only did it build brand awareness and inform consumers where they could purchase the product, but it also explained the reason their coffee had better flavor in a manner the average person could understand. Rather than trying to compete with the companies placing their advertising focus on their new instant coffee blends, Alex Sheppard & Sons voiced a common consumer complaint, informed the advertisement reader how they fixed it and reminded them that a pure, sweet, wholesome and classically brewed coffee was still best.

Upon the First World War's end in 1918, brands wanted to be a household name of coffee and since this advertisement was from 1916 it's clear that this company was ahead of the curve.

Though not all credit can be given to advertising, it likely had a major role in the success of this signature blend. Morning Sip proved to be the most successful blend, and at the end of 1917 the company expanded by opening another distribution center in Chicago just to keep up with the increasing western demand (Grojart).

After the conclusion of the war, coffee became more readily available to the public (Koehler). Due to this increased availability, brands began fighting to be the sole household name and many turned to radio sponsorship to increase brand awareness ("Coffee"). Companies soon came to realize that consumers were making purchases based not on taste or flavor but brand recognition. Sponsorships became increasingly popular during this time. Maxwell House sponsored a variety show *The Maxwell House Show Boat*, and sales increased 85% in the year following the announcement of a coffee price cut on the show ("Coffee"). They turned their brand into a nationally recognized name that launched their company to years of success and profitability.

The Post-War Years - Changing Gender Roles, Labor Standards and Coffee:

During the Second World War, the problem of lack of coffee for the public arose once again because the soldiers all needed their coffee rations. Citizens turned to other goods such as soda and tea to fill the void the popular beverage left behind ("Coffee"). Even after World War II, old habits of stretching coffee grounds, only drinking coffee in the home, and frequently drinking soda were still in effect ("Coffee"). To combat these habits that were harmful to the success of the coffee industry, the Pan-American Coffee Bureau, which had been established to

promote the beverage in the US and Canada, needed to come up with a variety of methods to get coffee back in the hands of the American worker.

Following the 1938 Fair Labor Standards Act being passed, the annual number of hours spent working was on the decline (Rosen). This act set a typical work week at 40 hours and predictions were made that the negative trend would continue (Rosen). In 1959, the *Harvard Business Review* announced that boredom had become a common curse and they were concerned with what Americans would do with their extra time. Today we know these original predictions did not work out, since the average number of hours people put in at the office have actually increased (Rosen). Although not always the norm, dual income households have become common in the United States. Women who were once staying at home were now selling their labor because two incomes provided a substantial financial benefit. According to a Pew research study of two parent households from 2015, the burden is falling heavily on moms who “continue to do more than half of a household’s housework and parenting,” but both moms and dads in two-earner households reported feeling pressed for time (Rosen). In "Money-Rich and Time-Poor: Life in Two-Income Households," Rosen recognizes that the high expectations at home haven’t lowered work expectations or hours.

World War II had been a turning point for the American worker. Not only did it bring the country out of the Depression, but it also introduced thousands of women and African-American workers to the industrial labor force and established unions as central players in the national economy. Unlike the First World War, after which women's’ industrial experiences proved to be largely temporary, these new workers decided that they were there to stay. They wouldn’t let the

end of the war be an end to their new-found careers. This was the beginning of major changes in gender roles in the American workforce.

George Washington's Instant Coffee was well known for its use by the United States military during both World Wars. In World War I, the military had purchased all the company's coffee. Though this made the company financially successful, it didn't create brand recognition in the civilian population. During the period between the World Wars, the company had to advertise heavily to combat already well known coffee brands. Since this military consumption trend occurred again during and following World War II, mass advertising campaigns were necessary again after the conclusion World War II. In an advertisement for George Washington's Coffee from 1945, the eye catching focal point is of a young man around the age of thirty holding a cup of coffee and in a large speech bubble the man is saying, "Now! Even a man can make perfect coffee in just five seconds!" (Figure 2).



Figure 2

Coffee advertisements from around the mid 1900s are often viewed today as highly sexist and demeaning towards women, but in this particular case, the advertisement is sexist towards men. The copy is marginalizing the intelligence of men by essentially saying that men could never brew regular coffee prior to the invention of instant coffee. In a small frame at the bottom of the advertisement, a woman that appears to be this man's wife is explaining to him how to make the coffee and calls him smart after he successfully makes a cup. This interaction perpetuates the idea of women in the kitchen as

caretakers for their working husbands. This advertisement will be analyzed under the Gender Roles category of appeal.

George Washington Coffee released this newspaper advertisement directly following the conclusion of the second World War. During this time period, rather than transitioning back to the homemaker's lifestyle, many women wanted to stay in the workplace after the war's conclusion. Most men, as well as the United States government, wanted women to return to their homemaker roles, so men could have their pre-war jobs back. Efforts were taken to remind women of the importance of being a homemaker, and this advertisement depicts a situation in which a woman or at least a woman's help is still needed for everyday household tasks. Perhaps the George Washington Coffee Company thought this advertisement would effectively promote their product because the instant coffee would appeal to consumers looking for a convenient way to make coffee. Though many women remained in the workforce after the war, either part or full-time, they were still expected to perform the household chores wives were commonly considered responsible for.

In dual income households, women in particular became incredibly strapped for time, and instant coffee made brewing coffee both easier and faster. Considering the ease of making instant coffee, it was possible that it would no longer be considered a chore and that men would decide to make their own morning beverage. Today, many people think that shortcuts in cooking are unfortunate missteps that result in poor quality meals. This was not the case during that time those who embraced convenience were considered the smartest and best wives.

Technological advancement in America created great national pride in the American consumer. These inventions were a representation of the phrase "smarter, not harder," and United States citizens believed these advancements made their country superior to all others. In

1945, when early television sets were not yet an efficient way to reach a broad audience, newspaper advertisements were still most effective. Newspapers included in their ad copy a claim that instant coffee was just as inexpensive as regular ground coffee helping price-conscious customers to see instant coffee as an economical choice. Wives who saved time and money were sure to please their husbands.

American workers entered the post war world still deeply divided by social class, but everyone expected to share in the burgeoning prosperity. The government's attempts to combat the Depression may not have ended the Depression, but they did transform American political foundations regarding organized labor. New battles would be about the nature of organized labor rather than its right to exist. Union membership increased dramatically from just under 3 million in 1933 to approximately 12 million by 1945 (Helgeson). These unions fought to increase the quality of life of the average American worker by helping to eliminate “sweatshop conditions” in the workplace, increase wages, control the number of hours workers could labor, and eliminate biases against workers who chose to become unionized. The Pan-American Coffee Bureau became aware of the new rights that unions had gained for workers, and they believed that allowing workers short breaks would no longer be frowned upon by employers, especially if the caffeine in coffee provided an increase in employee efficiency. Through various forms of advertising the bureau started the lifestyle trend of the coffee break. By the mid 1950s, 70-80% of Americans were taking a coffee break (Howard).

The 1950s - Television and Stigmas

In 1946, the number of television sets in use was around 6,000 (Stephens). This figure grew quickly and by 1951, approximately 12,000,000 television sets were in use (Stephens). Coffee companies realized they could use this new technology to expand their advertising

radius. The mass popularity of this new technology made television commercials a key advertising factor in the 1950s and 1960s. These advertisements were used to help companies gain brand recognition nationwide. Big money was being set aside for advertising budgets which coffee companies used to plaster their newly developed jingles, characters, and a variety of ad campaigns on television screens across the United States. Examples of these characters are Juan Valdez, the face of the Colombian National Federation of Coffee Growers, who told Americans about the superior Colombian product and Mrs. Olson, the face of Folger's, who saved marriages with better coffee.

Many television ads of the 1960s are today considered sexist portrayals of historical gender roles, but during this time period most failed to see it. In a commercial for Folger's coffee from the 1960s, a man in a police uniform is sitting at the table while he wife is washing the dishes (Figure 3). He takes a sip of coffee and an expression of disgust comes across his

face. He then says, "Oh no" and his wife asks him what's wrong. He then informs his wife that her coffee is terrible again and says that he can get better coffee at the police station. This is a stereotypical Portrayal of a woman being the caretaker for her working husband. This interaction with her husband upsets the wife very much and viewers see her



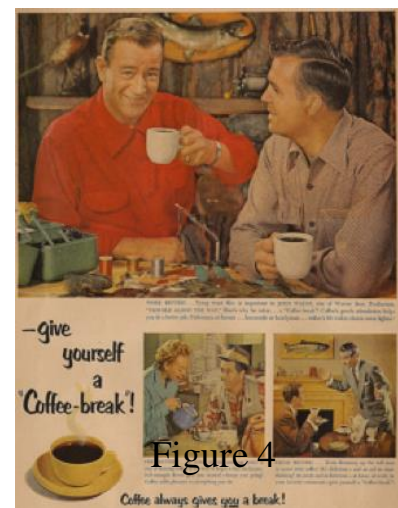
Figure 3

rush to the grocery store. Once at the grocery store, she asks a man that appears to be the grocery store owner to help her and he recommends that she try instant Folger's. At the time this commercial aired, women were still considered the primary shopper, and it seems out of place that a man is the coffee expert. This shop owner even corrects her

when she says the name of the coffee incorrectly. This is another representation of a man supposedly knowing what's best.

Perhaps Folger's thought this commercial would help sell their product because many homemakers across America wanted to please their husbands and preparing them food and drink that they enjoyed was an important part of doing so. Though it may seem stereotypical today, this "damsel in distress" seemed gentle, kind, and caring and those were all characteristics of a great housewife in the 1960s. At the end of this commercial, this wife decides to purchase the Folger's since the grocer tells her it tastes as good a fresh perked. When she brews her husband a cup of New Instant Folger's Coffee, he beams with delight. He tells her that the coffee she brewed was better than any coffee he could get at the station. This husband looks at his wife with loving eyes and is obviously pleased. Housewives would be motivated to purchase this coffee if they wanted their marriage to resemble this attractive and happy couple's relationship portrayed at the conclusion of this commercial.

Coffee advertisements didn't only target women; there were also advertisements reaching out to men. In a 1953 newspaper advertisement created by the Pan-American Coffee Bureau, corporate interest groups chose John Wayne to represent the male coffee drinker (Figure 4). This advertisement didn't discuss a specific brand, but it promoted coffee in general and the copy encouraged Americans to give themselves a "Coffee-break." The advertisement encourages these breaks because not only is a coffee-break a break, but because the gentle stimulation of coffee gives consumers a break by making tasks seem easier to complete.



Though many men at the time felt that getting help was emasculating, this advertisement showed that popular movie star John Wayne didn't agree. It suggested that the Pan-American Coffee Bureau thought this advertisement would help create more coffee consumers because John Wayne was known as a strong and masculine cowboy and war hero from his many starring roles in movies. The Bureau thought Wayne would be the perfect person to fight perceptions of the alleged negative side effects harming men who choose to drink coffee, such as irritability and frustration.

In this advertisement, John Wayne, along with other unknown men, are shown as fisherman. In the 1950s, fishing was considered a very male dominated profession or hobby. This advertisement will be analyzed as part of the Gender Roles appeal category. Copy from this advertisement informs readers that coffee helps Wayne to tie trout fishing flies better. The takeaway from this advertisement is if it's not frowned upon to get extra stimulation for a small task like tying flies, than it is certainly reasonable to drink the beverage for increased energy during paid work. In the copy, it claims that coffee will make chores for fishermen, farmers, housewives or handymen easier. The focus on the commonly male dominated professions illustrates to the American male that coffee drinking could be considered a masculine thing to do.

In 1972, the first electric-drip coffee machine for at-home use was created (Smith). This new machine, named Mr. Coffee, changed the way Americans would make coffee. Unlike the hit-or-miss drink produced via a percolator, the Mr. Coffee machine provided a regulated, constant brewing temperature that resulted in a much better flavor. Mr. Coffee entered the market in the 1970s, a time when middle-class white women were going to work full-time at

considerably high rates (Smith). Women's homemaker responsibilities remained, but if they chose to go to work full-time, they were now hoping for their partner's assistance to sustain their home in the manner they had before working. Homemaker responsibilities such as cooking and cleaning could no longer be viewed as solely feminine. Companies saw this familial culture shift and set out to get husbands into the kitchen. Chosen to be the product spokesman of Mr. Coffee was Major League Baseball's "macho" man, Joe DiMaggio.

In a Mr. Coffee advertisement featuring DiMaggio from 1983, DiMaggio is shown preparing himself coffee in the kitchen. Originally, DiMaggio never physically made the coffee in the commercials. This was likely due to the concern that consumers would not respond positively to a man in the kitchen. DiMaggio never even stood in the kitchen during the advertisements from the 1970s, but by the time this particular commercial aired he was given more "responsibility." This use of sports star Joe DiMaggio is why this commercial is analyzed under the Gender Roles category of appeal. In addition to the relative ease of making coffee that came along with the Mr. Coffee, this commercial featured the new technological advancement of a coffee maker that could be set to brew a pot of coffee at a specific time. Husbands no longer had to rely on their wives. They could now tell their coffee maker what to do. Just as John Wayne had demonstrated that coffee drinking was not a feminine pastime, DiMaggio had demonstrated to men that making coffee didn't make them any less of a man.

The Post-War Boom - Coffee as a luxury:

Another major transformation during the late 20th century in the coffee world was that of specialty coffee. Consumers were no longer satisfied with their everyday cup. As early as 1971, customers began flocking to the newly opened Starbucks for their specialty roasts that came with a heightened price tag. Their various concoctions were often made to mask the taste

of the coffee itself. This helped capture the attention of what many called the “soft-drink generation” (Helgeson). These new blends and cozy meeting places captured hearts of customers one at a time. This new development transformed coffee into a lifestyle accessory that could be personalized to an individual’s taste.

New Irish Mocha Mint is written in bold letters on the top of the General Foods International Coffee newspaper advertisement that will be discussed (Figure 5). Though this advertisement features Irish Mocha Mint flavored ground coffee, additional copy discusses that that it was only the beginning of the lavish flavors General Foods had to offer. These new flavors were created to compete in the growing industry of luxury coffee. These blends gave people a way to enjoy these high-class beverages in the comforts of their own home. This advertisement from 1975 features a picture of famous television actress of the time Carol Lawrence.



Figure 5

Celebrities often possess great wealth, so Carol represents a wealthy consumer. This advertisement will be analyzed as part of the Class appeal category.

Much of this advertisement’s copy is written as a direct quote from Carol Lawrence in which she discusses how much she enjoys this coffee. Lawrence also says, “Lucky us!” referring to all chocolate and mint lovers. By using the word “us”, she makes herself an equal to the general population, thus making her relatable. It is possible that General Foods International Coffees used this approach because they thought it would create an association between a successful person and their coffee. Since the wealthy have their choice of coffee, but Lawrence

supposedly drinks this affordable coffee blend, customers assume that this blend must be delicious. Though this advertisement is promoting a “luxury” product, General Food’s goal is not to gain the wealthy population as customers. They want to offer a great simulation of “the best” to make middle class coffee customers feel wealthy and high-class.

In the 1980s, coffee companies noticed a drastic decrease in the consumption of their products. In 1962, 74.7% of the adult population was found to be coffee drinkers, but by 1988 only 50% fell under this classification (D’Costa). It was found that even those who did drink the beverage were drinking less. In 1962, average coffee consumption was 3.12 cups per day; by 1980 it had dipped to 2.02 cups and by 1991 had dropped to 1.75 (D’Costa). Companies began to realize that good flavor was not enough to maintain sales volumes and projected goals.

Companies were merging one by one and these mega brands were expanding their products into a wider variety of markets. Advertising was a huge factor in determining which brands grew stronger and which were acquired. Companies knew they had to keep their brand recognizable by appealing to people’s lifestyles in order to have them remain emotionally invested in a particular brand.

Although many brands began using increasingly creative means of advertising, some coffee makers stuck with the classic appeal of great taste. One example of the appeal of great taste is a magazine advertisement for Mellow Roast coffee where a couple is sitting in front of a fire preparing and drinking coffee (Figure 6). Though this image depicts a scene of caring romance, this advertisement falls under the Taste category of appeal. The catchphrase of Mellow Roast coffee, though quite simple, seems to capture the principal quality of the coffee, “great taste without bitterness.” The copy of this advertisement directly addresses the taste of the Mellow



Figure 6

Roast and compares it to Grandma’s secret recipe that is no longer a secret to the brand. A particularly strong sentence of their ad copy is “Only Mellow Roast is a blend of rich, robust, coffees and roasted grain that smooths away any bitterness for a delicious, full-flavored coffee taste.” This sentence discusses both the process of Mellow Roast production and the quality flavors of the product.

The previously referenced advertisement was published in 1980. During this time period, the coffee market was going through a time of change with the new presence of specialty coffee and the formation of “mega brands” brought about by company mergers. No doubt, Mellow Roast’s graphic designers were making a conscious effort to create a visual experience that resembled the cozy message of the ad copy when they included a photographic image, surrounded by warm and comforting colors emulating the glow of a fireplace. It is probable that Mellow Roast believed this advertisement would increase their brand recognition and sell their product because they had to have a product with superior taste without bitterness

in order to compete with the new flavored coffee blends that masked the bitter taste component of coffee. Finally, Mellow Roast potentially thought that by including the emotional appeal of a grandmother's approval, they could bring forth nostalgic memories of a consumer's youth. These classic advertisements may have been somewhat successful but were easily challenged by newer advertisements from the list I refer to as the Social Instrument category.

A popular series of television commercials from the 1980's was the story of two neighbors who form a bond over a love for Nescafe Gold Blend (Figure 7).



Figure 7

The
This

These commercials were released as episodes and viewers quickly grew attached to the "Gold Blend Couple." use of coffee in this commercial is to bring people together.

series of commercials will be analyzed as a part of the Social Instrument category of appeal.

These two neighbors were never named so I will call them by the actors' real names, Anthony and Sharon. It is possible that these neighbors would never have met if Sharon had not needed to borrow coffee from a neighbor. Sharon chooses to approach Anthony's door and he playfully asks her if Gold Blend would be too good for her guests. She immediately jokes back and tells Anthony that she believes her guests could get used to it. This starts a romantic banter between the pair, most of which revolves around the Gold Blend. They later go on to share conversations over cups of Gold Blend, run into each other at a dinner party, and eventually fall in love. These neighbors become a couple because of a similar appreciation for coffee. Nestle likely developed this miniature soap opera to create brand recognition and consumer enthusiasm for Nescafe Gold Blend. These commercials were highly successful in doing just that.

During the 1990s, baby-boomers were the primary spenders in America (D’Costa). This generation came to be known by the name the “Me Generation.” Massive corporatized stores began to flood the retail market during this time. There were now thousands of stores filled with many different products and often several variations of each product. Americans had a mind-boggling array of choices when it came to where and how they could spend their disposable income. This gave consumers power. Stores had to fight for customers and this created a sense of entitlement in consumers. Consumers wanted shopping experiences personalized for them and they demanded great products and even greater customer service. These traits earned them their “Me Generation” title. Yearning for individualization greatly benefited the world of specialty coffee since customers now wanted a beverage made specifically for them. It seems that having their name called out and written on their cup gave customers a greater sense of individualism.

In a Starbucks’ commercial of 2007, this well known coffee company uses the concept of drinking coffee as a social experience to promote their “buy one, get one free” macchiato

promotion (Figure 8). In this commercial, viewers see a barista writing on a cup and when he turns the writing to the screen it says the name “Dave.” This is followed by images of the barista preparing drinks.



The barista places the coffee cups on the counter two

at a time with the names facing the camera. Viewers quickly

Figure 8

notice that each pair of names share the same first letter. One of

the

pairs is even the same name spelled two different ways (Amy and Aimee). This advertisement is

suggesting that friends should purchase coffee together when copy comes across the screen

saying, “Here’s To Friendship.” This commercial will be analyzed as a part of the Social

Instrument category of appeal. Throughout the commercial, a song with lyrics such as “my love, I need you so,” “when you’re by my side, I know I’ll feel alright” and “we belong together” exemplify the friendly relationships between coffee drinkers and the social appeal of the advertisement.

Through this promotion, going to Starbucks for coffee is turned into a social interaction with a friend or colleague. It seems Starbucks believed this advertisement would connect well with various audiences, advertise their promotion, and give customers the idea to come into the store with companions. A promotion like this would be an excuse to spend time with someone or surprise someone with a beverage from Starbucks . A buy one, get one free promotion might not result in significant profits to Starbucks, but it might create enough motivation to bring in customers that would not have come in to purchase a single cup. Getting customers to come into the store is often enough to stimulate sales of items in addition to the promotion, such as food and coffee making accessories.

Customers yearning for a gourmet experience made Starbucks financially successful, but there remained a significant amount of consumers who thought Starbucks’ shops had a pompous environment. Dunkin Donuts had been serving plain cups of coffee for years but they were happy to cater to this group of individuals who wanted some variation in their coffee in a more “working class” vibe. The success of Dunkin’ Donuts showed that many people still purchased coffee for its reputation as a stimulant, a beverage of necessity. The pair of companies demonstrated that coffee was no longer a regular household beverage of leisure and comfort. In reaction to these new trendy coffee shops, it appeared that the coffee companies such as Folger’s and Maxwell House were slanting their ad campaigns towards bringing back the good old days by recreating old campaigns that focused on home and comfort.

Since the consumption of caffeine today often has to do with an individual's need to stay awake to complete tasks, a discussion of the work culture in America must be included. Working life has changed over time in America and across the world. In the article "The American Workplace Is Broken. Here's How We Can Start Fixing It", author Carolyn Gregoire states why she thinks the American workplace has become broken. She credits this damage to stress, sleep deprivation, burn-out, and workers unable to disengage and leave their jobs at the office. These negative symptoms showed up in the workplace as early as the 19th century but have increased today. With the ability of near constant communication, due mostly to advances in technology, employees are not only staying at the office for more hours but often working from home, eliminating the disconnect that people need to focus on their personal life and the down time needed to alleviate stress.

People who once loved their jobs are being overworked and underpaid to the point of burnout. Companies focus on productivity and think the best way to increase it is to have employees work longer hours. A more successful approach might include healthier methods of increasing employee engagement in the workplace, and acknowledging the importance of a balance between work and home/family life. These longer hours force employees to reach for their coffee cups. In a Budweiser commercial featuring a fake, plug-in cup of steaming coffee on an employee's desk, it is easy to see that a steaming cup of coffee represents a very present and effective worker. This is how the worker, despite sleeping in, going to a baseball game, and going out to the bar, is able to trick his boss and coworkers into believing he had not only worked his full eight hours but was burning the midnight oil.

The introduction of television created a new advertising platform. Through television advertising, companies could convey messages through more than just an image and written copy. This gave advertisers the ability to capture an audience and create more emotional pull than something as basic as print advertisement could. Nescafe Gold Blend had already become a pioneer of capturing audiences through storytelling in their commercials when they ran their series of commercials featuring the “Gold Blend Couple.” In the following advertisement, I have again analyzed how Nescafe uses an emotional connection to promote their Gold Blend.

A single man steps into a stadium full of people and the narrator informs the viewer that on average, a person meets 80,000 people in their life (Figure 9). This crowd represents those eighty-thousand people to the man. Slowly,

this man gives the crowd commands, asking them to sit down if they do not know certain things about him. The remaining few people left standing then sit when he asks the group to sit if they have lost touch. With no one left



Figure 8

standing, there seems to be a moment of sadness, but then

the man asks those who just sat down if they have a moment now. With smiles on their faces, each individual proceeds to the stage and the main actor serves each of them a cup of Gold Blend. The group congregate around a table and seemingly reconnect over this coffee.

This commercial will be analyzed as a part of the Social Instrument category of appeal. Since this television commercial was released in 2017, the issues brought up in this advertisement are meant to exemplify modern day society. Today, the coffee industry is filled

with established name brands, each trying to find a way to diversify and market their product. Coffee advertising today needs to do more than describing the flavor of coffee, because many customers are already brand loyal or enjoy purchasing from small, local retailers. If an advertisement is memorable, new customers are more likely to reach for the featured product at the grocery store.

It is likely that Nestle believed this advertisement would effectively sell their product due to the message the commercial conveys. The issues brought up in this advertisement are genuine problems many Americans face. It is now normal for children to move away from their family for college and relocate to pursue their careers. Advancement in their career becomes their priority, causing relationships and connections with friends and family members to be neglected. In modern society, people are very busy and their lack of free time can also result in relationship issues within the marital unit. In the United States today, 40-50% of marriages end in divorce. Busy schedules may not always be to blame, but they are, generally, not helpful. If people don't have enough time at home with their partner, it is easy to assume they don't have time to keep in touch with the people that were once an integral part of their life.

Because of these factors, many viewers were able to relate to the main actor's experience of losing touch with the people that he had grown close to and his regrets surrounding this loss. Though it may be uncomfortable for an individual to reach out to someone whom they have not spoken to in years and ask to reconnect, something as simple as drinking coffee can lessen the situational awkwardness. A shared cup of coffee is enough to create conversation. Though advertising via television commercials has been used for nearly seven decades, it is still commonly used today. Effectively scheduled television advertisements

on hand-picked networks can reach a very large or very specific audience. Coffee companies show scenarios where coffee is used as an ice breaker to facilitate conversations and technological advancements such as social media have made it easier than ever for companies to communicate with their customers directly.

With the eruption of the virtual world and social media, influencers share their daily lives with the world. Many of these influencers gain a following by sporting the newest trends whether that be in clothing, food, or beverage. This has led to an increased utilization of the Class method of appeal. Specialty coffee retailers, like Starbucks, continue to have great success, but the number of local cafes that now offer a variety of coffee products has also increased. These shops provide their customers with a less corporatized and more unique coffee-house experience. Since local shops usually do not have the budget for major advertising, they can create buzz around their shops by way of social media advertising.

Internet bloggers and Instagram influencers turn their daily lives into a spectacle to gain followers, but in order to gain a large following they must provide their audience with something appealing to read or look at. Influencers must make their life appear interesting enough to gain a following and this often involves the appearance of luxury. People often treat their Instagram profile as an artistic expression. Many of these influencers gain a following by sporting the newest trends relating to clothing, food, or beverage.

A coffee shop that recently began trending on social media is Cafe Astoria in downtown St. Paul, Minnesota. Cafe Astoria became popular because of their “latte art.” A beautiful latte, worthy of photography, seems much more inviting than a plain cup of black coffee. Originally, their latte art was relatively simple and featured the classic latte leaf, but they have since expanded into more luxurious variations such as the campfire mocha made with graham cracker, smoked sugar, and toasted marshmallow. Cafe Astoria began trending when they started using 24K gold leaves to decorate their “24K Latte” and “24K

Matcha Latte” and posted photographs of these beverages on their Instagram page (Figure 10). Each photograph posted on the Instagram page a unique advertisement and portrayed as a high-class beverage to viewers. People often yearn to be associated with the financial elite. These photo advertisements are analyzed under the Class appeal



Figure 10

category. Perhaps Cafe Astoria thought this drink would bring customers into their shop because they recognized that the eruption of the virtual world and social media has created a space for people to share stylish and unique things. A photo of one of these lattes radiates luxury without the couture price tag.

Another example of an advertisement that portrays coffee as a vital part of a style persona is a Nescafe commercial featuring well-known actors, George Clooney and Danny Devito (Figure 11). In this commercial from 2015, Clooney walks up to a coffee counter in the “craft services” area for actors when they are off set. Clooney immediately selects a Nespresso



Figure 11

pod and places it in the brewing machine while Devito pours himself a cup from a common coffee pot.

Devito doesn't know what the fancy machine is, so he asks Clooney, to which he responds, "Nespresso." Devito longingly watches Clooney walk away with the coffee and decides to follow him.

Devito walks up to Clooney, tells him he "wants in" and this starts the pair on a journey to transform Devito into a high-class individual, worthy of Nespresso's luxury. They get Devito fitted in a proper suit, teach him how to taste wine, how to eat with proper etiquette at what appears to be a formal sushi restaurant, how to analyze art, and how to dance the tango. Through this transformation, Devito has become associated with recreation of the socially and often financially elite. After Devito has mastered these activities, he is ready to possess a cup of the decadent drink. This creates an association of Nespresso with the upper class. This commercial is analyzed under the Class category of appeal.

Convenience has been a primary motivator behind purchases in American daily life for decades, but modern work culture has created an even larger market for products that provide convenience. Keurig manufactures a well-known machine that provides coffee convenience, and this advertisement's featured product is Nespresso's version of the Keurig. These machines take seconds to brew a single cup of coffee that can go directly into a to-go cup. No longer do people have to waste time filling their coffee pot with ground coffee and water. Now they can just grab a single serve Nespresso pod and press a button to brew a cup. It is likely that Nespresso believes this advertisement will help increase sales because this advertisement brings a high level of style and class to an automated coffee machine. Keurig is a main competitor and well-known name brand, so Nespresso is using big names like Clooney and

Devito to build brand awareness. By associating coffee produced by this machine with other classy and stylish things like wine tasting and custom tailored suits, Nespresso differentiates themselves from other single serve coffee makers.

Many people have mocked the luxury coffee house industry. They find these new shops over-complicated and over-priced. Simple restaurants and fast food places know they must appeal to the customer in a way that differs from these luxury shops. In a McDonald's commercial from 2017, not only do they promote their simplistic style, but they expose and

mock many unsatisfactory characteristics of modernized luxury shops (Figure 12). Using semi-exaggerated situations, the commercial features various customer struggles. These customers search a vast menu for a regular coffee, are confused by



Figure 12

complicated coffee making contraptions and unusual decor, attempt to find the

right punch card, and are shocked by high prices, tiny beverages and outrageous Wifi passwords. One lucky customer decides to travel to a nearby McDonald's instead of the confusing coffee shop, and there he gets a simple (and supposedly great tasting) coffee.

Despite this commercial's "anti-elite" stance on coffee, this advertisement will still be analyzed under the Class category of appeal.

Coffee can be found at a large variety of retailers, which makes the industry very hard to break into. Companies use a variety of methods to obtain a returning clientele, but every added extra comes with an additional cost. This cost must be included in the price of goods sold

resulting in higher prices. It is good to be unique, but this may also limit a company's appeal to potential customers. It is conceivable that McDonald's thought this advertisement would help their coffee sales because, despite some exaggeration, this advertisement points out very real and relevant struggles of customers who just want a simple cup of coffee may have.

McDonald's corporatized and simple atmosphere allows them to serve products more cheaply. Though the coffee may not be of the same quality as that found in specialty shops, many people cannot taste the difference. Customers want convenience, and the speedy service McDonald's provides is a great selling factor.

It seems that McDonald's does not put much effort into keeping a consistent brand image across various advertising platforms. In 2017,

McDonald's posted a photo on Instagram of a woman holding an iced coffee in one hand and a bouquet of flowers in the other (Figure 13). This woman is wearing a stylish outfit, with layered necklaces. It is easy to see that this was a posed



Figure 13

photo; the background is solid white and her face is cropped out.

Significant effort was put into creating the stylish and socially high-class picture. This advertisement will be analyzed as part of the Class category of appeal. The focal points of this photo are the two “accessories” she is holding in her hands. McDonald's wants people to see a connection between the beauty of the flowers and the style of the coffee. These focal points both represent life and style. Flowers are a living art form that add class and beauty to any outfit or venue. The caffeine in coffee can bring “life” to a person and the specialty coffee industry has

turned coffee into an art form. The coffee in this advertisement is not a plain black iced coffee, but the milk in the beverage has created an ombre design.

The style in this advertisement gives McDonald's an image that contrasts with the simple image they portrayed in the previously discussed "anti-elite" commercial. Though McDonald's has a simple atmosphere, I think that this advertisement is more accurate regarding their menu. McDonald's has created an entirely new segment of their business with their development of McCafe products. McDonald's launched McCafe in the United States in 2009 and has been adding more specialty beverages to their menu ever since to compete with chains like Starbucks. McDonald's recently gave McCafe a brand refresh in which they created a new logo and cups that featured a more aesthetic and minimalist design that would likely change color based on the time of year.

Though this advertisement does clash with the ads that attempt to differentiate the company from high-class coffee shops, I believe McDonald's recognizes the advertising platform they are on and Instagram user demographics. Instagram is a very visual social media platform, and a company must post quality pictures to get "likes" and create "a following". As of January 1, 2018, 59% of Instagram users were between ages 18 and 29 and 68% of users are female (Aslam). Due to the high concentration of both women and young people on Instagram, pages must target these demographics and an advertisement like this image does just that. McDonald's knows by highlighting both their differences and their similarities to luxury coffee retailers, they can satisfy different consumers' desires. Perhaps they believe promoting both a simplistic and a high-class coffee experience is worth projecting contrasting images.

Don't talk to me before my coffee - Coffee as a stimulant:

In another effort by McDonald's to connect with young customers via Instagram, they posted a photo of a latte placed on a wooden table surrounded by notebooks and classroom essentials (Figure 14). This coffee has writing on it made by a cinnamon sprinkle. Though this

would normally represent an artisan coffee and fall under the Class category of appeal, the words displayed on the coffee are "Study buddy."

Coffee is viewed as a "study buddy" because of the caffeine in coffee. This photo advertisement



Figure 14

will be analyzed as part of the Caffeine appeal category.

Throughout the last few centuries, advertisers have used many methods to promote coffee consumption. Many of these appeals are used predominantly in specific time periods, but the appeal of coffee's use as a stimulant has been consistently promoted throughout the nineteenth, twentieth, and twenty-first century. The timing of this McDonald's advertisement was not random. It was posted in October of 2017, which happens to be towards the beginning of the school year.

A significant number of consumers of coffee and other caffeinated products are individuals who are stressed, and subsequently, sleep deprived. Among this group of individuals are college students who are increasingly claiming high levels of stress. Finding time for classes, tests, projects, exercise, extracurricular activities and work has driven college students to feel far more than healthy levels of stress. In a survey of American students enrolled in college or university, 43.3% of those surveyed claimed to have experienced "more than average" levels of stress and 11.4% selected that they had been under "tremendous" stress

(College Stress). Additionally, 32% of students polled said that stress had affected their academic performance (College Stress).

Balancing various responsibilities often drives students to stay awake at night when they should be getting their full night's sleep. To fight this sleep deprivation students reach for caffeine. Starbucks and other coffee shops can be found on most college campuses and even directly inside campus libraries. By surrounding students with stimulants, they can fight through lack of sleep. Students proudly write "My Degree Ran on Dunkin" on their graduation caps ("How to Decorate"). Sleep deprivation has become an accepted side effect of the college experience. In this McDonald's advertisement, it's likely that McDonald's isn't trying to facilitate a discussion about college students' reliance on caffeine. Since the association with work and coffee is so ingrained in American culture, it's more likely that they were just trying to find an artsy and clever way to advertise the type of "study buddy" they are selling.

In an early Kaffee HAG newspaper advertisement from 1914, the topic of caffeine is presented in a unique way (Figure 15). Because Kaffee HAG was a decaffeinated coffee, this advertisement discussed the negative aspects of caffeine in coffee. The main copy on the advertisement reads "All of the Delights, None of the Regrets." Though the main copy seems light-hearted, Kaffee HAG makes much stronger accusations against caffeine in smaller copy. This advertisement will be analyzed under the Caffeine category of appeal. Kaffee HAG calls caffeine a nerve destroying drug.



Though there is scientific proof today that caffeine can cause various health problems, Kaffee

HAG selected extreme language for this advertisement solely to get a reaction from readers. This advertisement tells readers that this coffee is great tasting and has all the qualities of regular coffee but no longer has the “danger.” The danger they are referring to is caffeine. It is possible that Kaffee HAG used this approach to sell their coffee because a primary reason many people drank the beverage in the first place was for the stimulating effects of caffeine. Kaffee HAG needed to inform the public why they should be drinking decaf. Since caffeine does affect the body it is possible that customers at that time would have believed the allegations made in this advertisement and decreased their consumption of caffeinated coffee.

The job of the Pan-American Coffee Bureau was to tell the public about the great qualities of coffee promoting the coffee industry in its entirety. In 1942, union membership was at an all-time high and to capitalize on workers’ new rights, the Pan-American Coffee Bureau had helped to make taking a coffee break a cultural normality. One advertisement features two women who are dressed in factory workers’ uniforms, sitting down, apparently taking a coffee break (Figure 16). The main copy on this magazine advertisement is “For extra energy on the job, have another cup!” This copy is why this advertisement will be analyzed under the Caffeine appeal category. Additional copy informs people that coffee not only energizes but sharpens wits and steps up efficiency.



Figure 16

It is likely that the Pan-American Coffee Bureau thought this advertisement would help increase coffee popularity, because the idea of extra energy was very appealing to workers.

The use of women in this advertisement is appropriate for the time period since the United States was in the middle of World War II, a war in which women had to replace the male workers who joined the military. With women working, and expected to remain on top of household chores, this advertisement targets working women's busy schedules and lack of sleep. Rather than trying to touch upon other appeals of coffee in the text, this advertisement is very focused on the aspect of caffeine providing energy. By being direct, customers will get the point that this popular beverage is the key to their energy and happiness.

General Foods International Coffees was established in the early 1970s as a brand belonging to General Foods, but in 1985 Kraft acquired the company (Thomson). The product became one of the most recognizable brands of instant coffee. In the magazine advertisement being analyzed, the background is a table with a rolled-up newspaper, a cup of coffee, briefcase, watch, and a tin of General Foods International Suisse Mocha instant coffee placed on it (Figure 17). Along the bottom of the advertisement, is a line of small coffee tins of various flavors of the brand's instant coffee. The primary copy is overlaid on top of the picture and says, "How to civilize 7 a.m." This advertisement will be analyzed under the Caffeine appeal category.

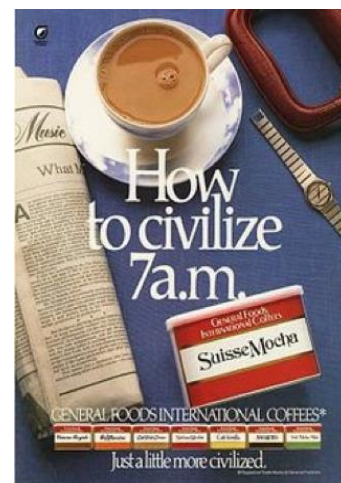


Figure 17

Early mornings and lack of sleep are known to affect people's mood. The common expression of "don't talk to me before my coffee", communicates the idea that without the pick-me-up received from a cup of the caffeinated beverage, a person cannot socialize properly. This

advertisement is from 1986 and during this time in coffee history, brands were reacting to the change in consumer coffee drinking behavior and advertisers were working hard to develop ways to appeal to their target audience. This advertisement demonstrates that this brand's recognition was already high since little about the product itself is discussed in the copy. Development of specialty coffee called for new and interesting blends of coffee and women entering the workforce were causing sleep deprivation in many dual income families.

I believe that General Foods International Coffee thought this advertisement would help sell their product because during the 1980s many Americans craved a morning pick-me-up. Readers could relate to the idea of having to wake up around 7 a.m. and but knew they had to become a fully functioning employee once they arrived at work. The copy of this advertisement is concise and to the point and implies to consumers that caffeine could be found in this instant coffee blend. The product itself takes up only a small portion of the advertisement space, but the bright red tin can is unique to the brand, which creates differentiation and recognizability. The added aspect of the small cans showing many flavors the company makes would have appealed to consumers who enjoyed specialty coffee and helped retain customers who were no longer interested in classic blends.

K-fee was a successful German coffee company that introduced their coffee products into the American coffee market. Today they focus on single serve coffee makers and cups, but one of their original products was a coffee milk, "turbodrink" in a can. In a magazine and newspaper advertisement from December of 2006, K-fee coffee illustrates the splash from a drop of coffee falling into a cup as an explosion that resembles an atomic bomb mushroom

cloud (Figure 18). Though splashing more coffee into an already full cup would likely cause a mess, this bomb is representing the stimulating effects of the caffeine found inside the beverage. This advertisement will be analyzed under the Caffeine category of appeal. Along the bottom of the advertisement, the copy “Milk meets caffeine” is written. By using caffeine as a synonym for coffee, K-fee is directly acknowledging that caffeine is an essential selling point of their canned coffee beverage.



Figure 18

K-fee has a history of using visual effects to convey that caffeine can be found in their canned beverage in Germany. K-fee released a series of commercials in Germany from 1998 to 2005 in which a peaceful scene is interrupted by a screaming gargoyle or zombie. This shock was supposed to represent the jolt of energy they received from the beverage, but it scared many viewers to the point that it became a physical and mental health concern and was eventually taken off the air. K-fee likely thought this advertisement would help increase sales of their product because this bomb-like splash informs consumers that this drink is a great way to get a burst of energy. A unique graphic like the one in this advertisement is likely to remain in viewers' minds and can help create significant brand recognition.

Conclusion:

In "American Caffeine Addiction Races Full Speed Ahead," author Patrick Hruby goes on to address how our current society could not function without this chemical when he says, “We’re stressed and squeezed by economic turmoil in a hypercompetitive global economy that

places a premium on knowledge and mental-task completion.” When we’re surrounded by non-stop entertainment and stimulation, we become a culture of people who keep our smartphones by our bedside, making it hard to shut down and sleep. Simultaneously, we have turned into a society of time-strapped caffeine addicts. Humans now use caffeine in dosages. A person knows how much they need at a particular time to benefit them, especially when they choose one of the many new alternative forms of caffeine such as energy drinks, NoDoz, and 5-Hour Energy.

At this time, chances of change in the massive amounts of coffee Americans are drinking are quite low. The examples in the media today of caffeine-related health issues or deaths are extreme situations in which coffee was not the only trigger, and combinations of various caffeinated products such as energy drinks and supplements were also at fault. Throughout history, Americans have ignored warnings about products. People get an idea stuck in their head and it takes very specific, definitive studies and facts to change their minds. Cigarette smoking was a way of life for many Americans and despite small-scale connections made between cigarettes and cancer starting as early as the late 1920s and connections between tobacco and cancer made even earlier, people chose not to believe smoking was a cause. This remained true until 1964, when the Surgeon General Luther Terry declared that “cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action.” (Mendes). Though massive marketing campaigns greatly decreased the number of people smoking cigarettes, in 2015, 15.1% of Americans still smoked (Mendes). For coffee consumption to decrease in a similar manner, it’s likely that a comparable and equally long period of transition would be probable.

Today, the coffee market is saturated with big names like Folger’s and Maxwell House. Despite coffee connoisseurs turning their nose up at Folger’s coffee, their early marketing efforts

positioned them to become the number one coffee producer in America to date. Modern coffee companies no longer advertise using catchy jingles, or fun characters. People know caffeine's effects, and they know where to get it. Coffee is such a normalized part of life that companies can advertise just as any other retail business does. Through social media and market penetration, companies like Starbucks and Dunkin' Donuts can feature their new products and photos of customers enjoying them. While coffee companies across the nation are busy telling everyone that they have the perfect recipe, blend or creation, they should recognize the various ways in which coffee companies and their respective advertising campaigns have helped to create a nation of coffee-strapped caffeine addicts and latte-art fanatics.

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