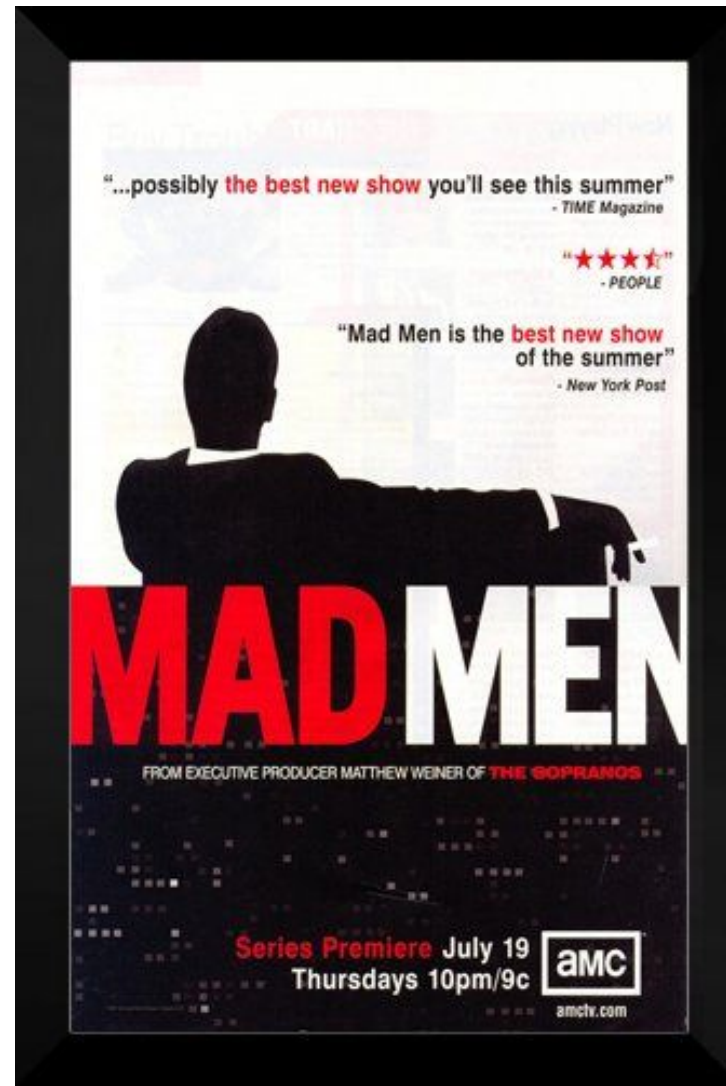


Making periodic TV series contemporary: 1960s through postmodern eyes



Research question:

1. What makes periodic TV series relevant and appealing to the contemporary audience of the time?
2. How periodic pieces extend their way into modern society?



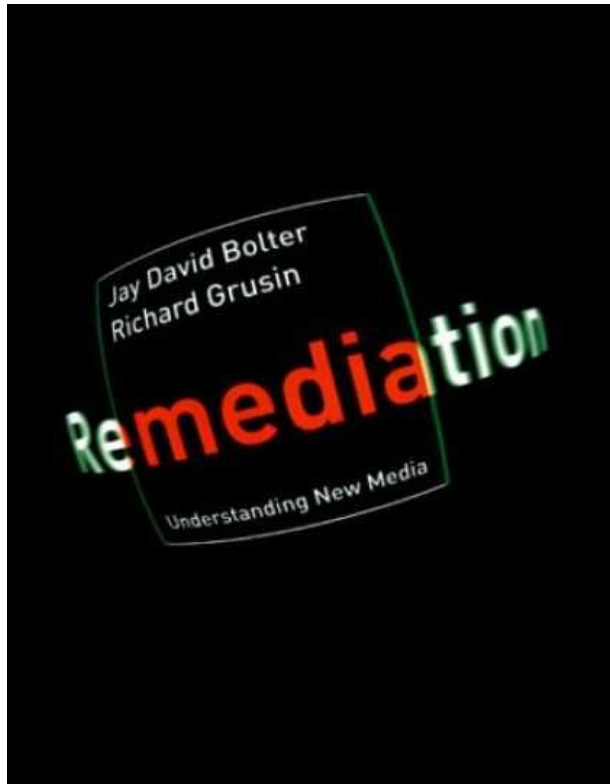
Theoretical background:

- **Constructing cultural memory:**

Astrid Erll “Literature, Film and the Mediality of Cultural Memory”

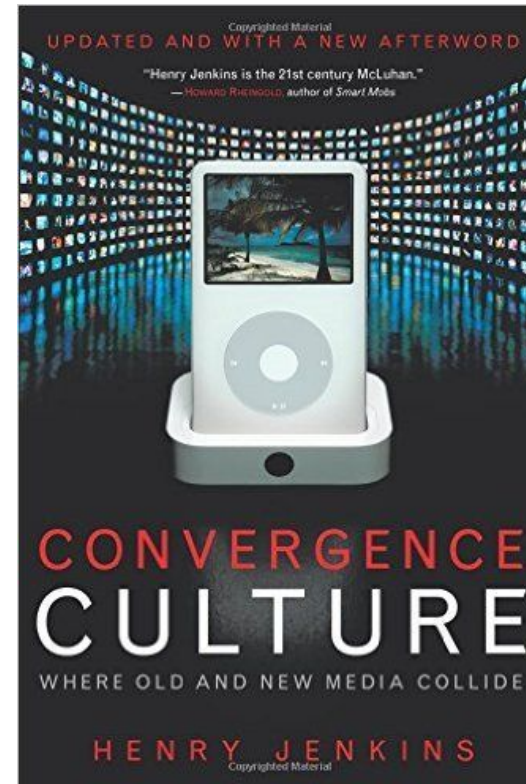
- **Using concept of remediation:**

Jay David Bolter, Richard Grusin “Remediation”



- **Transmediality for the audience:**

Henry Jenkins: “Transmedia storytelling”



Choosing the medium: serialization of the past

“Whenever the past is represented, the choice of media and forms has an effect on the kind of memory that is created...”

(Astrid Erll)

Cultural memory is shaped by the recording media

- Provides space for historical complexity
- Opportunity to elevate story through personalization
- Experiential narrative techniques: nonlinear storytelling, cliff-hangers, story beats etc. and modern filming techniques (long takes, steady shots)
- More accessible for contemporary audience, viewing over a long period of time in small portions
- Brings contemporary discourses to foreground
- Immersive experience



Creating relevant cultural memory

Through modes of remembering

“Historical accuracy is not one of the concerns of such “memory-making” novels and movies; instead they cater to the public with what is variously termed “**authenticity**” or “**truthfulness.**” They create images of the past which resonate with cultural memory. (A. Erll)



Experiential & Mythical modes of the opening sequence

- Opening sequence as prologue of the series and each episode
- Introducing the main character (POV) and his main characteristic (struggle with identity)
- intertextuality of works of Alfred Hitchcock, referencing Alfred Hitchcock's "Vertigo"
- Intertextuality of "the falling man" image in the 9/11 attacks
- Made at the time of Financial crisis of 2007–08

Vertigo, 1958



Mad Men
(2007-2015)

"...the series not only introduces the viewer in one of the key decades in U.S. history, but it also represents this period of time by appropriating and transforming key aspects of Hitchcock's innovative cinematographic language. "(B.G.Martínez)

Reflexive mode

- Foregrounding contemporary discourses which show change between past & present: religion, racism, sexism etc.
- Taking history as a form of discourse (continuous, cyclical etc.)



Remediation

As in choosing new media as object

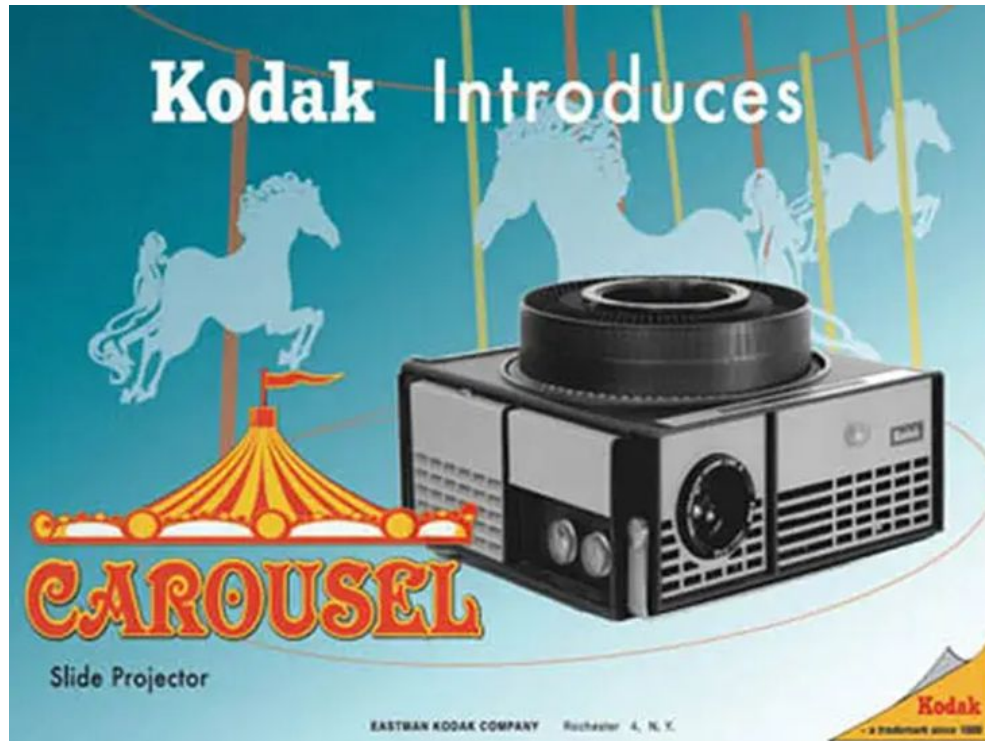
“What is new about new media comes from the particular ways in which they refashion older media...” (Bolter & Grusin)

- Driving force of media history is the desire for immediacy or “the transparent representation of the real”

Ads in Mad Men vs Real ads



Ad for the Carousel



Kodak Introduces

CAROUSEL

Slide Projector

EASTMAN KODAK COMPANY Rochester 4, N. Y.
Kodak
A trademark since 1888



Relax! The spillproof tray shows 80 slides...automatically!

NEW KODAK CAROUSEL PROJECTOR

Here's the most versatile—the most automatic—and the most trouble-free way you've ever seen to show color slides. The new Kodak Carousel Projector can make your slide show half the work and twice the fun! Here's why:

The unique 80-slide revolving tray lets you:

- insert slides in a sitting or stand position. And this tray's one top makes it so easy to get in or take it off!
- load slides (passing almost no position). And slides don't spill even if you drop the tray!
- The projector can just use the slides alone automatically. Or...
- ...back of the finger where you slide your want. And rotating is as simple as the old slide tray...
- ...Kodak's automatic tray can handle slides and even turn up to 12 feet away.
- ...Be sure to see the Kodak Carousel Projector at your dealer's store. Low \$179.

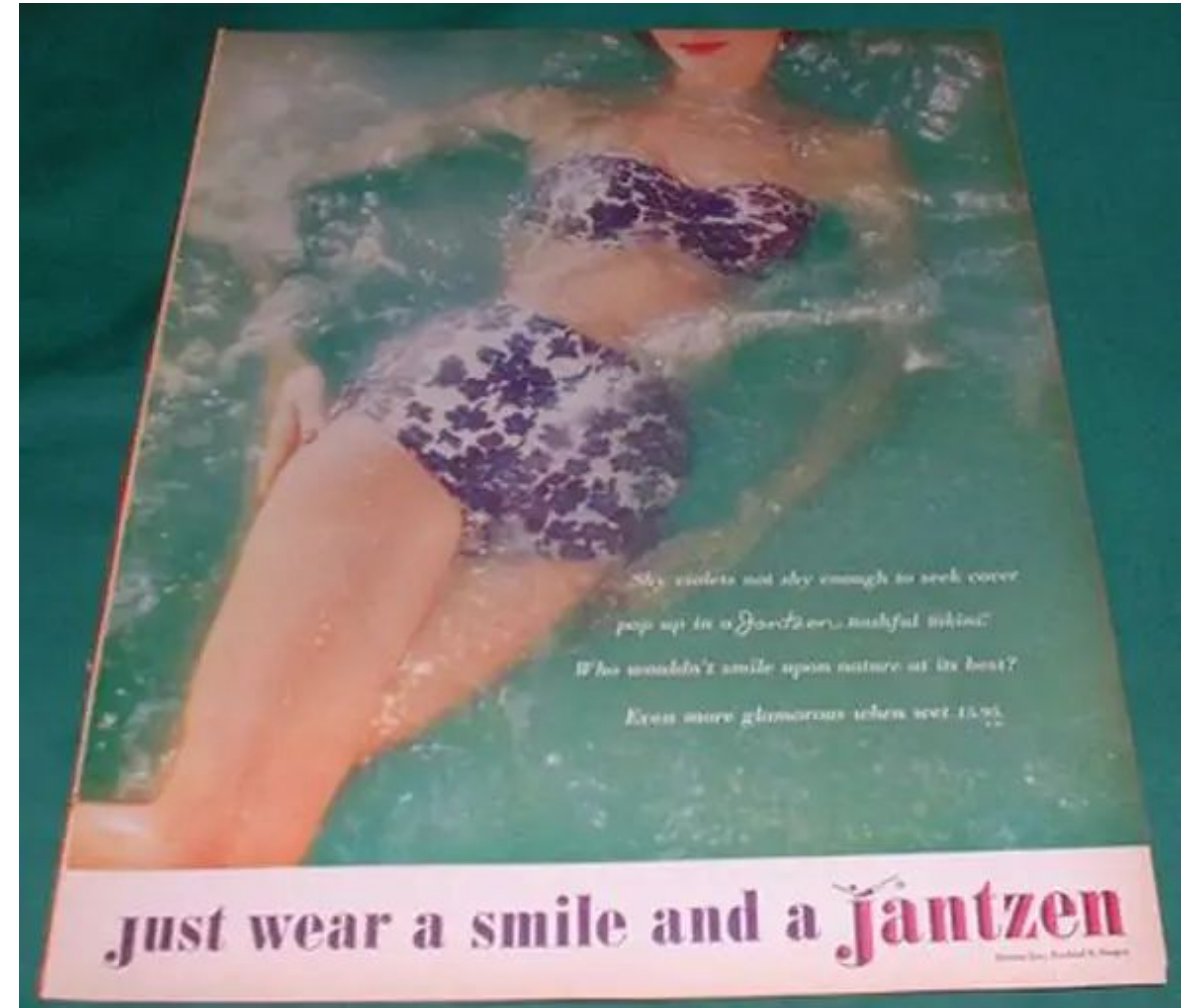
Trays store 80 slides! Just drop them into their parking slot and watch a slide.

Change like a photograph record! Reversing tray slips on and off in seconds.

Lightful keyboard! Smooth push-button controls are so easy on the back.

Vary the speed! 16, 20, 24, 30, 36, 48, 60, 72, 84, 96, 108, 120, 144, 180, 216, 240, 270, 300, 360, 480, 600, 720, 900, 1080, 1200, 1440, 1800, 2160, 2400, 2700, 3000, 3600, 4800, 6000, 7200, 9000, 10800, 12000, 14400, 18000, 21600, 24000, 27000, 30000, 36000, 48000, 60000, 72000, 90000, 108000, 120000, 144000, 180000, 216000, 240000, 270000, 300000, 360000, 480000, 600000, 720000, 900000, 1080000, 1200000, 1440000, 1800000, 2160000, 2400000, 2700000, 3000000, 3600000, 4800000, 6000000, 7200000, 9000000, 10800000, 12000000, 14400000, 18000000, 21600000, 24000000, 27000000, 30000000, 36000000, 48000000, 60000000, 72000000, 90000000, 108000000, 120000000, 144000000, 180000000, 216000000, 240000000, 270000000, 300000000, 360000000, 480000000, 600000000, 720000000, 900000000, 1080000000, 1200000000, 1440000000, 1800000000, 2160000000, 2400000000, 2700000000, 3000000000, 3600000000, 4800000000, 6000000000, 7200000000, 9000000000, 10800000000, 12000000000, 14400000000, 18000000000, 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Jantzen (swimsuit line)



Object of remediation

Heinz Ketchup Don Draper's 'Pass the Heinz' Campaign from Mad Men

HEINZ
ESTD 1869
NEVER SETTLE
PASS THE HEINZ

AN IDEA THAT BLURS THE LINE BETWEEN FICTION AND REALITY

IN EPISODE 4 OF SEASON 6, THE TEAM OF STERLING COOPER DRAPER PRYCE, LED BY DON DRAPER, PITCHED THE "PASS THE HEINZ" CAMPAIGN TO THEIR CLIENT, THE FICTIONAL MARKETING TEAM FROM THE SHOW DIDN'T APPROVE THE IDEA, BUT THE REAL ONES DID, SINCE THE CAMPAIGN LAMBS THE NEW BRAND POSITIONING "NEVER SETTLE" BY INVITING PEOPLE TO NEVER SETTLE ON THEIR FAVORITE FOODS WITHOUT THEIR FAVORITE CONDIMENT.

WE REACHED OUT TO LONGGATE AND A&C TO GET THE RIGHTS FOR THE CAMPAIGN AND FOR THE FIRST TIME TOOK AN IDEA FROM A FICTIONAL AGENCY AND RAN IT IN THE REAL WORLD WITHOUT CHANGING A THING. THE CAMPAIGN RAN IN TRADITIONAL MEDIA ACROSS NEW YORK, THE CITY WHERE THE SHOW TAKES PLACE. WE ALSO PROMOTED THE ADS THROUGH A SOCIAL MEDIA STRATEGY TARGETING FANS OF THE SHOW.



"THE CLEAN, FRESH IDEAS AND IT IS UNAPPROPRIATELY INCOMPLETE, WANTS HEINZ TO OWN THEM, PASS THE HEINZ - THE GREATEST THING YOU HAVE WORKING FOR YOU IS NOT THE PHOTO YOU TAKE OR THE PICTURE YOU TAKE IT IS THE BRAGGADOCIO OF THE CONSUMER - AND IF YOU CAN GET INTO THAT SPACE, YOU'VE WON ALL DAY" - DON DRAPER

CAMPAIGN RESULTS:

- 2.6 BILLION MEDIA IMPRESSIONS
- USD \$55MM EARNED MEDIA
- FACEBOOK GLOBAL TREND TOPIC
- THE FIRST EVER "REVERSED PRODUCT PLACEMENT" IN HISTORY
- HEINZ MOST EFFICIENT AND TALKED ABOUT AD CAMPAIGN EVER
- 4540% ROI
- DON DRAPER'S MOST SUCCESSFUL AD CAMPAIGN BECAUSE IT'S THE ONLY ONE THAT ACTUALLY HAPPENED

The New York Times

"HEINZ IS LAUNCHING KETCHUP ADS INSPIRED BY THE TV SHOW 'MAD MEN'"

VANTY FAIR

"DONS THIS SMELL VAGUELY OF A GENIUS P.R. STUNT SURF?"

Mashable

"LIFE IMITATES ART!"

The Telegraph

"DON'S PITCH HAS COME TO LIFE IN REALITY"

Esquire

"DON DRAPER AND HIS MAD MEN COLLEAGUES ARE STILL INFLUENCING REAL-LIFE ADVERTISING"

BuzzFeed

"GOOD IDEAS ARE TIMELESS"

theguardian

"STERLING COOPER DRAPER PRYCE WOULD BE PROUD"

THE HUFFINGTON POST

"A SMART MOVE TO APPEAL TO BOTH 'MAD MEN' FANS AND KETCHUP LOVERS"



7TH AV. & 49TH ST. / 10TH AV. & 29TH ST. / 23RD ST. AND HIGHLINE / NEW YORK, NY.



VARIETY MAGAZINE



NEW YORK POST NEWSPAPER

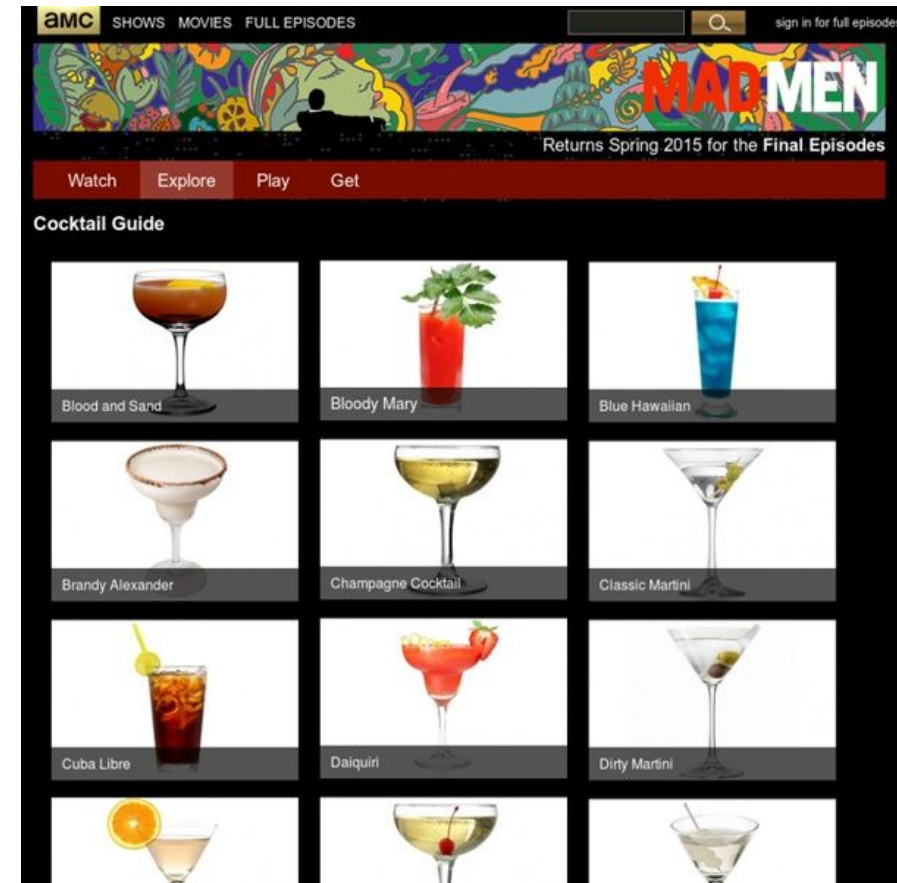
Bringing old-fashioned to the contemporary:

Case of transmediality

- Desire for immersion and off-screen involvement
- Foregrounds the aesthetics



“Mad Men yourself”



Mad Men online cocktail guide

THE **MAD** MEN DRINKING GAME

PERIOD REFERENCE (ALL BUT THE PERSON WHO SPOTS IT)

SEXISM (MEN ONLY)

RACISM (WHITE PEOPLE ONLY)

CIGARETTE (x3 IF PREGNANT)

DRINKING (x3 IF PREGNANT)

DRUGS (x3 IF A MAIN CHARACTER)

SEX SCENE (x2 IF CHEATING)

SOMEONE WEARS A HAT

DON BROODS

PETE WHINES ABOUT HIS JOB

PETE IS KNOCKED DOWN A PEG (!)

JOAN'S CLEAVAGE (x2)

DON MAKES A SPEECH (!)

BETTY IS DEPRESSED

PEGGY COMPLAINS

PERIOD ADVERTISEMENT

CLIENT MEETING (x2 IF SUCCESSFUL)

HIPPIE OR BEATNIK

FLASHBACK (!)

DON'S PAST IS MENTIONED

LANE IS A CREEPER

BETTY IS DEPRESSED

SALLY ACTS LIKE A TEENAGER

MINISKIRT

THEY LOSE A CLIENT (!)

GRAPHIC CREATED BY NOSTALGICALLY YOURS USING AMC LOGO/ART

(!) FINISH THE DRINK



Conclusion

- Not focusing on historical accuracy, but on contemporary take
- What can it say about our time
- Possibility to compare to other period shows