



Agency advertisement

KARSTEN:

ADVERTISING IN FINLAND

When estimating the standard of advertising in a country, the average output of the publicity experts — whether it be work for the home land or such where points of contact have to be sought with other lands — is more characteristic than peak performances, either in the good or bad sense.

The average standard of Finnish advertising is pleasingly high. As regards tasteful composition much has been learnt from Sweden and as regards planning and sober presentation from America. The wish of the few publicity experts to imbue propaganda with a definitely Finnish spirit and to promote young talent is increasingly strong. Newspapers are the chief advertising channels — a few years ago only about 2—3 % of the advertisement pages were taken up by home goods; special attention is also devoted to show window display and wrappings. The format of the posters in show windows is almost invariable, larger posters being only displayed by cinemas and tourist agencies. Advertising films are technically very good. Advertisers have to consider a public with definite requirements as to quality, taste and straightforward propaganda — a public, therefore, to whose credit this pleasing state of things in no small degree redounds.

Trans. by E. L. W-Williams.



Moni tukea hetki eletty on,
moni murhe mieltämme painoi,
Mut keskellä helteen tai pakkasen
olut ERIKOINEN ain lohdun toi.
Vuos vanha jo hautaan valmis on,
mutt ERIKOINEN se elää.
Sen mainetta maailma kuuluttaa,
sen voimalla taivahat helää.
Näin MALLASJUOMA nyt toivottaa
Sulle Hyvää Uutta Vuotta.
Ei vanhaa ERIKOIS-merkeissä
ole eletty suinkaan suotta.



KONESILTA

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Prospekte

Folders