



## EMERGENCE OF ADVERTISEMENT AS A MARKETING TOOL FOR CHAMPAGNE

### Description

Turn of the previous century or more precisely from 1870s to start of WW1 were heady times in France. It was peak of industrial revolution, economic prosperity and peace. Eiffel Tower was inaugurated, streets and homes had incandescent light bulbs, Wright Brothers flew their first successful flight.



Vintage Champagne Posters

It were days of celebration too. Films, Moulin Rouge et al. This widespread spirit of festivity and gaiety naturally fared well for Champagne and sales soared. Many Champagne houses exploited to hilt the emergence of a new marketing tool â?? Advertising. Champagne posters were extensively used for visibility. To extent even hot air balloons were used as a medium to advertise Champagne. Here are some of such posters.

(Pic â?? google: Ali Express)