

Lifebuoy Soap to the rescue!

Compare advertising techniques across time

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Lifebuoy soap was a household name in Australia from the 1920s onwards. Compare advertising techniques used by Lifebuoy soap across the decades.

1920s

In an alleyway in Wingham, NSW is an advertisement for Lifebuoy Soap painted on a brick wall. It was painted in 1923. It is difficult to see the image in the narrow alleyway so here is what it looks like.



Lifebuoy Soap enamel sign.¹

Things to consider:

1. Who is the target audience of this advertisement?
2. How does the advertisement appeal to the target audience?
3. Research the history of lifebuoy soap on the internet. Why do you think it was popular in Australia between the 1920s and 1940s?

¹ On ebay July 2018 <http://www.huntersandcollectorsantiques.com.au/>

1940s

During the 1940s, Lifebuoy soap was advertised in cinemas before the movie started.



<https://www.youtube.com/watch?v=astrigUhc2l>

1. Who is the target audience of this advertisement?
2. What techniques does the advertisement use to appeal to the target audience?
3. What do you know about 1940s music and movies? Use the internet to investigate how this advertisement used popular forms of entertainment to appeal to its audiences.

1970s

By the 1970s advertisements for Lifebuoy soap had become shorter and the product had changed. Here is a selection of three television advertisements that were shown during a popular TV program called 'Here's Lucy'.



<https://www.youtube.com/watch?v=UuNc4bBgo5Q>

1. Who is the target audience of each of these advertisements?
2. What is the 'reward' for the target audience if they use Lifebuoy soap?
3. The soap has changed considerably from the 1920s, what criticisms might the soap company be responding to with this product?

Now

1. What information can you find about Lifebuoy soap now?
2. What soap advertisements are shown on TV or the internet today?
3. Who are the target audiences of these advertisements?
4. Have the target audience/s for soap changed since the 1920s? If so, how?