

# Nostalgia as a design and marketing strategy



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Nostalgia is a longing for an idealized past. It has often been used as a design and marketing strategy. Here, we review three distinct examples of nostalgia at work in the marketplace.

The American Coca-Cola company has often used nostalgia as a selling point.

In this example the, a woman from 1886 shares a Coke with a woman from 1936. It motivates buyers to think, " By drinking Coke, I can enjoy the innocence of days gone by and still retain my modern personal freedom." Catching, that constitutes sales.

Believe it or not, showcasing obsolescence a way to implement nostalgia in a product marketing plan.

New Yorker magazine often approximates artistic motifs that are no in use with most publishers. This motivates the consumer to say, " Gee, look at that unique thing. It reminds me of yesteryear. I think I'll buy one." Catching! Another sale made.

Dylan Candy Bar in New York City has implemented this display as a nostalgic marketing method.

People see to the retro TV display with the smiling White 50s kid and say to themselves, " Hey! This is some really wholesome candy. Let's have some." Catching! Ring that up to successful marketing.

We have reviewed three examples of nostalgia in marketing. Although each approaches the consumer somewhat differently, the aim is all the same.

Each motives people to buy a product based on association with an idealized past.