

INTER:MISSION



1955 Marlboro cigarettes print advertisement

The Marlboro Man campaign debuted in 1955 and evolved into one of the most powerful brand images of the century. After the U.S. surgeon general determined that smoking is "hazardous to your health" in 1964, the famous commercials depicting strong and confident men smoking cigarettes were banned from radio and television with major print publications following suit.



Shell Gasoline logo

Marcus Samuel, a curio dealer in London, started selling shell-covered boxes to children and tourists. As his shell shop prospered, he took on new merchandise of various kinds, adding jewels, kerosene and later oil. By 1830 his company went worldwide and in 1897 it was consolidated as the Shell Transport and Trading Company. Because of his early specialty, the company adopted the simple drawing of a seashell as its logo.

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