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OFFICE WORTHY ICONIC MID- CENTURY STYLE:

Eames Lounge Chair and Ottoman: Designed by Charles and Ray Eames in 1956, this chair is praised for its comfort, style, and craftsmanship. It is still in production today [Herman Miller Eames Lounge Chair and Ottoman].



PRINT

PEACOCK PERIODICAL
presents: a walk down memory lane

What's Inside

- How Mid-century print influenced America
- Marketing Tip #1
- Mid-century Design; a timeless aesthetic. Why we love it!



Summer '24

IMPACT

Print in Mid-Century America:

Here are some ways print impacted America in the mid-20th century (roughly 1940s-1960s):

Shaping Public Opinion: Newspapers and magazines were the primary source of news and information for most Americans. This gave them immense power to set the national agenda, influence political discourse, and shape public opinion on everything from wars to social movements.

Fueling Social Change: Print media played a crucial role in social movements like the Civil Rights movement. Publications like Jet magazine provided a platform for Black voices and documented the struggle for equality. Additionally, investigative journalists exposed racial injustices, keeping the issue in the public eye.

Advertising and Consumerism: Print ads in newspapers and magazines boomed during this period. They helped create a national consumer culture, promoting new products and shaping ideas about

lifestyle and identity. Think about the rise of iconic advertising campaigns in magazines like Life.

The Rise of Paperback Books: The mid-20th century saw a surge in paperback publishing, making books more affordable and accessible to a wider audience. This fueled a love of reading and fostered a more literate population.

Cold War Propaganda: Print media was heavily used by both the US and Soviet Union during the Cold War to spread propaganda and influence public opinion. Newspapers, magazines, and even comic books were used to demonize the opposing side and promote national narratives.

The Rise of Counterculture: Underground newspapers and magazines emerged in the 1960s, challenging mainstream media and giving a voice to counterculture movements. These publications explored themes of social justice, anti-war sentiment, and alternative lifestyles.

It's important to remember that print media wasn't without its limitations. Issues of racial and economic bias existed, and access to information could be limited depending on location and socioeconomic status. However, there's no doubt that print played a central role in shaping American life throughout the mid 20th century.



'Newspapers and magazines were the primary source of news and information for most Americans.'



Targeted messaging:

When you understand your ideal customer's needs, wants, and pain points, you can craft messaging that resonates with them. This makes your marketing more effective and persuasive.

Choosing the right channels:

Different audiences hang out in different online and offline spaces. By knowing your audience, you can focus your marketing efforts on the channels where they're most likely to see your message.

Building trust and connection:

When you show your audience that you understand them, you build trust and rapport. This can lead to long-term customer loyalty.



MID-CENTURY MODERN DESIGN

& WHY WE LOVE IT

We as Americans just can't get enough of the mid-century vibe, but why?

Simplicity and Clean Lines: Mid-century design emphasizes clean lines, uncluttered spaces, and organic shapes. This creates a sense of calm and order, which is attractive in our busy world.

Functionality: Form follows function in mid-century design. Pieces are built to serve a purpose, and often in a clever way, maximizing space in smaller homes.

Quality Materials: Mid-century modern furniture was often crafted from high-quality materials like wood, leather, and steel. These pieces were built to last and many originals are still around today.

Timeless Aesthetic: The clean lines and unfussy look of mid-century modern design avoid trends and fads. This makes it a versatile style that can be integrated with other design aesthetics.

Nostalgia: For some, mid-century modern design evokes a sense of nostalgia for a more optimistic time. It can be a way to connect with a parent or grandparent's generation.

Atomic Age Appeal: The space-age feel of some mid-century modern design, with its bold pops of color and unusual shapes, can be futuristic and exciting.

Sounds like mid-century aesthetic won't be going anywhere anytime soon! What can mid-century inspired design do for you?