



Real Mad Men Of Advertising, The

4 x 60'

EPISODIC BREAKDOWN

1. Episode 001

This four-part series reveals the profound impact of advertising on American culture through the real story of Mad Men. Episode 1, “The Era of Progress” (wt) explores the explosion of consumer culture after World War II, the advent of the television commercial and the glory days of mass-market advertising.

2. Episode 002

This four-part series reveals the profound impact of advertising on American culture through the real story of Mad Men. Episode 2, “The Creative Revolution” (wt) explores the humor that begins to replace the “hard sell,” the break-up of advertising’s WASPy boy’s club and the ad world’s attempt to co-opt the counterculture movement of the late 60’s.

3. Episode 003

This four-part series reveals the profound impact of advertising on American culture through the real story of Mad Men. Episode 3, “The 1970’s” explores advertising in a decade of strife, recession and the bursting bubble of 60’s idealism.

4. Episode 004

This four-part series reveals the profound impact of advertising on American culture through the real story of Mad Men. Episode 4, “The 1980’s,” explores conspicuous consumption in the Greed is Good era, the cable television explosion, and the mascots and celebrities that blur the line between entertainment and advertising.