

This advertisement was featured in magazines across the UK in the 1950s. When this campaign started, society was in a post-rationing period.

Gender roles in the 1950s were remarkably different to the present day. The British society was highly patriarchal (male dominated) in both the family household and the working environments.

This is yet another similarity between the 1950s and the Regency era.



The advertisement was inspired by a play by J.M.Barrie and features the main characters from the Regency era Miss Sweetly and Major Quality.



The 1950s and the Regency era are comparable due to the fact that both eras saw advancements in social and cultural development. Fine art, luxury items and elegance were becoming more widely accessible to the middle and working class.

Mackintosh aimed the advertisement towards the working and middle class which aspired to raise the social structures. This correlated with the Conservative Party's election campaign (1951) slogan "set the people free".

Golden frame centred above the man
and over his head.

Male choosing between two women.
With the sweets on his lap.
Females choosing which sweet to eat.

Female characters wearing red, white
and green outfits.

Regency characters wearing upper class and
fancy outfits.

Regency characters wearing upper class and
fancy outfits.

Persuasive language techniques (alliteration,
emotive language, superlatives).

Chocolate tin overflowing with
chocoltes.



Hand-drawn and artistic nature of the design,
with a rich colour palette.

Serif and purple typography “Quality Street”

Man wearing a business suit.

Women kissing the man whilst taking a
sweet from the tin.

How does the advert apply to dominant ideologies?

How does this advertisement portray the
representation of gender?

Why have the producers of this advert selected this
specific image to front their campaign?

What are the connotations of the tagline “What a delicious
dilemma”? Where can we see examples of a dilemma?

Conduct research from other early 1950s advertisements on the
role women held in society, at home and within advertisements.