

ESF / ESA / ESPI Conference

**Humans in Outer Space – Interdisciplinary Odysseys**

# **Marketing and Branding Space**

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# As an introduction

- I am particularly pleased to have the privilege of speaking to you today.
- The fact that a German band, Rammstein, includes in its video an allusion to the American moon landing shows one thing very clearly, in my view:
- **In the popular consciousness space travel equals America.**
- Perhaps space travel equals Russia as well – but it certainly doesn't equal Europe, China, Japan or India.
- I hope this is something that may change in future.
- This conference could even be a step in the right direction.

# The objective of my lecture

- I personally – like the whole of Austria, I imagine – followed the television reports of the visit to MIR by the first Austrian cosmonaut – Franz Viehböck - with fascination.
- And this now brings me to the actual theme of my lecture.
- It can hardly be my objective to give you a history of space travel at this point.
- What I would like to do, as an outsider, is to give you an impression of the fascination that space has always had for the inhabitants of our planet.
- And above all of the way in which this fascination has found expression in common signs and symbols in the world of products and brands.

# Branding space – the beginnings

- The people of the ancient world saw the daily transit of the sun, the phases of the moon and other such phenomena as being far too grand to be susceptible of explanation.
- What it was beyond the power of the human mind to imagine could only be one thing – divine.
- And at that epoch religions made use of the same instruments to spread their message as they do today – the power of images.

# Branding space – the beginnings



Apollo / Helios, god of the sun

# Branding space – the beginnings

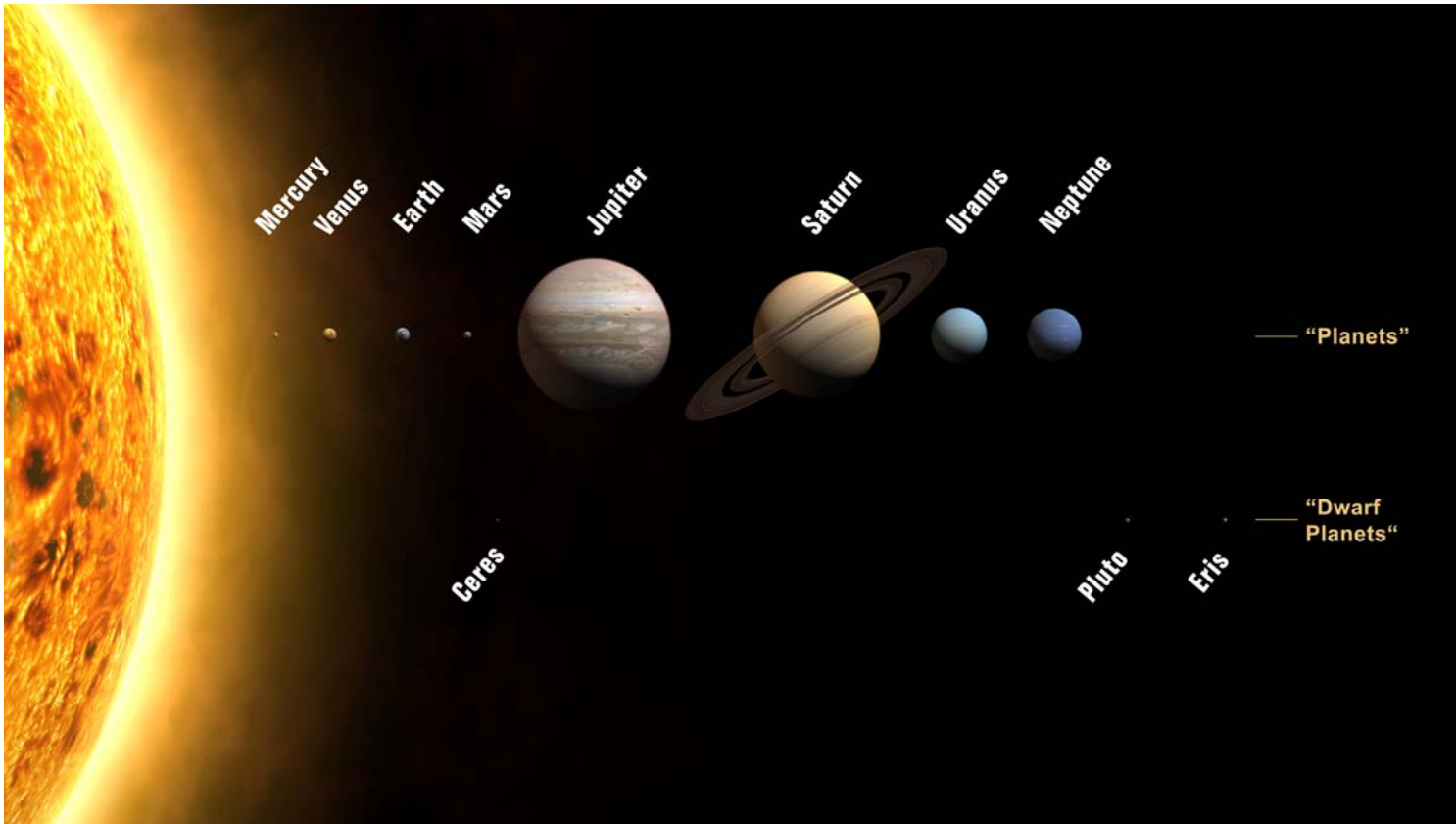


Selene / Luna, goddess of the moon

# Branding space – the beginnings

- As polytheistic religions passed their sell-by date, so also the former gods became outmoded and were promptly replaced by one God alone.
- Thus in the course of time Jupiter, Venus and the rest became just a source of names for the planets and constellations that came to be discovered in subsequent centuries.

# Branding space – the beginnings



The planets of our solar system



# Branding space during the Cold War

- This was how they remained for many centuries.
- Only the first technological developments before and during the Second World War made it possible for people to dream of more.
- If rockets could travel the long distance from Germany to England, then why could they not go right out of the earth's orbit, into regions where no human being had ever been?
- This development reached its climax in the Cold War.
- Just as socialism and capitalism battled for supremacy on the face of the earth, they competed higher up as well.
- And so before long the first satellites and living creatures were orbiting our planet.

# Branding space in the USSR



Sputnik 1



Laika, the first dog in space



Yuri Gagarin

# Branding space in the USSR

- This of course gave the left plenty of cause for celebration.
- As a result, the symbolic idiom and typology of space travel made strategic inroads into the world of socialist realism.

# Branding space in the USSR



USSR stamp

# Branding space in the USSR



Laika cigarettes

# Branding space in the USSR



Space propaganda with satellite states

# Branding space in Satellite States



  
Ein Auto für eine Mark  
Das Phänomen

**Trabant**

Die einzigartige Geschichte der beliebten „Ronnpoppe“

DVD

110 WELT

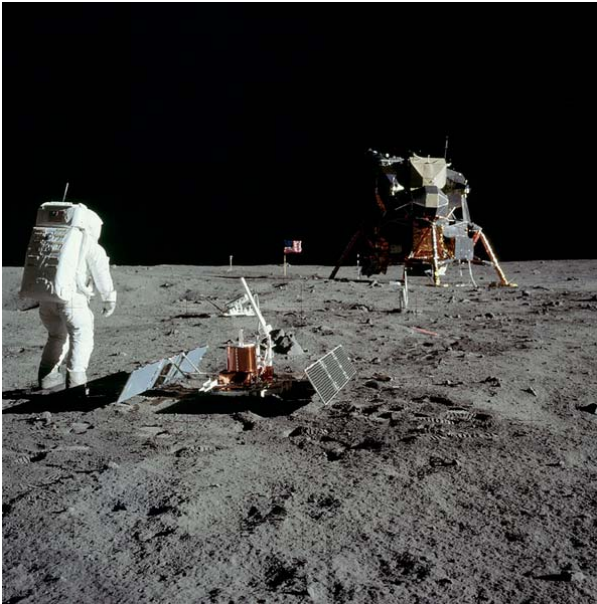
The Trabant, the cult car of East Germany

# Branding space in the USA

- The USA was not going to take this lying down, and the Americans soon launched the Apollo programme, making an unprecedented effort to overtake the Russians.
- Their efforts were finally crowned with success in July 1969.



# Branding space in the USA



The crew of Apollo 11 on the moon

# Branding space in the USA



Earth seen from the moon

# Branding space in the USA



Plaque on the moon, left by the crew of Apollo 11

# Branding space worldwide

- But it wasn't just in space travel that one climax was rapidly followed by another.
- Countless creators of media broadcasts, entertainment, fashion and products were inspired by these developments to use the newly discovered cosmos for their own purposes.

# Branding space worldwide



Cover of LIFE

# Branding space worldwide



Barbarella poster

# Branding space worldwide



Moon Boot

# Branding space worldwide



Milky Way chocolate bar



# Branding space worldwide



Michael Jackson's moonwalk

# Branding space and its technology

- Space, and the symbolic language that went with it, had become a fashionable trend, from which for years no one was immune.
- But like all fashions, this too had its expiry date.
- Even if the symbolism of space travel no longer exercised the attraction that it had in the past, now it was the technology behind it that smoothed the way for many products and brands that we take for granted today.

# Branding space and its technology



Satellite telephone

# Branding space and its technology



Satellite navigation (car / ship / plane)

# Branding space and its technology



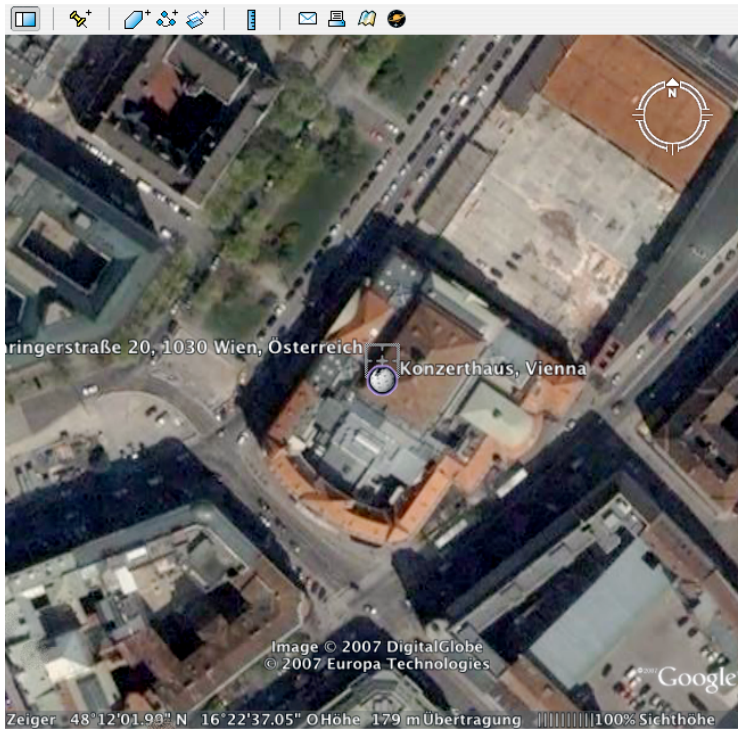
Satellite television

# Branding space and its technology



Satellite meteorology

# Branding space and its technology



Google Earth

# Branding space today

- Today we seem to have got over the dry patch, and people are again enthusiastic about the cosmos.
- Never mind where you happen to be, air travel and space travel is on everyone's lips, and branding specialists are being very successful with their astute allusions to past times.
- These ideas stand for progress, the pioneering spirit, the peak of human achievement and greatness.
- What more could you want to advertise a product?



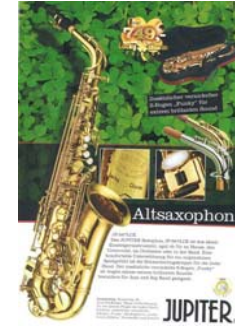
# Branding space today



Merkur insurance



Saturn electronics store



Jupiter instruments



Blue Star ferries



Cosmos electronics store



Opel Astra



Ford Galaxy



Dreamworks film studio



Planet Hollywood restaurants

# Branding space today



Specifying the practical details was a real in-space exploration for the long-  
backing but never the common perspective and the safety of the sunglasses. The  
back making had a smaller window for the eyes, however, 100%, which still would  
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titan  
minimal art

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The eyewear for missions in outer space: NASA selects Silhouette's innovative Titan Minimal Art technology to equip its astronauts.



The sunglasses for the astronauts in outer space are high-quality sunglasses  
with UV protection and a smaller window for the eyes, however, 100%, which still would  
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## Silhouette sunglasses

# Branding space today

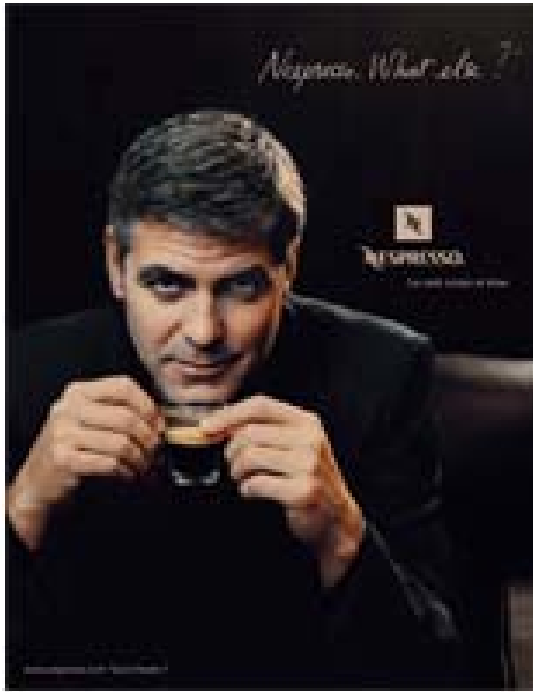


A real advertising classic: the Omega campaign for the Speedmaster model.

# Branding space and the star idea

- One kind of heavenly body seems to be of particular interest to us at the moment – I mean the stars.
- In popular culture we are currently experiencing a boom of the star idea.
- A star, by definition, is its own source of light. So no wonder if many products bask in its radiance.
- Many young people, when asked what they want to be, say without hesitation that they want to be a star.
- If not for ever, then at any rate for 15 minutes, as Andy Warhol so rightly said.

# Branding space and the star idea



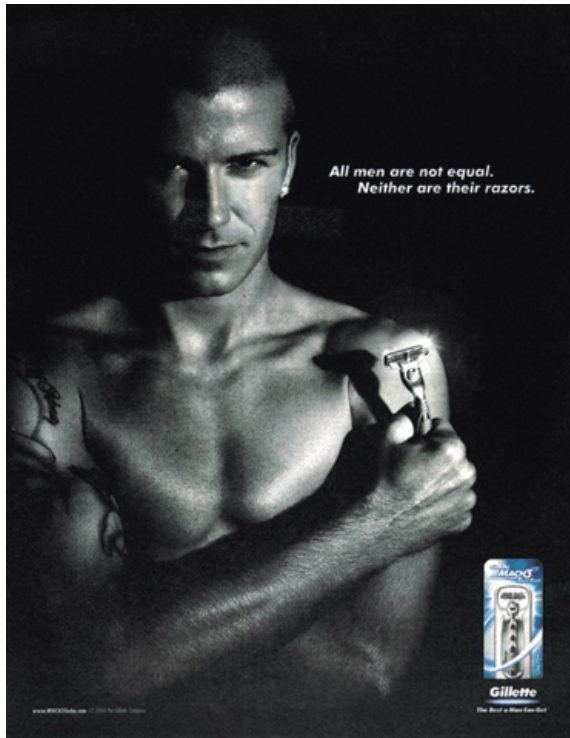
George Clooney for Nespresso

# Branding space and the star idea



Madonna for H&M

# Branding space and the star idea



David Beckham for Gillette



# Branding space and the star idea



Germany looking for the Superstar Casting Show



# Branding space and the star idea



Starmania Casting Show in Austria

# Branding space – be part of it

- So the human longing for infinite distances deliberately makes its way with the support of metaphors drawn from space travel.
- Where there are people, there will be dreams.
- And the dreams of humanity seem, just at the moment, really to be reaching for the sky.

# Branding space – be part of it



Space Adventures



Virgin Galactic

The two most famous space travel agencies.

# Branding space – be part of it



Virgin Galactic's Spaceship One

- At this point, let me mention a galactic promotion:
- Richard Branson, Virgin CEO, has promised to reward any of his customers who collects 2 million flight points from Virgin with a free trip on Spaceship One.
- Now that is something that it would really be worth collecting air miles for!

# Branding space – be part of it



Dennis Tito, the first space tourist

# Branding space – an outlook



Plans for the space hotel, Genesis 1

# Branding space – an outlook



Planned projection of the KRAFT logo onto the moon

# Branding space – an outlook

- Whatever coming years may bring, I am sure of one thing: the infinity of space is going to continue to fascinate us for a long time.
- Inventive manufacturers will go on designing their products with reference to models drawn from outer space.
- Marketing and publicity will go on making their contribution.
- But to project logos onto heavenly bodies, or send private persons on a tour of space, can hardly be the final aim of space travel.
- Its goals have been clearly formulated: collaborative research for the world, a contribution to understanding between nations, a globalised peace project. We shall see.
- Perhaps you and I, even if we don't become cosmonauts, may still become citizens of the cosmos.
- It's worth giving it a try.



# Branding space – the training

My son and I have already started training.



Zero Gravity flight in Russia



**Thank you for listening!**