

Program

Nordic Marketing History Workshop, February 6-7, 2025

Venue: Faculty Club, Ekonomikum, Kyrkogårdsgatan 10, 753 12 Uppsala

Day 1, February 6

From 11.30 Lunch sandwich and coffee

12.30 Welcome!

Louice, Erik T & Nikolas

12.45-14.15 Session 1

Daniel Normark & Martin Emanuel – *Revisiting Strøget*

Louice Bådholm – *Market Research: The case of Silja Line and Viking Line during the 1960s and 1970s.*

Arvid Sjödin – *Seeing like a shopping center: Shopping in Luleå and the campaign for shopping centers as a technology of corporeal consumer engineering in postwar Sweden*

Chairs/facilitators: Leif, Jim

14.45-16.15 Session 2

David Larsson Heidenblad & Orsi Husz – *Marketing stocks and mutual fund saving in the Swedish Welfare State, 1958–1984*

Axel Vikström– *Creating Digital Finance for the Many: The Emergence of Online Brokerage Firms in Sweden, 1996–2000*

Charlotte Nilsson – *Creating financial consumers on the road to Swedish shareholder culture: Promotion of “popular shares” in the 1990s privatization wave*

Chairs/facilitators: Klara, Erik T

16.30-18 Session 3

Matleena Frisk – *The disposable pad producers and transformation of Nordic menstrual culture from the early 20th century to the 1960s*

Anna Inez Bergman – *The War against Venereal Diseases: Engineering the contraceptive consumer during World War II in Sweden*

Leif Runefelt – *The corset La gracieuse - a successful and provocative brand from Stockholm*

of the 1880s.

Chairs/facilitators: Louice, David

18-18.45 Aperitivo

18.45-19.30 Keynote: Dr David Clampin, History of Advertising Trust

'Genius, don't remember the product but certainly remember the advert': being a marketing historian and the History of Advertising Trust, UK.

The idea of the archive is under challenge, to be replaced by the 'archival multiverse' where the definition of what is valued in society goes beyond the domain of the official. For Stuart Hall, 'Archives are not inert historical collections' but 'always stand in an active, dialogic, relation to the questions which the present puts to the past' (S. Hall, 'Constituting an Archive', *Third Text* 15 (2001), 92).

Plus ça change?

As advertising and marketing historians, we are never alone: peering over our shoulders are the masses to whom advertising originally spoke, who "understand" what is presented and can readily tell you what it all means.

This keynote reflects on what it is to be a marketing historian, and what it is to be the world's largest brand communications archive. Insights are offered to equip the academic researcher, and a critique presented of what HAT is and what it does.

Chair: Nikolas Glover

Discussant: Anders Houtz, Centre for Business History (Stockholm).

20.15 Dinner: DomCraft

S.t Eriks Gränd 15

Day 2, February 7

9.00-10.45

Session 4

Elin Åström Rudberg & Klara Arnberg –

"Have it Your Way": Marketing expertise and consumer culture from the oil crisis to the dot-com bubble

Sofie Lindeberg – *The Swedish Fur Council and the Marketing of Fur Products ca 1950–2000*

Jim Hagström – *From Consumer Dreams to Consumer Nightmares: The Making of Consumption Practices on the Swedish Electricity Market, 1930s – 1970s*

Erik Thosteman – *Creating a Swedish-American consumer: Advertising in Swedish-American newspapers, Chicago 1890-1910 (presentation)*

Chairs/facilitators: Liza, Arvid

11-12.30 Session 5

Airi Uuna – *Aural Advertising in Soviet Estonia during the 1970s-80s*

Ken Sakai & Andrew Popp – *BørneLund - Otherness as Brand and Identity*

Nadezda Petrusenko – *Discourse-Materiality Interplay in the Emergence of “Green Products”: The Case of the Vacuum Waste Collection System in Sweden.* (presentation)

Chairs/facilitators: Orsi, Daniel

12.30-13.30 Lunch

13:30-15.00 Session 6

Anna Tyllström & Stefan Arora-Jonsson – *Institutional parasites? The emergence of Public Relations market category in Sweden 1981-2009*

Liza Jacobsson – *Approaches to credit through marketing and service development in the three Baltic countries between 1990 and 2010*

Rasmus Fleischer – *The value of advertising and the Consumer Price Index*

Chairs/facilitators: Elin, Nikolas

Participants:

Session 1

Daniel Normark is a director for and researcher at Uppsala STS, a research-network at the dep. for economic history, Uppsala university. He is an associate professor in sociology specializing in science & technology studies (STS), at the university of Gothenburg where i also have been affiliated to the Centre for Consumer Science at Gothenburg Research Institute. Between 2008-2020 he was a member of the medical history & heritage unit at Karolinska Institutet. His research focuses on sites of negotiation from the interactions within the laboratory to the mundane features of mobility. He will co-present a paper with Martin Emanuel based on their ongoing studies of Strøget, Copenhagen’s famous commercial streets, and its pedestrianisation in the early 1960s.

Martin Emanuel is a researcher at the Division of Urban and Regional Studies, KTH, and an urban STS scholar with a background as a historian of technology. His current research focuses on walking and public transport in cities, combining historical and contemporary perspectives, grassroots initiatives for sustainability transitions, and learning from urban experimentation. He will co-present a paper with Daniel Normark based on their ongoing studies of Strøget, Copenhagen’s famous commercial streets, and its pedestrianisation in the early 1960s.

Louise Bådholm is a PhD-student in Economic History at Uppsala University. Her research explores the cross-border market-making practices of the ferry operators Silja Line and Viking Line, and the role of Tax-free onboard sales in the shaping of the cruising market. In this workshop, she will present a subsection of a dissertation chapter examining the market research conducted by these operators from the 1960s onwards.

Arvid Sjödin is a PhD student at the department of History of Science and Ideas at Uppsala University. Part of his thesis project concerns how planners used contemporary consumer psychology and social engineering rationales in their attempts to construct a walking consumer experience.

Session 2

David Larsson Heidenblad is associate professor (docent) and deputy director for the Lund center for the history of knowledge (LUCK). His research is focused on contemporary history and revolves around themes such as stock saving, knowledge work, and the emergence of the digital society. Together with Orsi Husz he will present their joint book project on the history of stock saving in post-war Sweden.

Orsi Husz is a Professor of the History of Science and Ideas at Uppsala University, Sweden. Her publications have explored areas of the cultural history of everyday economic life in the twentieth century such as mass consumer culture, consumer credit, household budgets, banking services and financial identification practices. Her new book *Bankminded. Banks as Intimate Agents of Everyday Life in Welfare State Sweden* is forthcoming at Palgrave Macmillan.

Orsi and David Larsson Heidenblad have a chapter in a forthcoming volume about Nordic Neoliberalism (eds. Jenny Andersson and Chis Howell) and are working with a coming book in Swedish titled *Allemanskapitalismen*.

Axel Vikström is a postdoctoral researcher at the Department of History, Lund University. His research is centered on the mediation of economic practices and the role of discourse and language in naturalizing inequalities in wealth and power. He recently published his thesis *The Mediated Representation of the Super-Rich: Secrecy, Wealth Taxation and the Tensions of Neoliberal Capitalism* (Örebro University).

Charlotte Nilsson is a postdoctoral researcher at Department of Arts and Cultural Sciences, Lund University and Centre for Business History, Copenhagen Business School. Her research interests include business and marketing history, investment cultures, and the financialization of everyday life. The workshop presentation is based on an article draft for a *Lychnos* (Swedish history of ideas journal) special issue about the market (“Marknadens idéhistorier”).

Session 3

Matleena Frisk works at the Centre for Consumer Society Research, University of Helsinki. She is currently studying disposable and short lifespan products and everyday practices from the WW II to the 1970s.

Anna Inez Bergman is a PhD student in Economic History at Umeå University. Her research

focuses on business history, markets, consumption, gender and sexuality. At this workshop, she will present a work-in-progress paper on the engineering of contraceptive consumers during World War II and the immediate post-war years.

Leif Runefelt is a PhD in Economic History and is currently a professor in the History of Ideas at Södertörn University. He specializes in the Swedish history of consumption and consumer culture during the transition from early modern to modern society, ca 1700–1920. His areas of research include press advertising, 19th-century entertainment and the relationship between fashion and social order.

Erik Florin Persson holds a Ph.D. in film studies from the University of Gothenburg and teaches film studies at Linnaeus University. His research interests include various forms of commissioned, educational and commercial films, as well as film historiography and media archaeology. His main current research project concerns a collection of analogue film held at the Hasselblad foundation in Gothenburg, including a number of commercial films for the Hasselblad camera from the 1960s and 1970s.

Keynote

David Clampin is the recently appointed Development Executive at the world's largest brand communications archive, the History of Advertising Trust. Prior to this he worked at a number of UK universities teaching modern British history, and latterly Subject Leader – History at Liverpool John Moores. His research interests have tended to focus on British press advertising of the Second World War, with diversions into the marketing of the British merchant marine and, most recently, marketing the English Christmas through the 1950s to the 1980s. The paper offered at this gathering verges on a rant, exploring the challenge of being a marketing historian and the place of the archive in realising, or frustrating such ambitions.

Anders Houlitz is an Associate Professor (docent) in History of Science and Technology and since 2015 Head of Research at the Centre for Business History in Stockholm. He holds a PhD from the Royal Institute of Technology's Department for the History of Science, Technology and Environment in 2003. His research deals partly with business history and corporate and branch organization, partly with cultural and industrial heritage, uses of history as well as museum policy and exhibition practice from an historical perspective.

Session 4

Elin Åström Rudberg is a researcher in economic history at the Department of Economic History and International Relations at Stockholm University. Her research focuses on the history of marketing, consumption and business in the twentieth century and she has published in journals such as *Enterprise and Society*, *Business History* and *Journal of Historical Research in Marketing*. At the workshop, she will present a planned edited volume together with Klara Arnberg.

Klara Arnberg is an associate professor of Economic history, Stockholm University. Her research interests cover the role of gender and sexuality in the construction and workings of markets. Her research output ranges from historical consumer group segmentation to the business history of pornography and advertising. At the workshop, she will present a planned edited volume together with Elin Åström-Rudberg.

Sofie Lindeberg is a PhD candidate in history at the Department of Culture and Society (IKOS) at Linköping University. Her dissertation (defense planned for May 2025) concerns how a cultural heritage has been created for the fur industry in Tranås, 1921–2024. She seeks to answer how this heritage was created and how it has been both reproduced, altered and contested in different times.

Jim Hagström is a PhD student in *History of Ideas* at Södertörn university and part of the national doctoral school in the *History of Political Thought*. His PhD project traces different market (re)formulations of the Swedish electricity market from the 1930s to the 1990s with a focus on changes and continuities in consumption practices.

Erik Thosteman is a PhD student at the Department of Economic History, Uppsala University. His research investigates the Swedish-American news press in late 19th century Chicago, and focuses on how the newspapers articulated and understood the social position of Swedish immigrants in the new country through editorials, sent-ins, advertisements, and through (re)productions of gender, racial, and political ideologies.

Session 5

Airi Uuna is a historian and a Visiting Research Fellow at Tallinn University, Estonia. In her PhD thesis, Uuna is investigating the lifeworlds inside of a Soviet Estonian advertising company which used to provide its clients – such as enterprises and various types of state organizations across the USSR – with various types of commercial advertising, including advertising programmes and films.

Ken Sakai is an Associate Professor at Hitotsubashi University and Tohoku University in Japan, and Visiting Researcher at Copenhagen Business School (CBS). His research focuses on business history and organization theory.

Nadezda Petrusenko is a lecturer in history at Södertörn University, Sweden. Her research interests include greening of Swedish conventional businesses starting from the late 1960s as a discursive shift. At the workshop she will make a presentation on the efforts of Swedish businesses to discursively construct their products as green between the 1960s and 1980s.

Session 6

Stefan Arora-Jonsson studies the organization of society. Examples of questions include the organization of competition, how competition influences the organization of schools, identity competition among political parties, and if corporate scandals can contaminate innocent organizations.

Anna Tyllström is an organizational theorist doing empirical research about lobbying, corporate influence on politics, political consulting, corporate networks, and the construction of expertise. Much of her work to date has focused on lobbying, and the emergence of the Swedish market for public relations consulting. In her PhD thesis she examined the processes of market legitimation and illegitimation and the close links between public relations and politics.

Liza Jakobsson defended her PhD thesis about the financialized homeownership ideology at

Södertörn university in December last year. She is now working on a postdoc-application about how debt was marketed by banks in Sweden, Finland and Estonia 1990-2010.

Rasmus Fleischer is an economic historian at Stockholm University. His current research project all relate, in different ways, to practical problems of price statistics, with special regard to the valuation of quality and quality change in consumer products. He will first present some findings from a previous project focusing on 20th century Sweden (from the book *Varors värde*, 2023). Then he will also outline some of the ideas behind a new research project, starting this spring, regarding "free" digital products, and the possible valuation of advertisements as a "negative quality"

Nikolas Glover is a senior lecturer and associate professor at the Department of Economic History, Uppsala University. He has dabbled in advertising history, most recently together with Klara Arnberg and Fia Sundevall in the project *The Defense of Consumption: Advertising, Gender and Citizenship in Sweden during World War II*.