

*A Mini Thesis: How the Mini Morris Minor and Austin Seven Sold Britishness Throughout the
1960s*

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The British 1960s saw political and economic change, and with the decline of the British Empire that started with the 1956 Suez Canal crisis their position in world order was changing. Throughout all of this, consumerism, particularly of cars, was on the rise, and advertising was going through its own revolution. With the increasing accessibility of both television and print media, advertising had more places than ever to make impressions on potential buyers and turned consumer goods into ways to define Britishness in a post imperial world. By embedding these assumptions across their television and print advertisements for the Austin Seven and Morris Mini Minor throughout the sixties, the British Motor Corporation reinforced a white, middle-class British identity of respectability, resilience, and pride by linking the car to modernity, sporting success, and post-imperial national pride. Some aspects of British life that are considered are how the company used family ideals, highlighting the small, white, middle class family to persuade buyers, and immigration concerns. The advertisements considered also used the newer modes of humor to advertise. This paper also considers how British Motor Corporation advertisements for the Minis developed as the company started participating in rally races, with particular concern to how their wins at the Monte Carlo Rallies of 1964, 1965, and 1967 influenced the tone of their advertisements.