Madmen in Shanghai: the China Commercial Advertising Agency and the birth of professional advertising in modern China
The development of advertising agencies in Shanghai (1905-1956)

Population of advertising agencies in Shanghai (1905-1956)

Number of agencies
The gradual sinification of advertising agencies in Shanghai (1905-1956)

Populations of advertising agencies in Shanghai, by origins (1905-1956)

- Western
- Chinese
- Japanese

- Populations over time:
  - 1905-1919: 1 Western, 9 Chinese, 24 Japanese
  - 1919-1929: 5 Western, 24 Chinese, 42 Japanese
  - 1930-1937: 6 Western, 42 Chinese, 57 Japanese
  - 1938-1943: 8 Western, 36 Chinese, 23 Japanese
  - 1943-1956: 2 Western, 5 Chinese, 5 Japanese
Madmen in Shanghai: the China Commercial Advertising Agency and the birth of professional advertising in modern China

1. The China Commercial Advertising Agency (CCAA): the first modern agency in Shanghai (1926)

2. C.P. Ling (1896-1964): a pioneering advertising agent within a new Chinese global elite
China Commercial Advertising Agency (CCAA)
The first modern agency in Shanghai (1926)
CCAA’s logotype and motto
“Service and Progress” (1936)
Growth of CCAA (1926-1936)

Personnel and accounts

- **Staff**
- **Clients**
- **Products**

1926:
- Staff: 2
- Clients: 5
- Products: 18

1936:
- Staff: 60
- Clients: 120
- Products: 181
Growth of CCAA (1926-1940)

Financial situation

- Capital ($)
- Income ($)
- Profits ($)
CCAA’s national network in China (1936)

Online source: https://tinyurl.com/yb6wqlpu
C.P. Ling (1896-1964)

A pioneering advertising agent within a new Chinese global elite
C.P. Ling (1896-1964)
Lin Zhenbin 林振彬

Advertising Expert C.P. Ling, ca. 1936
(China Press, September 1, 1936)
“Advertising expert (C.P. Ling) chooses Ford” (China Press, August 27, 1932)
THANKS FOR YOUR ATTENTION!

ANY QUESTIONS, COMMENTS, SUGGESTIONS???