CHARILE CHAPLIN & IBM

Neyshmarie Gonzalez, Abigail Stein, Orel Maimoni
IBM’s first personal Computer

IBM continued to put forth new technological innovations for decades to come, including the UPC barcode, magnetic stripe technology, the hard disk drive, and dynamic random-access memory. One field they had yet to venture in, however, was the home computer. In 1977, Apple Computer released their Apple II, an 8-bit home computer that proved to be a big hit. In an attempt to keep up with this competition, IBM created a task force to develop their own home computer. In 1981 the IBM Personal Computer was released, thus commencing the technology war between Apple and IBM.
In 1981 the IBM Personal Computer
In advertisements such as their 1984 “Big Brother” ad, Apple attempted to portray IBM as being very corporate and impersonal, and themselves as exciting and fun. In response, LGFE wanted to find a new spokesperson who would give IBM an image of being more friendly and entertaining. After considering many options such as Kermit the Frog and Alan Alda, they decided on Charlie Chaplin’s “Little Tramp” character.
Our group decided to recreate one of IBM’s “Little Tramp” advertisements. The advertisement chosen featured Scudder in the classic “Tramp” outfit, sitting atop a very tall pile of books and papers, typing on the IBM PC.
Other Charlie Ads