



SERIES INFORMATION

Smithsonian Channel • Docuseries • 60 Mins
(4 eps)

They did more than sell products. They sold the idea of buying.

"Mad Men" gave audiences an all-access glimpse into the world of advertising in America during the tumultuous decade of the 1960s. It was inspired by the real men and women of Madison Avenue who perfected the art of the sale and transformed American culture in the process. Who were these people and what were the campaigns that created this consumer culture? Follow the evolution of advertising from the 1950s through the 1980s, via interviews with the industry's top ad executives, and through classic ads and commercials.

THE REAL MAD MEN OF ADVERTISING

Smithsonian Channel
Credits not final and subject to change.