CONSUMING ANZAC
The history of Australia’s most powerful brand
By Jo Hawkins
RRP $29.99

New book reveals how consumer culture has proved central to the contemporary resurgence of the Anzac tradition.

#Brandzac is not a new phenomenon: every year there seems to be some kind of scandal around the commercialisation of Anzac.

However, very few people realise that Anzac has been commodified since its invention. It has been occurring for more than 100 years.

How does the Anzac industry shape the way we remember war? And why do Australian marketers seek to align their brands with a failed military campaign?

In probing the ways in which war memory has been has produced, marketed and sold since 1915, Consuming Anzac offers new insights into the dynamic commercial world and mutually beneficial relationships that underpin the commemoration of war in the twenty-first century.

ABOUT THE AUTHOR

Dr Jo Hawkins is fascinated by the power of stories to teach, persuade, and offer insights into the past and present.

After spending a decade working in advertising and marketing at companies including Sony Music and TBWA\Worldwide, she enrolled in a PhD in History at the University of Western Australia. Her thesis explored the commodification of a story that has come to lie at the heart of Australian identity – the Anzac legend. Jo is the Manager of the UWA Innovation Quarter.