

Social Sciences : Cultural Studies

Leishman, David

Consumer Nationalism and Barr's Irn-Bru in Scotland

- **First ever in-depth commercial history of Scotland's most iconic brand and its transnational origins**
- **Provides a detailed analysis of the brand's trajectory and nation-building discourses drawing on wide variety of international sources – independent archive research, vintage advertising, government reports, industrial histories**
- **Contextualizes analysis of advertising campaigns spanning three centuries (late 19th Century, 20th Century, early 21st Century) to bring to light the lasting impact of the brand on Scottish national identity**

This book connects a detailed analysis of Irn-Bru's brand identity over time to theories of national identity, consumer studies, and banal nationalism. It situates the commercial history of Barr's Irn-Bru in a transnational context and shows how Irn-Bru has become a symbol of Scotland through processes of rewriting, reframing and institutionalized forgetting, linking the consumption of what began as a trans-national generic product to a specific national community. As such, Leishman presents a longitudinal, cross-disciplinary approach to analysing branding and advertising as multi-modal forms of discourse, in order to underline the role of commercial, non-state actors and popular consumerism in the phenomenon of banal nationalism. It will be of interest to students and scholars researching nationalism, consumption, and Scottish studies.

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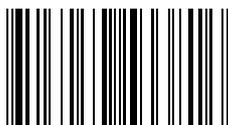
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