



Marketing the Moon: The Selling of the Apollo Lunar Program

David Meerman Scott, Richard Jurek

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In July 1969, ninety-four percent of American televisions were tuned to coverage of Apollo 11's mission to the moon. How did space exploration, once the purview of rocket scientists, reach a larger audience than *My Three Sons*? Why did a government program whose standard operating procedure had been secrecy turn its greatest achievement into a communal experience? In *Marketing the Moon*, David Meerman Scott and Richard Jurek tell the story of one of the most successful marketing and public relations campaigns in history: the selling of the Apollo program.

Primed by science fiction, magazine articles, and appearances by Wernher von Braun on the "Tomorrowland" segments of the *Disneyland* prime time television show, Americans were a receptive audience for NASA's pioneering "brand journalism." Scott and Jurek describe sophisticated efforts by NASA and its many contractors to market the facts about space travel -- through press releases, bylined articles, lavishly detailed background materials, and fully produced radio and television features -- rather than push an agenda. American astronauts, who signed exclusive agreements with Life magazine, became the heroic and patriotic faces of the program. And there was some judicious product placement: Hasselblad was the "first camera on the moon"; Sony cassette recorders and supplies of Tang were on board the capsule; and astronauts were equipped with the Exer-Genie personal exerciser. Everyone wanted a place on the bandwagon.

Generously illustrated with vintage photographs, artwork, and advertisements, many never published before, *Marketing the Moon* shows that when Neil Armstrong took that giant leap for mankind, it was a triumph not just for American engineering and rocketry but for American marketing and public relations.

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