

SPACE ACTIVITY AND SOCIETY (E5)
Space Expectations: How the Public Views Space Activities (2)

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SPACE MARKETING

Abstract

Marketing and advertising have been historic key factors on the beginning of Space race, acting as one of its main boosters.

As a major consequence, Space is a magnificent and innovative tool for any kind of advertisement, not only for space companies and industries, but also for any other commercial companies not related at all to Space.

These characteristics have played a political major role since the Sputnik launch to the Apollo era.

This paper discusses in depth the features of space marketing within an historic context, which starts with the political and military tensions of Cold War and finishes nowadays, when advertising has been relegated to the industrial frame not reaching general public anymore.

It will also analyze the current use of the word "Space" in a modern society rich in artistic and communication media: music, literature, movies, etc. As well as the use of graphics and other languages that refer either directly or indirectly into Space.

In conclusion, I discuss the vital role that marketing must play in the space program to increase society's interests in space. Without it, it would be impossible to have enough momentum for a future beyond our planet.