

Tradwives – obedient homemakers and savvy marketers of products and ideology

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Abstract

In this paper we investigate the relationship between nostalgia and conflict marketing through the analysis of two Scandinavian examples of tradwives or homemakers. Where nostalgia is linked to re-enchantment with the present to fill an emotional or cultural lack, conflict marketing is the mechanism of conflict driven by marketing. We argue that nostalgic marketing also has the potential to drive conflict markets. We analyse the Instagram accounts of two Scandinavian tradwives and how they mobilize nostalgia through for example 1950s fashion and soft aesthetics, and demonstrate that nostalgia adds a layer of subtlety to conflictual content; both driving conflict and denouncing its seriousness - thereby delegitimizing critical voices. This paper demonstrates the conflictual potential of nostalgia driven marketing. As we discuss, where nostalgia and ideology are closely tied, nostalgia works to soften ideological perspectives yet also works to draw up differences between consumer groups.

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