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MEDIA OF ADVERTISING: HISTORY AND DEVELOPMENT

Dr. Kshetrapal Singh

Assistant Professor

Department of Law, J. R. N. Rajasthan Vidhyapeeth
Udaipur, Rajasthan, India

INTRODUCTION

Present days advertisement is an effective tool for the companies for selling their products, online as well as offline. Advertisements influence the individual very significantly and intensively. An advertisement shows the real act on a person's life which directly touches the heart for the viewer of an advertisement.

An appropriate advertisement can be used not only to attract customers but also to hold them by creating brand loyalty. Advertisement is a combination of various activities and other sales promotion instruments. It may be in various shapes like a press advertisement, a sales campaign, word-of-mouth, personal interaction, direct mailing to customer etc. The fundamental objective of a promotion campaign is to persuade the customer to buy its products in preference to other similar products available in the market.

HISTORY OF ADVERTISING

The history of advertising is very old. There were three forms of advertising before the print advertisements, that are as follows:

- A. **Trade Mark**-Craftsman placed mark on goods to get identified the quality.
- B. **Town Criers**-The announcement by a group of people beating the drum and make announcement by walking.
- C. **Signs**-Commercial messages displayed on Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form.

The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BCE.¹

In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers; however, false advertising became a problem, False or deceptive advertising is the use of false or misleading statements in advertising. As advertising has the potential to persuade people into commercial transactions that they might otherwise avoid, many governments around the world use regulations to control false, deceptive or misleading advertising.

In June 1836, French newspaper La Presse is the first to include paid advertising in its pages. At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process.

In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".²

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows.

The world's first television advertisement was broadcasting was on July 1, 1941. In the early 1950s, the modern trend began of selling advertisement time to multiple sponsors. This eventually became the standard for the commercial television industry in the United States.

In 1925, the main advertising media were newspapers, magazines, signs on streetcars and outdoor posters. By 1998, television and radio had become major advertising media.³

¹ "Slashdot | ISP Operator Barry Shein Answers Spam Questions". Interviews.slashdot.org. 2003-03-03.

² Advertising Slogans, Woodbury Soap Company, "The skin you love to touch",

³Annual U.S. Advertising Expenditure Since 1919". Galbithink.org. 2008-09-14. <http://www.galbithink.org/ad-spending.htm>. Retrieved on 2009-04-20.



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The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. The concept of the music video, as cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s.

At the turn of the 21st century, a number of websites including the search engine Google started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help rather than inundate users.

A recent advertising innovation is "Guerrilla Marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages and interactive advertising where the viewer can respond to become part of the advertising message. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages and various innovations utilizing social network services.⁴

TYPES OF ADVERTISING

It is conceptually more interesting and analytically more important to classify advertising. The basis of classification however can be diverse. The principal means of classification are:

1. By geographical spread
2. By target group

1. BY GEOGRAPHICAL SPREAD

On the basis of geographical spread, advertising can be classified as:

- a. **Local Advertising:** Small firms may like to restrict their business to state or regional level. Some firms first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma washing powder, which initially was sold only in Gujrat and subsequently entered the other markets.
- b. **National Advertising:** Some manufactures may target to entire country. They select media with a countrywide base, for example Hindustan lever.
- c. **Global Marketing:** Multinational firms treat the world as their market firms such as IBM, SONY and FORD.

2. BY TARGET GROUP

On the basis of target group aimed at advertising can be classified as:

A. Consumer Advertising: a very substantial portion of total advertising is directed to buyers of consumer products who purchase them either for their own use or for their households.

The fact that buyers of consumer items are generally very large and widely distributed over a large geographical area enhances the importance of advertising as a marketing tool. These advertisers appeal directly to the buyers /consumers. Such advertising is called consumer advertising

B. Industrial Advertising: it refers to those advertisements which are issued by the manufactures/distributors to buyers of industrial products. It includes machinery, equipment's, parts and components etc. The importance of this is lower than consumer advertising.

C. Trade Advertising: advertising which are directed by manufactures to the distribution channel members, such as wholesalers or retailers are called trade advertising. The objective of such advertising is to promote sales by motivating distribution channel members to stock or to attract new retail outlets.

D. Professional Advertising: there are certain products for which the consumers themselves are not responsible for the buying choice. Example –pharmaceuticals Where the decision is made by doctors while the consumers are patients. Such firms therefore have to direct their advertising to these decision makers, it is called professional advertising.

Other Commercial Advertisement Media

Commercial advertising media can include wall paintings, cinema, web banners, mobile telephone screens, shopping carts, web popup, bus stop benches, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts.

⁴ Haystack, Cor Hospes. "New Message, Remco Vroom: "Guerrilla marketing, new ways to reach your consumer" ISBN 978-90-77881-24-8



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MEDIA OF ADVERTISING

There are several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. Mentioned below are the various categories or types of advertising:

1. Print Advertising – Newspapers, Magazines, Brochures

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership.

The price of print ads also depends on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper. Seventy-five percent of the cost of newspapers and magazines are paid for by advertisements.

2. Outdoor Advertising – Billboards, Kiosks, Tradeshows and Events

Outdoor advertising is also a very popular, form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company.

The billboard advertising is very popular, however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products.

Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field.

For instance, a company that manufactures sports utilities can sponsor a sports tournament to advertise its products. Mobile billboard advertising, Mobile billboards are truck- or blimp-mounted billboards or digital screens or they can be specially-equipped cargo trucks.

3. Broadcast Advertising – Television, Radio and the Internet

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time) and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers.

The radio jingles have been very popular advertising media and have a large impact on the audience. Which is evident in the fact that many people still remember and enjoy the popular radio jingles.⁵ Broadcast Advertising could be done in two different?

A. TELEVISION

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. On some occasion's lyrics to a popular song, lights would be changed to create a theme song for a particular product. In 1971 the converse occurred when a song written for a Coca-Cola advertisement was re-recorded as the pop single "I'd Like to Teach the World to Sing" by the New Seekers, and became a hit. Famous case is Levi's company which has used several one hit wonders in their advertisements.

B. WORLD WIDE WEB-

This is the important part of internet. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".

⁵ Broadcasting Commission of Ireland. "Radio and Television Act, 1988". <http://www.bci.ie/documents/88act.pdf>. Retrieved on 2009-01-28.



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4. Covert Advertising – Advertising in Movies

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports.

There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, for example the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles in the recent film.

Some of the famous examples, for this sort of advertising have to be the appearance of brand Nokia which is displayed on Tom Cruise’s phone in the movie *Minority Report*, or the use of Cadillac cars in the movie *Matrix Reloaded*.

5. Surrogate Advertising – Advertising Indirectly

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

6. Public Service Advertising – Advertising for Social Causes

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant message about important matters and social welfare of the national community causes like AIDS, energy conservation, political integrity/ideology, deforestation, illiteracy poverty religious recruitment and so on. It is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause or promote social causes.

Advertising is a powerful educational tool capable of reaching and motivating large audiences Advertising justifies its existence when used in the public interest: it is much too powerful a tool to use solely for commercial purposes.”

7. Celebrity Advertising

Although the audience is getting smarter and smarter and the modern-day consumer getting immune to the exaggerated claims made in a majority of advertisements. There exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

Celebrity branding-This type of advertising focuses upon using celebrity power, fame, money, popularity, to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

8. Mobile Advertising

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until **mobile advertising** followed, also first launched in Finland in 2000.

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Service, picture and video messages. A particular feature driving mobile ads is the 2D Barcode. Which replaces the need to do any typing of web addresses and uses the camera feature of modern phones to gain immediate access to web content.

9. Social Network Advertising

A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites like Facebook, Instagram etc. This is a relatively immature market but it has shown a lot of promise as advertisers are able to take advantage of the demographic information the user has provided to the social networking site.

This advertisement is also known as viral advertisement where the promotion communication of the information and advertisement of the company is made through the application of internet and related technologies.



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CONCLUSION

An advertisement is a part and activity of marketing and promotion strategies which is defined and designed for the purpose of persuasion into the customer's mind. The language of an advertisement has the importance in promotion and for reaching to the targeted audiences because that is the only way to attract your customer so all the components are very important. It is also required to update the ways of advertisement regularly to make them more effective.

The advertisement directly strikes the heart and mind of a customer and it helps to increase the sales and also creates the image of the organization as well as of individual product also. The purposes of an advertisement with its positive and negative effects, since they are also the representatives of a society hence indicate us regarding that particular era that is how we have found, what can be the future direction of ads and on basis of these several things.