



History and Introduction to Advertising Part I

Hello everyone, Welcome to our new episode, where we would discuss about the arena of advertising. Advertising is vast field and today we will introduce you to this field of applied art. Today we will discuss the meaning and objective of advertising, Advertising comes around as a difficult and complicated term which requires a lot of understanding but, advertising is easy if understood properly, and we will help you understand it the simplest way. For understanding anything we will definitely go to the deeps of it, and know the history of advertising. Advertising is a vast subject thus we will divide it in two episodes. In this episode we will basically understand advertising as a whole; we will learn the basic attributes and approaches towards advertising. This episode is written and compiled by Mrs Bindulika Sharma, Associate Professor Applied Art, department of Art Education, faculty of Fine Art, Jamia Milia Islamia and assisted by Surangini Sharma.

Introduction to Advertising

- **Definition And Description Of Advertising**

Advertising is basically a communicative tool, or a



process by which a message is being delivered, from an identified sponsor (manufacturer, company or a person) to the target audience, about an idea, product, or a service. The origin of the word 'advertising' has erupted from its Latin word "adverto" meaning 'to turn towards', as it helps to turn one's mind towards the product, or service. Advertising is a communication whose purpose is to inform potential customers about products and services and how to obtain and use them.

Advertising, as a paid marketing communication form, are different from common varieties of publicity like press realize, newspaper articles or standard classified ads. 'Advertising practice' stood as the scope to the vast field of applied art providing the raise of business, to the manufacturing company. This creates more of competitive approach to the market needs, providing better, efficiency and qualitative goods.

Further advertising can also be defined as, **any printed, written, or spoken representation of a product, services, information, or ideas, openly sponsored by an identified sponsor.** Advertisements often contain both factual information and persuasive messages. Advertising is usually placed by an advertising agency on behalf of a company. **Advertising encourages, persuades or manipulates their audience, viewers, readers or listeners to take or continue to take some considerable action.**



- **Origin Of Advertising**

It has been noted that, Advertising before 19th century was done by barter system (system of exchanging goods), or through propaganda by street drummers. Most of these forms of advertising were restricted to attract a limited audience. Moreover, before industrial revolution most of the work was done manually or even if few machines were introduced, a lot of dependency was lead to manual work. With the effect, developing mass production as well as advertising for them was a tough, tiring, and costly job. But soon the print Advertising received its biggest boost from the growth in commerce in 19th century, following the Industrial Revolution. As the industrial revolution took its pace with the invention of new improved technologies, factories, machine, and printing press, the cost of mass production surely decreased and it lead to speed up the work efficiency. Suddenly, competitive manufacturers and service providers needed to ensure that their products and services "looked good" as well as functioned properly. These prevailing requirements, ultimately led to the birth of publicity and advertising promotion.

Very soon it was realized that promotion is very important because however good a product is, it will not find any buyers, if nobody knows about it. If the company wants to sell a specialized product, all you have to do is write to



people or trade- companies, which are known to be interested or place an advertisement in the suitable newspaper or magazine. And if the manufacturer or company are not able to this them-self, they might hire an advertising agency. They have the experts who can make a successful advertising campaign that suites your desire. An advertising agency is supposed to know how, when and where the message should be transmitted, in order to reach out most people of the target group. Modern advertising uses language, pictures, sound and colours to sell the products as well as possible.

1841 stood an ice breaker in the field of advertising, as the first advertising agency was established. This created a huge market for advertising all of a sudden, press layouts, magazines, were given more importance, many different techniques of promotion started. Usage of innovative tag lines, film stars for endorsement, competition between brands increased which gave advertising agencies an opportunity to expand. With time we saw advertising agencies in a bloom and competition between the agencies started, many a times competitions lead to a lot of improvement in the field. and then came the master of advertising, who was the inspiration to many budding advertisers who were grasping this field as their career option. Mr. Edward Bernays, he, the father of modern advertising led our way with innovative ideas. He gave birth to the phenomenon known as Advertising campaign. Campaign is basically a launch of advertising means, such as



press layouts, posters, etc. who basically promote the same brand with a continued connection of a similar tagline, or illustration, or the slogan. He also introduced new techniques of printing the advertisements.

This growth in the field of advertisement led to the demand of new techniques, innovations, ideas and aesthetical improvement. Many new professionals, established. Before the designer was suppose to think about the illustration, typography, slogans, and tag lines. Now with the establishing advertising world, proper and educated professionals were appointed for particular works. With time, the need of market study was realized as so much competition led to the advertising according to the customer requirement, and to understand that market research started.

Press advertising is regarded as the most common and effective form of modern advertising. They are describes advertising in a printed medium such as a newspaper, magazine, or trade and professional journal. Producing and placing Advertising can be done relatively quickly and offers a targeted way of spreading the word about your business to large numbers of people. These include national newspapers, local newspapers, regional dailies and weekly papers. There are two basic appearance of press advertising, among them one is **classified advertising**, these are typically short, and are grouped into categories or classes such as "matrimonial", "for sale", "wanted", and other services. While another appearance of press advertising is the **Display**



Advertising, which is a larger advertisement that can include illustrations or photographic images and typically run in an article section of a newspaper.

Around 1960 saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumer's eye Apart from Newspapers and magazines more outdoor advertising or direct mail, medium were being used for advertising that include the wall posters, billboards, bus stop benches street Show card's, public transports, subway platforms and trains , printed flyers and rack cards with informational pamphlets and maps. Since women were regarded responsible for most of the purchasing done in their household, advertisers and agencies right from the beginning, recognized the value of women instantly flashing beautiful ladies as their favorite choice of models.

With the beginning of radio stations and thereafter television network in 19th Century began the **modern trend of selling advertisement** time to multiple sponsors. With the introduction of cable television, MTV, satellite channels, in the early 1990, a new type of advertising commonly known as, QVC ("Quality, Value, and Convenience") emerged. They broadcasted product catalogue, featuring presenter and show highlights, such as, home shopping network, and other teleshopping. And as the Internet went public in 1989, an increasing trend



of interactive and **online advertising** came up with websites and web banners ads. Further since in 1992 when a test engineer in the UK sent the first SMS message, the mobile advertising mobile with text messages or mobile screen display, has been the growing as one of the biggest successful advertising medium.

- **Advertising As An Art**

Advertising is basically appealing and convincing tool of communicating and marketing of a product or services. They involve awareness, knowledge, personal liking and preference .Thus advertising involves combination of typography, visual arts, page layouts, printing techniques. Advertisements are designed to be both attention- catching and informative through the use of striking characters, contrast and bright colours.

Advertisement is made with the blend of psychology and emotions of the target audience connect well with expressions and feelings. Expressions are basically a very important part of an Art form that brings life in to an image. Artistic technique adds value in advertising, to convey creatively, and evoke immediate response. Also, creativity is an integral part of art, and so is advertisement, in today's scenario, due to competition, each advertisement has to be more innovative and creative.

The presentation of Advertisements, encompass a



wide range fine art skills that includes drawing, illustrations, photography, digital art , printmaking and calligraphy. The dramatic creativity in advertising is team work; the collective work and coordination among the different art professionals, like art director, copywriter, illustrators, photographers, designers, and the visualizer are ultimately responsible for putting them all these together. Thus, advertising stands out to be a perfect example of Art.

- **Advertising As A Science**

Advertisement is basically a stimulus, which the creators create that excites psychologically or emotionally striking the consumer to buy the product, idea or services. In today's scenario, due to immense number of competition **advertising is planned by a proper research findings on the psychology of the target audience, research on the variety of similar products or services and research on the market needs,** thus different research methodologies are involved in advertising. Advertising agencies uses psychologists and other behavioral scientists while exploring a deep understanding of sociology, psychology, and even mathematical modeling to generate more sales.

Also advertising deals with immense numbers of machineries, technologies, broadcasting, software's, tools, and methods of propagating, to launch and execute for best results. Furthermore, we often observe, these days advertising focuses on, scientific messages, whether as claims of health benefits ("clinically proven") or



presenting chemical structures or dramatic hi-tech animations. Certainly any worthwhile scientific presentation, relatively ease, the wonder that led the consumer to decide to use the product or services. Hence we can say advertising is a science in itself that supports the approach of sales.

- **Advertising As A Business**

All business activities are directly or indirectly concerned with the exchange of goods or services for money, and basically carried on with the intention of earning a profit. Quite similarly, advertising firms does , as an organization involved in paid commercial activities including planning and marketing, trade of goods or services, for the profit of the identified sponsor with exchange of money. Advertising is to call, the public's attention to any business, usually for the purpose of selling products or services.

Although, Advertising practices are seen more as a creative industry yet it is based on total system of business activities. The prominence of advertising benefits as a necessary aspect of business over the past decade. Advertising promotes services from designing the brand identification, to project convincing ideas for recognition or modifying the image of the product or the company and finally take the desired action. They also ensure planning, the publicity begetting, and distributing cost, mainly to obtain a certain percentage of growth in sales turnover. Advertising encourages business as it helps to reduced Selling cost per unit is because of



increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.

- **Purpose Of Advertising**

The very need and purpose of advertising is as follow:

- Give information about the product or services
- Attract the viewers
- Establishing identity of the brand.
- To connect viewers emotionally to the sales messages.
- Convince consumer to take desired action.
- Pursue consumers to make them change habits.

In order to remember, we may follow pattern of letters, "AIDA: **Awareness, Interest, Desire, and Action,**" to associate with the purpose of advertising. Advertising works to satisfy their customers by establishing identity, competition, and selling or distribution target through achieving high levels of promotion and publicity. A good advertising broadens the consumer's responses by using certain parameters like persuasiveness, awareness, and effectiveness.

The effects of advertising are not just to identify the product and differentiate it from others, but also **to communicate in details the features and the location of the sale.** It efforts to induce consumer to try



new products and built a brand preference with brand loyalty. **Advertisements also help to connect the viewer's directly to the product through emotions, feelings and expressions, which influences the viewer to buy, or try the product, idea, or service.**

- **Functions Of Advertising**

Primarily the function of advertising is meant to increase the sales of the product of the company by securing greater consumption. Advertising is the key element in the social life of a nation. It can influence the process of improvement of the quality of goods, and services. As many a times advertising gives an assurance or guarantee to the consumers or viewers which when improved are retained and maintained by the manufacturers. That means advertising goods have certain standard of quality and it cannot go below that level for a maintained production of the product.

There are various functions of advertising which could be classified as follows.

Information:

Advertising as a form of communication primarily informs. It communicates to the people about the knowledge of the product, or services making the consumers understand what the exact product is. Advertising supplies the necessary information to consumers revealing the special features and which



stores carries them. It also informs, whenever any kind of changes are made in the prices, channels of distribution, making the customers aware of the existence of certain products with any improvement in quality, size, weight, brand, packing, etc.,

Advertisement is the best way and yet the cheapest way of conveying this knowledge to the consumers as this reaches many people simultaneously costing each customer just a fraction. Since many people are informed at the same time, the onetime cost of the advertisement comes down considerably. Thus, **advertising is to communicate in details the features and the location of the sale**, that it is reasonable and reachable, as they involve mass production and mass viewing.

Assurance:

Identifying Brands, consumers build emotional relationships with certain brands with which they become increasingly familiar through the years. When a consumer asks for a branded product he feels confident that he would get something of definite value, quality, and standard. Since he isn't an expert to buy the product he simply relies on the advertisement for recognition for quality of the product and make choices accordingly. Usually big brands while putting their products in the market, always try to safeguard their image, name, and reputation. Advertising cultivates brand and company image, by creating goodwill which is a very valuable asset. Public recognition and acceptance are secured and



accordingly goodwill of the manufacturer is established over time.

Advertising popularize the branded products, many a times showing them scientifically checked the tested. Thus, even if the consumer buys a branded product and pays slightly more in comparison with the non-branded product, they get assurance of a pure and tested quality of the product. Thus, advertising seeks to assure you that you are receiving the best value for your money. Advertising are also creation of demand, as they expands market and creates more business, also helping dealers, wholesalers and retails, assuring them to to sell the advertised goods.

Convenience / Persuasion

Powerful, visual advertising presentations compel consumers to purchase goods, services and ideas as a way to achieve emotional fulfillment. Advertising tells their target consumer, how the product, service or idea would improve their life .It is easier to sell a advertised branded product across the country than a non-advertised product, as it doesn't need to be checked or tested on the weight, colour, taste, quality, legality, standard of product, etc. Even the price of the product is many times announced persuading easily identifying the branded product with similar packaging and familiar looks. Advertising also lessen the seasonal fluctuations for the seasonal products by encouraging various off



season discounts as well as, persuades dealers to stock more advertised goods.

Freedom of Choice

With the existence of many competitive brands in the market, a **customer gets a freedom of choice** in a much wider sense. Advertising acts as a buyer's guide, creating demands, preparing ground for new Trends and enhancing Goodwill by informing the potential customer about the various specialties, advantages as well as the disadvantages of the product, so that they can select and choose, according to their needs, and delight. Moreover, if a costumer isn't happy or satisfied with a particular product he can very well discard it and go for another brand or product, till he finds a suitable product for himself. Through advertising, the customers also gets to know about the offer coupons, rebates and trial offers on new products, services or ideas to try other things.

Raising the standard

In a free society, free competition starts, advertising helps in highlighting the different types of products available, their specialties, their advantages and disadvantages, their usage guide, their cost and quality. Further it also affords a choice from a wide selection. Advertising tries to persuade by informing, by being a buyers complete guide in the first instance. Thus we must say, Advertising also deserves credit in raising the standard of living of the consumers by persuading them to use newer and better products at competitive rates. **Advertisements help to connect the viewer's directly to the product through emotions, feelings**



and expressions, which influences the viewer to buy, or try the product, idea, or service. In fact, a good advertising broadens the consumer's responses by using certain parameters like persuasiveness, awareness, and effectiveness. In short, advertising aims at benefiting the producer, educating the consumer, and supplementing the salesmen. Above all it is a link between the producer and the consumer.

Recap

Now that we have come to an end of this episode, I would like to recall all that we have done in this episode, and what we learnt so far. As I told you we will cover advertising, and its understanding in two different episodes, so this is the first episode where we understand what advertising is all about, what is the definition of advertising. We also understood the need and importance of advertising for its birth; we went back into the roots and learnt the proper history of advertising. We understood why advertising is important in today's scenario and how can we associate with art, and science. Everything in this world goes hand in hand with art and science as because of this it would be purely intangible. We also focus on how advertising has become a major business in this century. Now that we have learnt most on what we should expect, when we say advertising, we went on to what is the purpose to do so, and how we actually complete the task of advertising. And lastly we learn about the functions of advertising. So in this episode we touched advertising to its most basics, in the next episode we will concentrate more on its executions,



its guidelines, its do's and don'ts. How advertising is used as a major marketing tool, how in different forms and perspectives we can actually use advertising.