

ADVERTISING – An Introduction

Meaning:

Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea. An advertisement would include any notice, circular, label, wrapper or any other document or any announcement made orally, or by means of producing or transmitting light, sound or smoke.

Everyday, we see and hear hundreds of advertisements. Let us consider a few of them.

- Posters informing us about the latest Bollywood film to be released.
- Big hoardings telling us which toothpaste would give us the cleanest and strongest teeth.
- The RJ, or radio jockey, asking us to buy things from the big shop in the centre of the city for the most fashionable clothes.
- The huge wall carrying the name and address of the local beauty parlour, which will make even the most ordinary lady look as glamorous as a film star! Wouldn't you like to know more about this fascinating process?

ORIGIN AND DEVELOPMENT

The Origin of advertisement was very old. It was associated with the ancient Indian city Mohenjodaro, the city of the Indus Valley Civilization. Where people with drums walked down the streets informing public about new information. People would stop and listen, just as you do when you stop to read an advertisement on the road or watch it on the television.

Apart from Indus Valley Civilization there were many Civilizations who used advertisement to inform and make the public aware. In Greece and Rome Civilizations drums and signs were used to carry information for advertising goods and services. Excavations in the ancient Roman town of Pompeii have shown evidence of some form of advertising.

One advertisement found in the Latin language reads as follows:

'A copper pot has been stolen from this shop. Whoever brings it back will receive 65 cesterces. If anyone shall hand over the thief, he will receive an additional reward.'

The ancient Romans painted notices of theatre performances, games, entertainments and public events on the walls of the busy centers of the town.

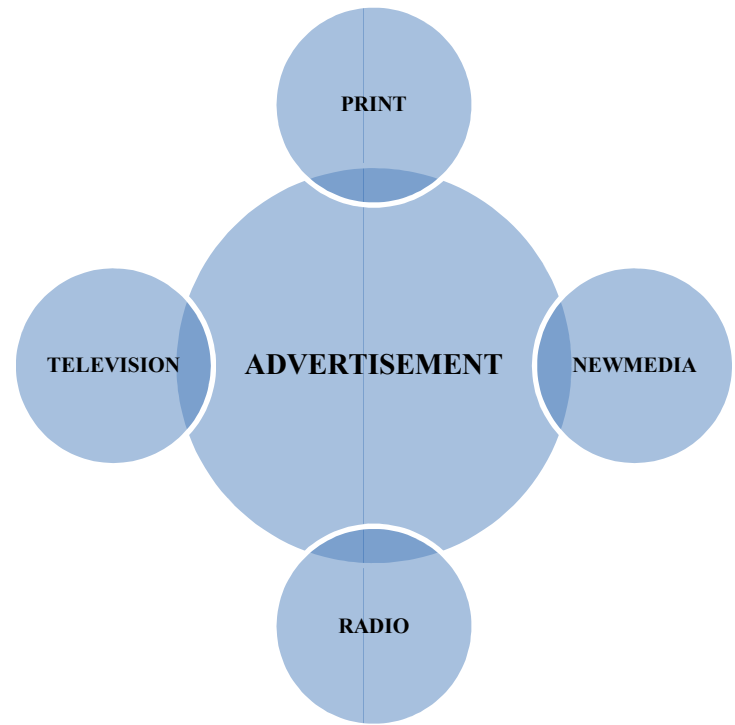
ADVERTISING IN INDIA

The history of advertising in India parallels the history of the Indian Press. First issue of the newspaper of the Indian subcontinent, was the 'Bengal Gazette' or the 'Calcutta General Advertiser'. It was started by James Augustus Hicky on January 29, 1780. During the early years the newspapers announced births, deaths, appointments, arrival and departure of ships and sale of furniture.

The first Indian ad agency, the Indian Advertising Agency, was launched in the very early years of the 20th century.

- On the other hand, B Dattaram & Co, located in Girgaum in Mumbai launched in 1905, also claims to be the oldest existing Indian agency!
- In 1920s a number of Indian agencies were working from the major Indian cities, the most important being the Modern Publicity Company in Madras, Central Publicity Service in Bombay and Calcutta.
- In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established. During the post independence era.
- The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established and advertising clubs came up in Bombay and Calcutta to promote higher standards of work.

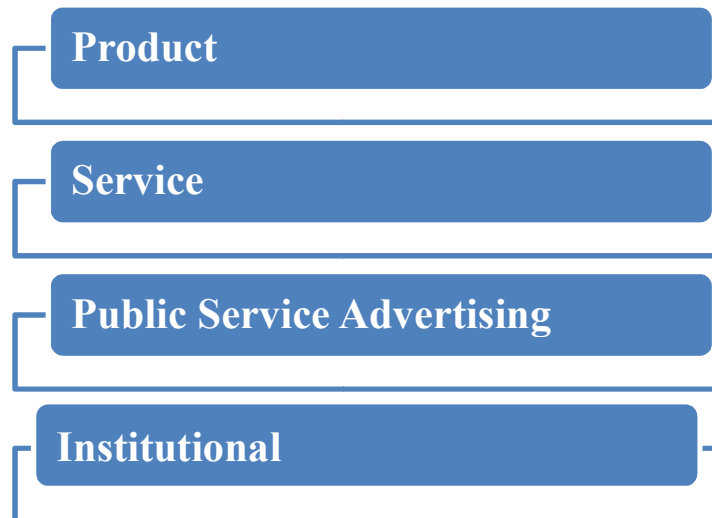
CLASSIFICATION OF ADVERTISEMENTS ACCORDING TO VARIOUS MEDIA



SOME IMPORTANT YEARS IN ADVERTISING HISTORY

1780	Modern advertising history began with classified advertising. Ads appeared for the first time in print in Hickey's weekly newspaper, the Bengal Gazette.
	Newspaper studios trained the first generation of visualizers and illustrators to produce advertisements for the print media.
1905	B Dattaram & Co, one of the early companies making advertisements for newspapers was launched in Mumbai.
1920-1922	Years of the Swadeshi movement.
1920-1929	The first foreign owned ad agencies were set up.
1931	The first ad agency, the National Advertising Service was established.
1951	The Indian Society of Advertisers was formed.

TYPES OF ADVERTISING



SOME ADVERTISING TERMS TO REMEMBER

Tagline A tagline is a creative, often witty, ad slogan that helps people remember a particular product. Can you think of any popular taglines?

Brand Brand is the name of a product or service that is very easily recognizable. People buy the product because of the brand name. Some famous brands are Dettol, Pepsi cola, Parle G.

Campaign An advertisement campaign is a series of advertisement messages that share a single idea and theme which together make up an advertisement strategy for a product, service, or institution. Advertising campaigns appear in different media across a specific time frame.

Target Target audience or target group is the primary group of people that something, usually an advertising campaign, is aimed at.

DO YOU KNOW

DIFFERENT MEDIA OF ADVERTISING:

Print

Newspaper
Handbill
Poster

Banner (paper, cloth)

Pamphlet & Brochure

Electronic

Television
Radio
Cable Network

Digital/NewMedia

Internet websites
CD and DVDs of films and music
Cell Phones

YouTube, Twitter, Facebook etc.

EVALUATE YOURSELF

Q. Describe the various forms of advertising which existed in the ancient world. How are they different from modern methods of advertising?

Q. Do a comparative study between Tagline and Brand?

Q. Differentiate between product, service, institutional and public service advertising?

EXTEND YOUR HORIZON

- Egyptians made sales messages and wall posters on papyrus-paper. Paper made from the papyrus plant by cutting it in strips, was used by ancient Greeks and Romans too.
- Commercial messages and political campaign displays have been discovered in the ruins of ancient Arabia.
- Wall or rock painting for commercial advertising is another example of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.