HISTORICAL REVIEW OF MEDIA ADVERTISING

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ABSTRACT

Advertising is just one piece of the whole, one marketing tool, one influence on consumers. In first half of the 19th century, many significant developments took place .firstly KOBACO set up an adversing unit called the Broadcasting Advertising Improvement Board to discuss public service advertising issues for the first time. In December 1931 the first public service advertising campaign was aired on television to encourage the public to open Bank savings accounts. Commercial production was to be done by the TV Network and professional production. In 1937, the Institute of Advertising Research was established to focus on the study of public service advertising. This article includes the short history of advertising and its impact on the behaviour of consumers.

Introduction

Advertising is a form of selling. For thousands of years there have been individuals who have tried to persuade others to buy the food they have produced or the goods they have made or the services they can perform. It is a collective term for pubic announcements designed to promote the sale of specific products or services. Advertising is a form of mass selling, employed when the use of direct, person-to-person selling is impractical, impossible, or simply inefficient. It is to be distinguished from other activities intended to persuade the public, such as propaganda, publicity, and public relations. [1]

Advertising techniques range in complexity from the publishing of simple notices in the classified advertising columns of newspapers to integrated marketing communications, involving the concerted use of advertising in newspapers, magazines, television, and radio, and on the internet, as well as direct response, sales promotion, and other communications vehicles in the course of a single campaign. [2]

The two basic aspects of advertising are the message and the medium. The media carries advertising range from the press, television, cinema, radio, and posters to company logos on apparel. Advertising creates awareness of a product, extensive advertising creates confidence in the product, and good advertising creates a desire to buy the product. The mass production of goods resulted from the Industrial Revolution in the 19th century. A growth in mass communication first occurred in newspapers and magazines, then through radio and eventually in television and internet that made mass selling possible.

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[1] William Wells, John Burnett and Sandra Moriarty; Advertising – Principles and Practice, USA (New jersey)! Prentice Hall, Inc, 1998, Part 1 (introduction to Advertising) PP 3 - 15
[2] Ibid PP 16 – 17

In terms of both volume and technique, advertising made its greatest advances in the United States, and as a business, developed first and most rapidly in the country that uses it to the greatest extent. In the early stages, the progress was impractical due to the nation's underdevelopment and lack of transcontinental transportation, distribution, and communications systems. Moreover, certain types of manufacturers eventually conceived the idea of bypassing the wholesalers and retailers and reaching the consumers through direct advertising, mainly by means of catalogues. [3]

In order to generate finds, governments of all countries bend towards advertising. The trend was set by U.S. government when it discovered the power of advertising during World War I. which helped to sell Liberty Bonds. The Advertising Council was formed as a non-profit group to assist the government in vital home-front drives, such as the sale of war bonds and WAC (Women's Army Corps) recruiting. Almost every company in the United States that manufactures a product, provides services, or sells products or services through retail outlets, uses advertising. After World War I advertising developed into a business so big that it became almost a trademark of America itself in the eyes of the world. The expanding U.S. industry inspired innovations and improved techniques that benefited other facets of business in the nation. [4]

Historical Review of Advertising

Advertising is not an entirely new phenomenon, since people have been advertising from the very earliest times. Over 3000 years ago, town criers told people of different services by singing songs or publicized them in a high pitched voice. During the Middle Ages two elements necessary to advertising were at a low ebb: trade and the ability of people to read. Merchants were often afraid to let it be known that they had valuable goods for fear of being robbed. But where they felt safe, they used criers and signboards. In France wine shops employed criers who dispensed samples in the streets. [5] The criers were the fore-runners of modern announcers, who deliver radio and television commercials.

One of the first known methods was the outdoor display of signs. Various signs were developed for different professions to announce the profession of the proprietors. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and another painting found on the wall from Pompeii's excavation calls the attention of travelers to a tavern in another town. In England signboards became a part of the national tradition.[6]

Subsequently, the printing revolution changed the advertising scenario completely, when posters were used as the advertising medium. Posters, pamphlets and handbills began to appear in England after the invention and around 1450, movable types were introduced in Germany. The invention of printing press in the fifteenth century brought into being the

[3] Ibid, PP 67 – 70 (Advertising and the Marketing Process)
[4] Ibid, pp 70 - 77
[5] Stephen Fox, The Mirror Makers ; A History of American Advertising and its creators; New York: Vintage Books, 1985, PP8 – 15
[6] Ibid

new media for commercial expression. The earliest printed advertisements were handbills, and announcements bound into books. The handbills usually reproduced the sign by which a shop was marked, and below the sign was a brief copy printed in script. When a public press was introduced in the seventeenth century, commercial interests saw the possibilities for selling their wares through the printed page on a more elaborate scale. By the end of the 17th century advertisements became part of the newspapers and later of magazines in the early 18th century. However, the advertisements then were not attractive being in the form of classifieds and there was no concept of copywriting and illustration. Gradually, advertising became a profession in the 19th century when advertising agents and agencies appeared on the horizon.

Volney B. Palmer (1799-1864) is generally regarded as the first agent, having started his business in Philadelphia in 1841. He was an agent of newspapers publishers around the country, with an authority to make contracts with advertisers on behalf of the publishers. As the agency system developed, agents moved from space jobbing to 'space wholesaling'. In 1867, Carlton & Smith (and later J. Walter Thompson) began the 'advertising concession agency' in which the agent made annual contracts with newspapers he served. The advertising agencies did not produce ads, but only bought and sold space. However, in 1886, N.W. Ayer made the first effort to become more than a space broker --- to write, copy, obtain illustrations, and plan whole campaigns --- were designed as ways to promote the idea of advertising to potential clients.[7]

It was only after George Rowell developed the 'open contract' system in 1875, that the advertising art and copy became part of the responsibility of the agency and this trend in advertising is still in use today. After World War I advertising developed into a huge and solid business to make America itself a trademark in the eyes of the world. The expanding U.S. industry inspired innovations and improved techniques that benefited other facets of business in the nation. The invention of electricity led to the illuminated outdoor posters. Photoengraving and other modern printing inventions helped both the editorial and advertising departments of printed journals. Advertising was increasingly used by public-relations specialists as an important means of communication. [8]

The advent of radio in the 1920s stimulated a new technique of selling through voice. The late 1980s saw motion pictures become a popular advertising medium. Commercial messages along with previews at intermissions during longer films; videocassettes carried ads for products as well as for other movies. The films themselves were frequently used as vehicles for product placement and this trend disturbed film critics and filmgoers alike. However, with the coming of television in the 1940s, visuals and music were preferred over the radio jingles, whereas the arrival of internet during 1969 developed by the American Army gave the advertisers a new medium to spread their word more quickly and instantly to every corner of the world. It made advertising much more attractive through new and ever-developing technologies in every medium, be it newspapers and magazines, television, billboards and even in cyberspace.

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[7] Ibid, PP 15 – 20
[8] Ibid.

Role and Use of Various Media in Advertising

Technological milestones in various communication industries have greatly affected advertising. A number of economic, social and technological factors influenced the rise of advertising in various countries around the world. The tremendous expansion in industrial facilities enabled many manufacturers to mass-produce goods of uniform quality for the first time. Through the great advances in transportation these goods could be distributed quickly over wide areas. Manufacturers could mass-produce goods of uniform quality for the first time. Manufacturers soon realized that by means of advertising they could reach potential customers and persuade people to buy, and there was now an abundance of machine-made goods in relation to the demand, a crucial factor in the growth of advertising.

Large-scale advertising came with the emergence of large corporations. In many cases, of course, advertising was in part a cause as well as a result of the expansion of these companies. Advertising's chief contribution to the economy has been its ability to accelerate the acceptance of new products such as the automobile, oil burner, electric refrigerator, air conditioning and frozen foods. Because advertising is essentially a form of communications, it has strongly influenced and has been influenced by the progress of the media which convey the manufacturer's message to the market. The advertiser's purchase of time on the air or purchase of space for printed copy contributed substantially to the advance of these media.

Since newspapers attract most of the local advertising, they are the most popular medium in the United States and in most other parts of the world. Newspapers offer advertiser coverage of a specified geographical area. This can be important to national advertisers as well as local ones. For example, newspapers added to a national television or magazine campaign can tell prospectively the names and addresses of stores where the product can be bought locally. A newspaper advertisement can be set in type and appear within a day after it is delivered to the newspaper office. Speed is thus important factor in announcing special sales or relating advertising messages to events in the news.

Some key events were the invention of the rotary press in 1849, the manufacture of paper from wood pulp in 1866, the introduction of the linotype in 1884 and half-tone engraving in 1893, and the development of radio and television in the 20th century. During this time there was a substantial increase in national literacy, which advanced from 86.7 percent in 1888 to 94.0 percent in 1920, and to more than 97 percent in the 1960s. Congress furnished a big incentive to magazines and newspapers to serve all these people when it passed a law on March 3, 1878, establishing second-class postal rates for printed matter. This was, in effect, a subsidy for publications of wide regional and national distribution. It became profitable for publishers to seek national circulation for magazines, aided by advertising. In 1830 there were between 800 and 1000 magazines and newspapers in the United States with a combined circulation of approximately 1000000 copies per issue. By 1888 the number of publications had reached 15555 and their circulation was 28538000. By the early 1970s more than 9600 periodicals were being published in the United States

every year. About 42000 appeared weekly, 1150 appeared quarterly, 925 came out bimonthly, 315 were brought out semi-monthly, and 1100 were published at irregular intervals. The magazines with the largest circulations dealt with news and current events, leisure activities, and business and economics.[9]

There were about 1760 daily newspapers and 600 Sunday or weekend newspapers published in the United States in the early 1970s. Of the daily newspapers, the circulation of morning newspapers was of 26 million, whereas the evening newspapers had a circulation of 36 million. The Sunday newspapers had a circulation of 50 million.[10]

For the advertiser interested in reaching prospects with specific interests or life styles, magazines provide the ideal medium. For instance, a compact disc club might advertise in a magazine catering to video buffs in order to capitalize on the readership's interest in entertainment products. Furthermore, an advertiser may run an advertisement in only those copies of the magazines which are going to a particular region of the country.

Most magazines offer full collar called four-color printing to advertisers as opposed to the more limited color available in newspapers. Full color is especially desirable for food and fashion advertising to attract and appeal their liking and nature. For the attention of readers, companies also place musical advertisement controlled by programmed integrated circuits, stiff, odd-sized, or three-dimensional inserts, or fragrant advertisements featuring microencapsulated perfume strips.

Toward the end of the second half of the nineteenth century, the establishment of mail-order houses gave a real impetus to the use of mail, and rural free delivery in 1896. The technical progress spurred further growth. The establishment of the bulk third-class rate system in 1928 permitted users to send direct mail advertising with greater economy.

In countries where radio can be used for advertising, it offers the advertiser a geographically defined audience and, at the same time, a choice among certain kinds of audiences. The latter is important if these kinds of audiences can be related to the definition of the prospect. For example, one or more radio stations in each market broadcasts music desig, ed to attract a young audience; another appeal to the musical tastes of an older generation; still another attracts listeners interested in classical music and notices of cultural events in the community.[11] Like newspapers, radio also affords the advertiser speed in getting a message to prospects. This medium carries more national advertising than any other media in the world.

The main reason for the popularity of television in advertising is its access to a vast number of people at the same time. For manufacturers who want to make prospects aware of their products and convince them of its benefits immediately, there is nothing as efficient as television advertising. Because TV employs motion as well as words, graphics, sound, and music, it is a valuable medium for products that lend themselves to

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[9] Robart Bly Advertising Manager's Hand Book; USA; NJ Prentice Hull, 1993
[10] Ibid
[11] Ja. ies Engel F., warshaw R Martin and kinnear, Thoma,s ; USA : IL: Irw'n, Homewood, 1993, PP16-20

demonstration. No other medium is as effective in showing how quickly an automobile can accelerate or how well a brand of wristwatch will stand up under abuse and continue to run. Similarly, it is also an ideal medium for conveying a mood or an emotional benefit for products, such as long-distance telephone calls.

In the beginning of 1940s, 25000plus people became entranced by television at a demonstration at a Gimbals' store, and advertisers were quick to follow the genesis of a massive audience. In February 1945, at the American Association of Advertising Agencies Central Region meeting, Foote, Cone & Belding, Co-founder Emerson Foote urged agencies to start preparatory work on TV advertising. A Campbell-Ewald VP in May 1945 urged agencies to prepare video as a new ad medium: "There are plenty of opportunities for those who wish to get in on the ground floor and become familiar with the potentialities of audio visual advertising". [12]

In October 1945, the U.S. government lifted its wartime ban on the construction of new TV stations and TV sets. When World War II ended, there were fewer than 7,000 working TV sets in the country and only nine stations were on the air. Again, near the end of October 1945, Gimbel's Department Store in Philadelphia held the first large-scale TV demonstration in years. More than 25,0000 people come over in three weeks to avail a chance to watch NBC programs from New York and local shows sent out by Philco's Philadelphia station. The same year, CBS set up a Television Audience Research Institute, inviting advertisers to avail themselves of the network TV personnel and studios to create and pre-test new techniques of commercial video as well as field test their effectiveness under conditions of actual telecasting. Later in the same year, Lever Brothers signed for four half-hour shows to be produced on the CBS station in New York. Among the national advertisers many other industrial manufacturers were using TV that year.[13]

In October 1946, the Television Broadcasters Association declared: "Television is ready to proceed on a greatly expanded commercial basis", and that the new industry is: "well on the way to becoming one of the most important in the nation". In May 1947, live theater equivalent to the Broadway stage came to TV on a regular, commercially sponsored basis with the premier of "Kraft Television Theatre". Again, in 1948, advertisers accepted the medium: Throughout the year, 933 sponsors bought TV time, a rise of 515% over 1947. By the fall, FCC had issued 108 licenses for new stations, with hundreds more applications pending across the nations. Moreover, by January 1949, number of TV stations grew to 98 (in 58 marked areas) from 18 (in 12 areas) in 1948.[14]
U.S. department of Commerce confirmed TV's selling power when it reported in May 1949: "Television's combination of moving pictures, sound and immediacy produces an impact that extends television as an advertising medium into the realm of personal sales solicitation. National sponsors exited radio for TV at record rates in 1950.

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[12] Ibid, PP 20 - 25
[13] William wells and others, op.cit, (Broadcast Media) PP 329 - 335
[14] Ibid PP 335 - 345

In 1951,"Omnibus", one of commercial TV's most honored cultural series made its debute. Hosted by Alistair Cooke, the program took in $5.5 million in advertising revenues during five years on the air, against $8.5 million in costs. Later, in 1952, National Association of Radio & Television Broadcasters ratified a new Television Code, establishing guidelines for content and addressing the concerns of social critics. Nearly half the code was devoted to advertising. By the end of the year, the number of TV households grew to 20 million, up by 33% from previous year. U.S. advertisers spent a record $288 million on TV time, an increase of 38.8% from 1951. [15]

The first color commercial televised in a local show was commissioned by Castro Decorators, New York, in a contract with WNBT. It was first telecast on August 6, 1954. In April 1954 groundwork was laid for the Television Advertising Bureau. For the first time, television was the leading medium for national advertising. As an example, after more than three decades of exposure, the feature film "Wizard of Oz" (1939) was debuted on CBS's "Ford Star Jubilee" in 1956. It was considered as one of the most successful single programs in TV history and the longest continually sponsored theatrical movie on TV. Variety also reported in May 1957 that during a typical week, viewers encounter 420 commercials totaling 5 hours, 8 minutes. Eventually, by August 1957, for the first time, more countries worldwide allowed TV advertising that forbid it. For example, the debate over the airing of cigarette commercials heated up after a report found that smoking is a health hazard.[16]

WOR TV was the first station to air a program comprised only of commercials. In 1966 a New York Times Magazine reported: "TV is not an art form or a cultural channel; it is an advertising medium. However, sixty three percent of those surveyed preferred TV without commercials, through an opinion survey sponsored by National Association of Broadcasters in 1967. In 1970, Action for Children's Television petitioned the FCC to eliminate all commercials from children's TV programs, citing a variety of shortcomings in terms of quality and regulation of advertising. The petition fueled existing debate within the industry about advertising and children. Consequently, after 20 years, in 1990, Children's Television Act took effect, limiting the amount of commercialization in children's TV programming (including cable) and requiring operators to carry at least some programming designed to meet children's educational and informational needs. However, a study by the Council on Children, Media and Merchandising revealed that approximately 50% of ads in children's programming from 1965 to 1975 were for food, primarily sugared cereals, cookies, candies, and soft drinks; and 30% for toys. [17]

The 28th largest United States advertiser in 1980 was the United States Government, promoting such projects as recruitment for the military services. In 1980, advertising expenditure in the United States exceeded 55 billion dollars, or about two percent of the gross national product. Canada spent about 1.2 percent of its gross national product on advertising, Brazil 1.1 percent, Japan 0.88 percent, and West Germany 0.87 percent.

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[15] Stanley J. Baran; Introduction to Mass Communication Media Literacy and culture; USA: Mc graw Hill, 2005, PP 377 -378
[16] Ibid , PP 379 - 383
[17] Ibid, PP 384 - 393

Advertising brings people immediate news about products that have just come in the market. Finally, advertising pays for the programs on commercial television and radio and for about two thirds of the cost of publishing magazines and newspapers. The U.S. government is itself a major advertiser, with expenditures of millions of dollars for armed forces recruiting alone.

The Objectives of Advertising

The essential and typical objectives of advertisement for a sound planning and exemplary effectiveness to provide the basis for best evaluation are assessed as follows:

1. Combating or offsetting competitive claims;
2. Making prospects aware of a new product and of its benefit to them;
3. Getting people to visit a showroom;
4. Getting prospects to ask for literature or to request that a salesman call on them;
5. Reminding people to buy-this approach is used by leaders in a product field.

Moreover, setting of the objectives is the starting point for an advertising plan built on the following key questions:

1. Who are the buyers and potential buyers for the product?
2. Why do people buy this product?
3. What is the most effective type of message?
4. Where the advertising should be placed?
5. What will we the advertising cost and how should the funds be allocated?
6. How can the results be evaluated? [18]

Types of Advertisements

1) **National advertising** aims at creating a less immediate result than retail advertising. It creates consumer acceptance for a brand characterized by a trade-mark or some other identifiable symbol. Through this advertising, consumers receive information about nationally distributed merchandise. Its objective is to put the consumer in a frame of mind where the desire to own the merchandise advertised is so strong that if he sees the goods in a store he will buy. [19]

2) **Advertising of services** may be either retail or national, depending on the geographic area where the services are made available. The objectives of the service advertisement are much the same as in product advertising; but services are more difficult to advertise and must be presented in terms of the benefit to the consumer, e.g. retirement insurance is pictured by the symbol of an elderly couple enjoying their retirement and air transport advertisements inform businessmen about the time they may save if they fly. [20]

3) Through **mail order advertising**, manufacturers reach consumers in all parts of the country for immediate sales of goods shipped directly to the consumer. The goods are

[18] Ibid, PP 384 - 393
[19] Summarized from, William wells (1998), op, it, part II, Part III, PP 149 - 505
[20] Ibid

generally described, pictured, and priced. Mail order advertisers use all the regular media, plus printed catalogues that picture and describe their entire line of goods. These catalogues are expensive to print and distribute, and utmost care is used to make every inch of space profitable. Some large mail order advertisers of general merchandise have opened their own retail stores; and many large retailers seek mail order business. [21]

4) The advertising of heavy machinery, raw materials, and other goods employed in manufacturing is called **industrial advertising**. It differs greatly from consumer advertising, both in the type of individual to whom it is directed and the reason for it. The prospect may be an engineer, a plant supervisor, or some other representative of management, who desires to improve the efficiency of his manufacturing operations, cut costs, speed up production, and find ways to increase profits. [22]

5) **Trade advertising** is directed at the specialists in the field of distribution: distributors, wholesalers, brokers, retailers, and retail clerks. It is designed to guide the middlemen in the proper distribution of the manufacturer's goods, and to convince them that they will profit most by handling his goods in the manner suggested. The manufacturer urges the trade to support his product with more advertising, proper display in the store, window displays, and stocks of sufficient size and variety to make readily available the size, style color, and model that customer may require at anytime. [23]

6) **Poster advertising** reached a high state of development in Europe before the turn of the 20th century. There are posters of all sizes (the larger ones are called billboards, or in Britain, hoardings) along streets and highways, on the sides of buildings, on the outside of buses, and on the inside of commuter trains and subways. Because the prospect has little time to devote to a poster, usually only a glance, the information communicated is brief. For this reason posters are usually used as a reminder medium, supplementing a major exposure of an idea in another medium. [24]

7) The main objective of **retail advertising** is to bring rapid turnover of merchandise. Here the objective of advertising is to communicate forcefully to the consumer that the store signing the ad is the place to buy this merchandise. [25]

8) In **cooperative advertising** the retailers and manufacturers share the costs of retail promotion. The dealer places the ad featuring both and the manufacturers' brand names. Many national advertisers were engaged in cooperative adverting during the 1960s. The major purposes for their use of this approach were: i) to increase purchases of individual retailers; ii) to encourage the sale of higher-priced models in a line; iii) to introduce new products in current outlets; and iv) to get more display space. The big problem for the

[21] Ibid
[22] Ibid
[23] Ibid
[24] Ibid
[25] Ibid

manufacturer is an effective control method, so that the retailer selling his product will not waste the funds made available to him for advertising through inefficient handling. [26]

9) In addition to the normal functions of advertising, **international advertising** has two vital functions abroad. First, it must pre-sell in the absence of a widely scattered sales organization. Second, it must build a company image for manufacturers who are not well known overseas as compared in its country. Advertising abroad requires specialized knowledge of the social, economic, cultural, and political characteristics of each country that makes up the advertiser's foreign market. [27]

Companies use public relations or institutional advertising for the following purposes:

1. To build product acceptance.
2. To attract and hold stockholders.
3. To build employee loyalty.
4. To ward off political attack.

Labor organizations and business organizations use pubic relations advertising to enlist the sympathy of the general public as do the pressure groups that seek to bring about changes in legislation by enlisting public support. Large and impersonal business organizations, including the large retail and chain stores, use it to create the idea that friendliness is not stifled by size. Public utilities use it to explain delays, breaks in service, changes in rates, and similar intangibles.

Conclusion

How the nature of these media affects the public about advertising, is interestingly noteworthy. Newspaper advertisements are generally welcomed by the readers. In any case the reader of either a newspaper or magazine can ignore any advertisement that is of no interest to him after a quick glance. Broadcast advertisement, however, intrude themselves on the listener or viewer with little or no warning. On television --- where the audience is less defined in terms of where the people live, how they live, or what they are interested in --- messages intended for one kind of viewer are likely to intrude another. These kinds of intrusions have resulted in annoyance being expressed in public polls by television viewers.

Advertising is an integral part of modern society, mirroring contemporary life in its best and worst aspects. Having proven its force in the movement of economic goods and services, advertising since the early 1960s has also been directed toward matters of social concern. The continuing campaigns against drug and alcohol abuse, and HIV/AIDS promote public welfare.

Advertising specialists are at work to determine where advertising should be placed in order to accomplish the advertiser's objectives most effectively and economically.

World community does not believe in state run media and only private channels can compete with the global media, if they will perform their activities effectively. Most of

[26] Ibid
[27] Ibid

the studies suggest that the media industry can not be run by scientists, engineers, and doctors; only people having sense of media can run the advertising industry. The country also needs media experts and researchers to study the effects of international media on its viewers. For this purpose academic institutions have to be established in order to give training to the young media practitioners, particularly in the advertisement department.
Conclusively, with an informative past and an enlightening present, the future of advertising business, we may even call it an industry, looks even brighter for each and *every stakeholder.*