

## **Emerging Trends In Advertising**

**R.Logambal., M.B.A.,(Ph.D)**

*Assistant Professor, Department of Management Science, Maharaja Co-education Arts & Science College,  
Perundurai.*

### **I. Introduction**

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in Hicky's Bengal Gazette, India's first newspaper (weekly). To 'advertise' meant merely to 'inform' until the end of the eighteenth century, and the early newspapers and periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal (first published in 1785) even offered to print government advertisements free.

The front page of most such journals carried only advertisements but before long, persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as 'superior to anything of the kind hither to imported' and 'warranted to the first quality'. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. 'Agents' flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statement' and 'The Times of India', which had their own advertising departments, offered their own facilities to 'agents'. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved to bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard in the advertisements appearing in its column. This practice was responsible for turning advertising into a distinct profession. These 'agents' were forerunners of the 'advertising agencies'.

### **II. Advertising in the early 20<sup>th</sup> century**

Two main events responsible for growth of Indian advertising agencies were: the Swadeshi Movement (1907 – 1911), which gave rise to indigenous industries, and the second, was the installation of first rotary linotype machine by the *Statesman of Calcutta* in 1907.

#### **The Inter – War Years**

During the inter – war years a few Indian agencies too sprang up, the most notable being the modern Publicity Co. in Madras, the Calcutta Publicity, and the Oriental Advertising agency in Tiruchirapalli. The Vasudeva Publicity Service was started in Delhi to carry out outdoor publicity campaigns in Uttar Pradesh, Punjab and Delhi.

#### **Post-Independence Advertising**

Following world war II and the Indian Independence, the British-owned agencies were sold to Indian business.

Several agencies, however, retained an 'affiliate' status with the main branches of the agencies in London. They continue to enjoy this status even today, though American multinational agencies have replaced affiliation with British agencies.

At independence the advertising business was well on its way to growth and expansion. Partition did not touch the business at all. The introduction of multi-color printing, improved printing machines (like offset and web offset), and the development of commercial art gave the Ad business a further leap. Agencies began to offer, besides space selling, many more services, such as artwork, organization of fairs and exhibitions, market research, public relation consultancies.

#### **Advertising thus is:**

1. Impersonal
2. A communication of ideas.
3. Aimed at mass audience

4. By a paying sponsor.

### **III. Different Types of Advertising**

Advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new product /services to the customers. There are several reasons for advertising some of which are as follows:

- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

**Mentioned below are the various categories or types of advertising:**

- Print Advertising – Newspapers, Magazines, Brochures, Fliers.
- Outdoor Advertising – Billboards, Kiosks, Tradeshow and Events.
- Broadcast advertising – Television, Radio and the Internet.
- Covert Advertising – Advertising in Movies.
- Public Service Advertising – Advertising for Social Causes

#### **Celebrity Advertising**

Top Advertising Industry Challenges and Technology Trends that are Changing Advertising as We Know It The advertising professionals in the hit AMC series Mad Men, and the real life ad pros of the 1950s would feel like dinosaurs **if they were living present day and witnessing changes going on in the advertising industry.**

Consider four primary pillars to the advertising industry and how they are changing:

- 1) Attention
- 2) Creativity
- 3) Measurement
- 4) Advertising Inventories

These trends and other continuous technological advances and ever-expanding media, message and platform (online and the changing pay-TV worlds especially) choices are clearly empowering consumers.

#### **(i) Electronic Media**

Advertisers use two types of media to reach target consumers over the airwaves; radio or T.V.

**(A) Radio :** Advertisers using the medium of radio may also be classified as National or Local advertisers. The radio is a prominent vehicle of advertising in our country and accounts for a large sum of the total advertising budget. The radio serves principally local rather than national or large regional markets. Many small advertisers use the radio.

**(B) Television :** Late in India, a growing class of advertising media has been the TV. In our country, commercial advertising on TV is severely limited because broadcast timings are only in the evenings.

#### **(ii) Print Media**

The print media carry their messages entirely through the visual mode. These media consist of newspapers, magazines and direct mail.

##### **(A) Newspaper :**

A sizable share of the total advertising budget is spent on advertising in newspapers. Newspapers in our country virtually reach most of the homes in the cities. Since newspapers are local, marketers can easily use them to reach particular markets.

##### **(B) Magazines :**

Magazines are also mean of reaching different market, both original and matinal and of general and specific interest.

#### **(iii) Outdoor and Transit Media**

##### **(A) Outdoor Advertising :**

Outdoor advertising involves the use of sign and bill-boards, posters or displays (such as those that appear on a building's wall) and electric spectacular (large, illuminated, sometime animated sign and display). The

marketers may purchase billboards on the basis of showings. This form of advertising has the advantage of communication quick and simply ideas of repetition and of the ability to promote products that are available for sales.

**B) Transport Advertising :**

Transport advertising appears on the inside or outside of taxis, buses, railways and other modes of passenger transportation. Marketers may use transit advertisement to attain high exposure to particular groups consumers on their way to and from work and tourists.

**IV. Emerging Trends In Advertising**

There has been a paradigm shift in the ways and means of advertising of contemporary methodologies. There were days when producers and manufacturers depended only on radios, newspapers, and pamphlets to advertise their products it was only until the late nineties when digital media crawled in and in early 2000 seen it spread its wings.

As a line of work; Advertising is a promising career option for those interested in working and creating a livelihood out of this field. There are many institutes that offer full time and part time degree or diploma courses in Advertising.

Emerging trend in advertising involves promoting a product by using a social networking (eg: facebook.com, orkut.com, Hi5.com) platform or high traffic attractors. Usually advertisements related to the products on the social networking sites such as Face book. Orkut, Hi5 etc. to target a particular set of audience. Face book took this aspect to an all new level with the introduction of Face book applications which for the first time created, online, a consumer and brand interaction in some ways.

**Slogans**

7-up	Bring on the real Thirst-Quencher!	Drink
Acer	Empowering People.	Computing
Adidas	Impossible is nothing.	Apparel
Apple	The Computer for the rest of us	Computing
Apple Computers	Think different.	Computing
BMW	The Ultimate Driving Experience	Automotive

**V. Conclusion**

Advertising using powerful media to control peoples' choices. We also have power, the power to choose, the power to think for ourselves, and the power to influence others. How we use that power is central to the creation of good and healthy society. Emerging Advertisement can inform people about different products and services, their utilities, cost and other requirements, and help us in making better purchases. And these Advertisements create a brand name for the product being promoted. People can recognize the products from the catchy advertisements they see and thus sales are also improved. The Emerged Advertisement is considered important branch of business which impresses the public about the superiority of product. A good advertisement must have certain qualities. First, it should be based on human – psychology & Attractive. People do not like to waste their time on things which do not concern them. So to be successful, advertisement must be brief. So, which company produces an innovative & emerging advertisement? At was the company is earning a more profit.