



335en17

ADVERTISING – An Introduction

Sab Pade Sab Bade . Can you recall something?

You guessed it! Sarva Shiksha Abhiyan!

The Sarva Shiksha Abhiyan or the Education For All programme of the government of India.

See how easy it was to remember the name of this popular programme. This is the power of advertising.

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.

Have you read about people using smoke signals to pass on messages?

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?

In this lesson, you will learn about the creative world of advertising.

**OBJECTIVES**

After studying this lesson, you will be able to do the following:

- trace the origin of advertising ;
- explain the history of the advertisement industry in India ;
- classify different kinds of advertisements based on the medium ;
- differentiate between various types of advertising.

17.1 ORIGIN AND DEVELOPMENT

Can you imagine two people with drums walking down the streets of Mohenjodaro, the city of the Indus Valley Civilization you read about in your history lesson in previous classes, shouting their own and other's messages? People would stop and listen, just as you do when you stop to read an advertisement on the road, or watch an advertisement on television! Then there used to be signs on shops or drinking houses to indicate the name of the shop or the shop owner. The highly urbanised cities of Harappa and Mohenjodaro employed signs to sell the many types of art and craft items that our ancient civilizations were famous for.

In the Indian subcontinent, during Emperor Ashoka's reign, stones or pillars were used for making public announcements.

There have always been advertisements of some sort or the other. The form of advertising for the transmission of information dates back to ancient Greece and Rome, when town criers, drummers 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 taken 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 centres of the town. Roman dairies had a sign outside with a goat on it and their schools had a picture of a boy being whipped. These signs were often used because many people could not read. Which sign will you use for a school? It was much later that public notices were placed in the 'Acta Diurna', a wall newspaper that provided daily news of politics in ancient Rome in 131 BC. Lost-and-found advertising on papyrus was common in Ancient Greece and Ancient Rome.



Notes



Notes

DID YOU KNOW?

- *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.*
- *The tradition of wall painting can be traced back to Indian rock-art paintings that date back to 4000 BC.*

Do you remember reading about handbills, posters and pamphlets in your first module on communication? Do you know that modern advertising was made possible due to the success of the printing industry? Handbills, posters, pamphlets and leaflets were printed in large numbers and distributed throughout the city, and also put up on walls in public places.

Advertising soon became a powerful tool to market the products produced in the factories - from safety pins to sewing machines. Newspapers began selling space to advertisements. Soon there was more advertisement than news!

DID YOU KNOW?

The first modern 'advertising agency' started operating around 1875 in the United States of America, when Mr N. W. Ayer and Sons of Philadelphia offered to produce advertisements and also to contract for space in newspapers.

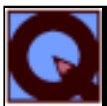
The field of advertising was revolutionized with the advent of radio and television as popular media of communication in this century. While the press would cover only the literate population, the radio and television have widely covered both literates and non-literates. Television and radio remain the most popular media in urban as well as rural areas. During the 1990s, the arrival of satellite television and internet has resulted in significant changes in the field.



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THINGS TO REMEMBER

Handbill	<i>A small sheet of paper carrying an advertisement message distributed by hand. Handbills are very often white, pink and yellow. Students and newspaper dealers do the work of distributing handbills.</i>
Poster	<i>A sign posted in a public place as an advertisement. A poster may carry only words, or it may have graphic images and photographs. A poster may be stuck on a wall with glue or fevicol.</i>
Leaflet	<i>A small book usually having a paper cover. It usually has very few and thin pages.</i>
Ad	<i>An advertisement is also called an ad.</i>



INTEXT QUESTIONS 17.1

1. Given below are a list of ancient civilizations. Relate them to the respective form of advertising that was used during that period.
 - i) Harappa and Mohenjodaro a) stones or pillars for making public announcements
 - ii) Emperor Ashoka b) drummers and criers made announcements
 - iii) Greece and Rome c) used signs to sell arts and crafts
 - iv) Egypt d) Acta Diurna -a wall newspaper
 - v) Rome e) sales messages and wall posters on papyrus



Activity 17.1

Collect two samples each of a leaflet, poster and handbill.

17.2 ADVERTISING IN INDIA

The history of advertising in India parallels the history of the Indian Press. You would have learnt in the module on print media that the first issue of the first newspaper of the Indian subcontinent, was the 'Bengal Gazette' or the 'Calcutta General Advertiser', started by James Augustus Hicky on January 29, 1780. Did you know that it carried a few advertisements? During the early years the newspapers



announced births, deaths, appointments, arrival and departure of ships and sale of furniture. By the beginning of the 19th century the pattern of advertising revealed a definite change. Even the daily newspapers announced themselves through advertisements in existing periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

Which newspaper does your family read? Does it have many advertisements?

By 1830, around three dozen newspapers and periodicals were being published on a regular basis from India. With the rise of new industries, advertising, even from British companies, increased. The growth of advertising in India is also linked to the Swadeshi movement (1920-1922), which gave impetus to Indian industries. Do you remember the names of some of the freedom fighters associated with the Swadeshi Movement? Mahatma Gandhi described Swadeshi as “a call to the consumer to be aware of the violence he is causing by supporting those industries that result in poverty, harm to workers and to humans and other creatures.” Swadeshi Movement was an attempt to take economic power from the British by the use of domestic made products. Spinning the *Charkha* and wearing *Khadi* became a very powerful tool to fight the British government.

Let us now find out how modern Indian advertising developed. Do you know when the Indian advertising agencies started operating? 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 and launched in 1905, also claims to be the oldest existing Indian agency! This was followed by the launch of the Calcutta Advertising Agency in 1909. By the 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 and the Oriental Advertising Agency in Tiruchirapalli. In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established. During the post independence era, the advertising business was well on its way to growth and expansion. 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.

Market research and readership surveys led to further professionalisation of the advertising industry. Television Rating Points, popularly known as TRP measurements, provided ad agencies with statistical data on consumer/ viewer likes and dislikes and helped them create effective media plans and ad campaigns. Do you know which television news channel has the highest TRP?



The introduction of multi-colour printing, improved printing machines and the development of commercial art gave the ad business a further boost. The advertising agencies expanded their services and this was due to the phenomenal growth in media. Besides selling space in newspapers and magazines, they began to offer art works, organization of fairs and exhibitions and market research.

SOME IMPORTANT YEARS IN ADVERTISING HISTORY

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



INTEXT QUESTIONS 17.2

1. Choose the correct alternative/s:
 - i) Who began the first newspaper to be published from India?
 - a) Mahatma Gandhi
 - b) Bennett and Coleman
 - c) James Augustus Hicky
 - d) James Cameron
 - ii) What is the name of the first ad agency established in our country?
 - a) Ogilvy and Mather
 - b) Indian Advertising Agency
 - c) Modern Publicity Company
 - d) India's Advertising Company



- iii) What contributed to the rise of advertising?
 - a) Swadeshi movement
 - b) News agencies
 - c) New industries
 - d) Introduction of new printing technologies
- iv) Name the powerful tool used to fight the British?
 - a) Khadi
 - b) Textile Industry
 - c) Advertisement industry
 - d) Newspapers
- v) What do you understand by 'TRP'.
 - a) Television Reader Poll
 - b) Television Rating Poll
 - c) Television Rating Points
 - d) Television Rating Programme

17.3 CLASSIFICATION OF ADVERTISEMENTS ACCORDING TO VARIOUS MEDIA

There are different ways to categorise advertising. The most popular will be a classification based on the media of advertising.

Let us discuss about the different forms of advertisements found in media.

Print

This is one of the most popular forms of advertising. Print ads can have many forms - newspapers and magazine ads, bills, wall posters, banners, calendars. As we have discussed before, the rise of print advertising is linked to the rise of the newspaper industry. The installation and success of the first linotype printing machine by the Statesman in Calcutta in 1907 proved to be a great impetus to the industry. In a few years other newspapers too installed this machine. Printing became cheaper, quicker and better. The first ad agency was established around this time.

Print ads can be categorized as Classified and Display ads.

Classified ads provide valuable information in a very direct and often dry manner. They contain only basic facts. You must have read information about property



markets, shares, matrimonials, detective agencies, housing, births and deaths in the classified pages of most national dailies.

Display ads are bigger and take more space. They are often very colourful and contain attractive images. Glossy magazines usually carry many display ads.

Electronic

Electronic ads are usually more vibrant. They can be heard on radio and seen on television. The rise of the television industry was a great impetus to the advertising industry - so much so that very often people find ads more interesting than television programmes.

Did you know that a TV ad is also called a commercial? It is called a commercial because the company which advertises its product pays money to generate business through the advertisement.



Activity 17.2

List out some popular television commercials.

Electronic ads can also be displayed as text and image on big monitors and light boards. In big cities and metros, there are many text boards on traffic signals. These ads target people while they are waiting for the light to turn green!



Fig. 17.1: Electronic ad on a busy road

New media

If you have used a cell phone, you will be familiar with different ads asking you to download popular film songs or vote for your favourite candidate in a television show! There is a new phase in advertising with the coming of the internet and popularity of cell phones. Computers and cell phones are becoming cheaper and more accessible. These are the new platforms of advertising for the 21st century. Do you think the ads that keep popping up on websites are annoying?



Notes



Fig. 17.2: Advertisement on a website



Activity 17.3

If you haven't seen internet ads, visit a cyber cafe if possible, and ask the computer operator to show you some ads.

Let us summarise what you have learnt about the classification of advertisements based on different media. Look at the table given below :

DIFFERENT MEDIA OF ADVERTISING

<i>Print</i>	<i>Electronic</i>	<i>Digital/ New Media</i>
Newspaper	Television	Internet websites
Handbill	Radio	CD and DVDs of films and music
Poster	Cable Network	Cell Phones
Banner (paper, cloth)		
Pamphlet		
Brochure		
Leaflet		
Books		
Magazines		



Activity 17.4

If you haven't seen internet ads, visit a cyber café if possible, and ask the computer operator to show you some ads.

**INTEXT QUESTIONS 17.3**

1. What is classified advertising?
2. Why is 1907 an important year for the print industry in India?
3. What are the new platforms of advertising?

**Notes****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, Hawkins pressure cooker, Bajaj scooter, Yamaha motorbikes, Cadburys chocolate, Ponds soap, Sunsilk shampoo, BandAid, Dalda, Hamam soap, Lifebouy soap.

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.

An example of an advertising campaign is the 'Jago Grahak Jago' (wake up, consumer) campaign initiated by the government of India to create consumer awareness and protect the rights of the consumer across the country.

Target audience

Target audience or target group is the primary group of people that something, usually an advertising campaign, is aimed at. A target audience can be people of a certain age group, gender, marital status, etc. (example: teenagers, females, single people, etc.) A certain combination, like men from twenty to thirty is often a target audience. Other groups, although not the main focus, may also be interested. Without knowing your target audience, advertising and the selling of a particular product can become difficult and expensive.

17.4 TYPES OF ADVERTISING

Advertisements can be categorized according to theme or content. Broadly speaking, there are four types:



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Product Advertising

Have you seen how small children want to drink the same soft drink as their favourite cricketer and film star? This is the impact of product advertising and is the most common type of advertising as it is most easily identified.

A product is something produced in large numbers by human beings, machines or by a natural process.. Products advertised therefore range from fruits and vegetables to pickles and jams and scooters and cars.

The main focus of the ad in this case is the product and not the company or manufacturer. These ads usually have a playful approach. They are low on information about the product but are high on style. Ads of soft drinks, shoes, cars, cell phones and food products belong to this category.



Fig. 17.3 : Product advertising

Service Advertising

Here the focus is not on a factory manufactured item or product but a company providing a service. This could be a bank, the railways a call centre or travel agency. The ads usually show the company as a leading service provider in its particular field.

Let us consider the example of the Indian Railways. In order to keep the public interested in the Railways and familiarize them with their services, advertisements are issued from time to time. You may look for these advertisements in the newspapers and the websites of Indian Railways.

Similarly, banks are found to advertise their saving schemes and loan facilities that they offer for buying homes and vehicles.

Can you think of other kinds of services, which are advertise?

Public Service Advertising

This is also called social service advertising or development advertising. Here the



focus is on issues that impact society on a larger scale, such as family planning, national integration, polio eradication, and pollution control. The main purpose is to create public awareness through hard-hitting direct messages. These ads do not sell products and services but ideas.

Let us take the example of the polio eradication campaign. Advertisements are issued through various mass media such as newspapers, radio and television to create awareness on polio eradication. This was to motivate parents to take their children for immunization and enable them to be given polio drops.

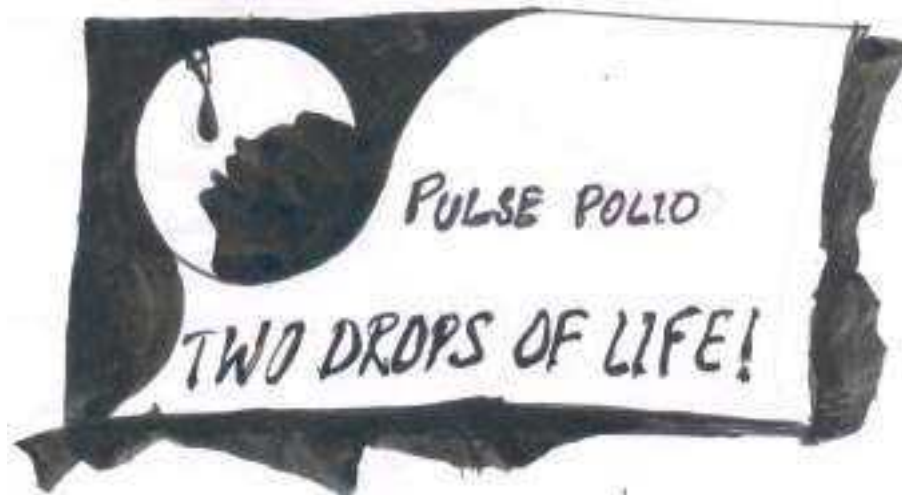
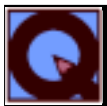


Fig. 17.4 : Public service advertising

Institutional Advertising

These ads are directed at creating a good public image of a company. The ads focus on the organization's work in areas of research, development and quality control. Often the ads concentrate on the social work done by the company by its sponsorship of educational, cultural and sports events. The purpose of these ads is to sell a positive image of the company rather than a product manufactured by the company.

The TATA Steel ads in the 1980s with the tag line – 'Ispat bhi hum banate hain' or 'we also make steel', is a good example of institutional advertising.



INTEXT QUESTIONS 17.4

1. Sort out the following examples in the categories of product advertising, service advertising and public service advertising.
 - i) cars
 - ii) life insurance



- iii) postal services
- iv) hospitals
- v) pollution control
- vi) shampoo
- vii) family planning
- viii) airlines
- ix) soft drinks

17.5 SOME POPULAR ADVERTISEMENT SLOGANS**SAIL [Steel Authority Of India Ltd]**

There's A Bit Of SAIL In Everybody

DELHI POLICE

With you, For you, Always

INCREDIBLE INDIA

Celebrate Rajasthan !

ENCHANTING TAMILNADU

Experience Yourself!

KARNATAKA

One State,. Many Worlds.

BSNL (Bharat Sanchar Nigam Limited)

Connecting India

HANDLOOM MARK

The Assurance of Real Handloom Creations.

India's Rich Heritage. Use handloom products with pride.

INDIAN OIL XTRA PREMIUM

The best your vehice can get.

DELHI 2010 XIX COMMONWEALTH GAMES

Come Out And Play

ONGC (OIL AND NATURAL GAS CORPORATION)

making tomorrow brighter

SARVA SHIKSHA ABHIYAN (*Education for All*)

Sab Pade Sab Bade

PULSE POLIO CAMPAIGN -PULSE RAVIWAR

Two drops of life



17.6 WHAT YOU HAVE LEARNT

- Forms of advertising in ancient civilizations
- people with drums shouting messages
 - stones and pillars making public announcements
 - wall painting
 - rock painting
 - messages and wall posters on papyrus (paper)

History of advertising in India

- advertisements in the first newspaper 'Bengal Gazette'.
- swadeshi movement
- modern advertising agencies

Classification of ads according to various media

- print – newspaper, handbill, poster, banner, pamphlet, brochure, leaflet, books, magazines.
- electronic – television, radio
- new media – internet websites, cell phones, CDs and DVDs of films and music

Types of advertising

- product advertising
- service advertising
- institutional advertising
- public service advertising

Advertising terms

Popular advertisement slogans

17.7 TERMINAL QUESTIONS

- 1) Describe the various forms of advertising which existed in the ancient world. How are they different from modern methods of advertising ?
- 2) Write short notes on the following:
 - a) Origin of advertising



Notes



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- b) Tagline
- c) Brand
- 3) Compare the process of advertising in the print, electronic and new media.
- 4) Differentiate between product, service, institutional and public service advertising?



17.8 ANSWERS TO INTEXT QUESTIONS

- 17.1** 1. i) (c)
 ii) (a)
 iii) (b)
 iv) (e)
 v) (d)
- 17.2** 1. i) (c)
 ii) (b)
 iii) (a), (c), (d)
 iv) (a)
 v) (c)
- 17.3** 1. Classified ads provide valuable information in a crisp, direct and precise manner.
 2. The year 1907 is important because of the installation and success of the first linotype printing machine by the Statesman in Calcutta.
 3. Internet and cell phones.
- 17.4** 1. i) product advertising
 ii) service advertising
 iii) service advertising
 iv) service advertising
 v) public service advertising
 vi) product advertising
 vii) public service advertising
 viii) service advertising
 ix) product advertising
 x) service advertising