

ADVERTISING

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Abstract- Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor. In this paper we have written about what is Advertising .we have also written about effect of advertising on the people lives and what role does the advertising plays for a advertiser

Index Terms- Advertising , marketing , commercial , consumer , ideological

I. INTRODUCTION

Thomas J. Barratt from London has been called "the father of modern advertising". Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and into the 20th century. Under Barratt's guidance, Pears Soap became the world's first legally registered brand

An advertising tactic that he used was to associate the Pears brand with high culture and quality. Most famously, he used the painting Bubbles by John Everett Millais as an advertisement by adding a bar of Pears soap into the foreground. (Millais protested at this alteration of his work, but in vain as Barratt had bought the copyright. Barratt continued this theme with a series of adverts of well groomed middle-class children, associating Pears with domestic comfort and aspirations of high society.

II. ADVERTISING

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most

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In Latin, ad vertere means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays , which is often considered the founder of modern, Madison Avenue advertising.

In 2010, spending on advertising was estimated at \$143 billion in the United States and \$467 billion worldwide

TYPES OF ADVERTISING

TELEVISION ADVERTISING

The television commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices television networks charge for

commercial airtime during popular events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second television spot during this game reached US\$3.5 million in 2012.

INFOMERCIALS

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective in an infomercial is to create an impulse purchase, so that the target sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from customers and industry professionals.

RADIO ADVERTISING

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the U.S. population.

ONLINE ADVERTISEMENT

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

PRODUCT PLACEMENT

Covert advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderson owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his Converse shoes several times, calling them

"classics", because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*. In *Fantastic Four: Rise of the Silver Surfer*, the main transport vehicle shows a large Dodge logo on the front. *Blade Runner* includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.

PRESS ADVERTISING

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

ADVERTISING A SOCIAL WASTE

Advertising is a form of communication intended to persuade an audience to purchase products, ideals or services. While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited commercial email and other forms of spam have become so prevalent that they are a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising increasingly invades public spaces, such as schools, which some critics argue is a form of child exploitation. Advertising frequently uses psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer, which may be harmful. Sweets, ice cream, and breakfast food makers often aim their promotion at children and adolescents. For example, an ad for a breakfast cereal on a channel aimed at adults will have music that is a soft ballad, whereas on a channel aimed at children, the same ad will use a catchy rock jingle of the same song to aim at kids. "The marketing industry is facing increased pressure over

claimed links between exposure to food advertising and a range of social problems, especially growing obesity levels." "Fast food chains spend more than 3 billion dollars a year on advertising, much of it aimed at children...Restaurants offer incentives such as playgrounds, contests, clubs, games, and free toys and other merchandise related to movies, TV shows and even sports leagues." These businesses are constantly reaping the benefits of this child manipulation. In 2006, forty-four of the largest U.S. food industries spent about 2 billion dollars on advertising, which mainly consisted of unhealthy, sugary and fatty foods. Such massive advertising has a detrimental effect on children and it heavily influences their diets. Extensive research proves that most of the food consumed between ages of 2–18 is low in nutrients. Facing a lot of pressure from health industries and laws, such as Children's Food and Beverage Advertising initiative, food marketers were forced to tweak and limit their advertising strategies. Despite regulations, a 2009 report shows that three quarters of all food advertising during children's television programs were outside of law's boundaries. Government attempts to put a heavy burden on food marketers in order to prevent the issue, but food marketers enjoy the benefits of the First Amendment which limits government's power to prevent advertising against children. Federal Trade Commission states that children between the ages of 2-11 on daily average see 15 food based commercials on television. Most of these commercial involve high-sugar and high-fat foods, which adds to the problem of childhood obesity. An experiment that took place in a summer camp, where researches showed food advertisements to children between ages 5–8 for two weeks

Cigarettes And Alcohol Advertising

In advertisements, cigarettes "are used as a fashion accessory and appeal to young women. Other influences on young people include the linking of sporting heroes and smoking through sports sponsorship, the use of cigarettes by popular characters in television programmes and cigarette promotions. Research suggests that young people are aware of the most heavily advertised cigarette brands." Alcohol is portrayed in advertising similarly to smoking, "Alcohol ads continue to appeal to children and portrayals of alcohol use in the

entertainment media are extensive". The consumption of alcohol is glamorized and shown without consequences in advertisements, music, magazines, television, film, etc. The advertisements include alcoholic beverages with colorful packaging and sweet tasting flavors, catering to the interests and likes of children and teens. The alcohol industry has a big financial stake in underage drinking, hoping to gain lifelong customers. Therefore, the media are overrun with alcohol ads which appeal to children, involving animal characters, popular music, and comedy.

"Kids are among the most sophisticated observers of ads. They can sing the jingles and identify the logos, and they often have strong feelings about products. What they generally don't understand, however, are the issues that underlie how advertising works. Mass media are used not only to sell goods but also ideas: how we should behave, what rules are important, who we should respect and what we should value.

Effects of advertising on teen body image

The effects of advertising on body image have been studied by researchers, ranging from psychologists to marketing professionals. "These days we know that the media and body image are closely related. Particularly, the body image advertising portrays affects our own body image. Of course, there are many other things that influence our body image: parenting, education, intimate relationships, and so on. The popular media does have a big impact, though" This is due to the fact that thousands of advertisements contain messages about physical attractiveness and beauty, examples of which include commercials for clothes, cosmetics, weight reduction, and physical fitness. Researchers have conducted studies in an attempt to see if such advertisements have effects on teenage body image, and what those effects might be.

Researchers, such as Mary Martin and James Gentry, have found that teen advertising negatively impacts teenagers' self-esteem by setting unrealistic expectations for them about their physical appearances through the use of idealized models. Other researchers, such as Heidi Posavac, acknowledge this, but believe that this only applies to teenagers who already possess low self-esteem or a poor self-images.

In contrast, researchers, including Terry Bristol, have found teenagers to be generally unaffected by these advertisements due to the idea that repeat exposure can create an immunity to images and messages in advertisements. Moreover, some researchers, such as Paul Humphreys, have concluded that exposure to such advertisements can actually create higher self-esteem in teenagers

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