Evolution of Advertising: Past to Present

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ABSTRACT

Advertising has been all over the place for quite a while before then we could think. The main aim of this report was to check the impact of internet on the history of advertising. In this report, a survey that was based on a questionnaire was conducted in order to get the opinion of the public with reference to the topic of this report. It was concluded that the internet had the biggest impact on history of advertising.

Keywords History of Advertising, Internet

INTRODUCTION

Advertising has been all over the place for quite a while before then we could think. The primary advertisement happened at whatever point was the first occasion when somebody told someone else that they could get something at a specific cost, and it was doubtlessly before written history. Advertising has encountered some significant achievements – think the rise of the print machine during the 14th century or the powerful effect of the TV set. Since its origination, which is thought to go back to steel carvings made by the Egyptians, advertising has continually needed to adjust and change to suit new surroundings and an inexorably smart crowd. But the INTERNET has affected advertisements in an enormous amount.

How about we return things to the days without the internet. The days when advertising was completed through gooey infomercials on radio, fluffy old televisions, and billboards. This was the golden age of advertising when the entire development was viewed as a tremendous piece of society. The first TV advertisement showed up in 1941 in the U.S – presumably much later than you'd envision. The primary print advertisement was distributed in 1472 when William Caxton from England printed promotions for a book. In 1704, the first newspaper ad was printed and circulated in the United States. After this, in 1835, the first Unites States billboard showed circus banners estimating more than 50 sq. ft. The first organization was Sears to concentrate more on personalization by direct-mail advertising after that in 1892 they created a large mail campaign with 8000 postcards, which gave them more than 1900 requests.

Advertising turned into an entire development when it was heard on radio and displayed on television in the mid-19OOs. Since it was addressing individuals straightforwardly through radios and Television, it felt progressively customized to them. The first advertisement was heard in 1922. Direct selling was ban at that point, so radio host H.M. Blackwell made his own "indirect direct" technique — a ten-minute talk show. The expense for a ten-minute schedule opening was 50 dollars. Personalization took a large jump in 1930 when Rosser Reevesv presented the possibility of a USP. Since a USP depicts how your business will take care of a client's concern, it ought to be quite certain and exceptionally customized to the client to switch your brand. George Gallup presented statistical surveying — gathering data about purchasers to all the more likely relate and publicize to them. The next achievement we saw in the growth of advertising was when a licensed commercial came up on Television set in 1941. It was very short which contained some visuals and narration. People watching at home started to feel hopeful. Organizations started making characters around their items to build up more relationships among people and brands. Regardless of the various characters and the incomprehensibly unique choice of items that started to rise, promotions as of now had one reason: to sell. While the characters had a significant influence in making a promotion culture for purchasers, the item was consistently at the cutting edge.

Literature Review

1. William (2018) wrote in this article "The introduction of printing to England"

The author has explained that Caxton came back to England and set up the primary printing shop in the nation close to Westminster Cathedral. From here he gave over a hundred books somewhere in the range of 1476 and 1492, the time of his demise. The size of his association is unknown. But from starting in his profession he had been distributing enormous books. He more likely than not had various laborers to attempt the different parts of printing, including typesetting, working the press, editing and authoritative.

2. Rosser (2012) wrote in this article "The Advertising wisdom of Rosser Reeves"

The author has emphasized he was a highly successful advertising executive and the originator of USP. He defined his industry-changing concept in three parts.

"Every commercial must make a recommendation to the shopper. Not simply words, not simply item puffery, not simply show-window publicizing. Every promotion must state to every reader: "Purchase this item, and you will get this particular advantage.""

"The suggestion must be one that the opposition either can't, or doesn't, offer. It must be exceptional."

"The suggestion must be solid to the point that it can move the mass millions, i.e., pull over new clients to your item."

3. George (2017) wrote in this article "The Evolution of Advertising From the Beginning & How Personalization Improved Over Time"

The author introduced market research — gathering information about consumers to better relate and advertise to them. His legacy of integrity and independence has made Gallup among the most famous and trusted brand names in the world.In1932, Dr. Gallup joined promoting firm Young and Rubicam in New York as leader of its showcasing and duplicate research offices, setting up the primary across the nation radio crowd estimation utilizing a procedure he began

Research Methodology

The methodology of this report is based on a survey which is based on a questionnaire. People were randomly selected for the survey and it was conducted online. They had to give their opinion on 10 questions in reference to the topic. While filling the online survey, the names were not known and the survey was kept anonymous. The data was collected in the month of September 2023.The anonymous survey helped me to remain unbiased and justify my findings. Secondary data like previous articles and reports with reference to the same topic were also reviewed.

Objectives of the study:

- The main aim of this report was to check the impact of internet on the history of advertising

- Another objective was to know how social media platforms/influencers have played an important role on advertisement.

Discussion:

Advertising Explodes in the 20th Century

From the early events where newspaper was the fundamental medium wherein creators could instruct individuals as a rule in regards to what they brought to the table, came the time of radio, which not simply reached a much greater group, yet furthermore got the message across impressively more quickly and capably.

Radio commercials were anomalous like the "local promotions" that we see on the Web today. Local promotions basically cause the ad to show up the thing, itself, and we'll look at this technique underneath. Right when people checked out their favoured activities on the radio, it was continually "brought to them by" whatever association was advertising during that program. Individuals were curious about this at all considering the way that there was no point of reference for it by then, so they related the support so significantly with the substance that they acknowledged the marketing specialist was its maker.

The accompanying stage was TV. Television ads proceeded the scene and changed the game forever. So now the commercials were well known to the audience, they took what they were looking at when they saw it on T.V box.

Following a couple of many years of progression through innovation tv commercials gave rise to Internet, and the rest is a history we as a whole know quite well.

Moving Into the New Era

The 1990s saw the appearance of the Internet for a huge scope, anyway no one could have foreseen what may come immediately. Right when the 21st century came around, the advertising business changed into a quickly spreading fire that wouldn't be ended.

As day by day Internet became convenient for each and every one promoters started using it in the best way possible by putting their advertisements in open space they could discover. They went from supporting sites, to banner ads, to versatile applications, to advertisements that follows you wherever you go on the internet.

When everybody unexpectedly started utilizing the web for individual reasons, publicists dominated the chance to arrive at shoppers there. They started moving their thoughtfulness regarding increasingly advanced advertisements, beginning with display advertising. In 1994 the development of display advertising started with the absolute first standard advertisement from AT&T.

Most shoppers trust different purchasers before they trust brands. Hence the rise of user-generated content. Basically, purchasers have become a piece of advertising, as opposed to simply inactive spectators.

This promoting system turned out to be particularly mainstream when internet-based life advertising started in 2008, beginning with Facebook advertisements. Customers are substantially more liable to convey their emotions over social media nowadays. They likewise speak with one other unquestionably more than any advertisement can speak with them. For instance, while assessing a buy, individuals regularly go to companions and informal communities to hear extra thoughts. So, it is important to construct your brand image around. Facebook is perfect for this since it's expected to propel customer backing and responsibility, and can be helpfully used to build up your picture. Exactly when customers find a thing, they're keen about — or something they realize someone else would be excited about — they're absolutely going to share it, and a short time later others will by and large go with a similar example. At long last, customers need network, trust, and confirmation. They don't really need those from a brand. They need it from close, confided in sources — and who's more reliable than their own social networks?

Most importantly sponsors will go anyplace the consideration is, so they're going to discover each spot where individuals are looking and put their advertisements as near their sight line as they can get.
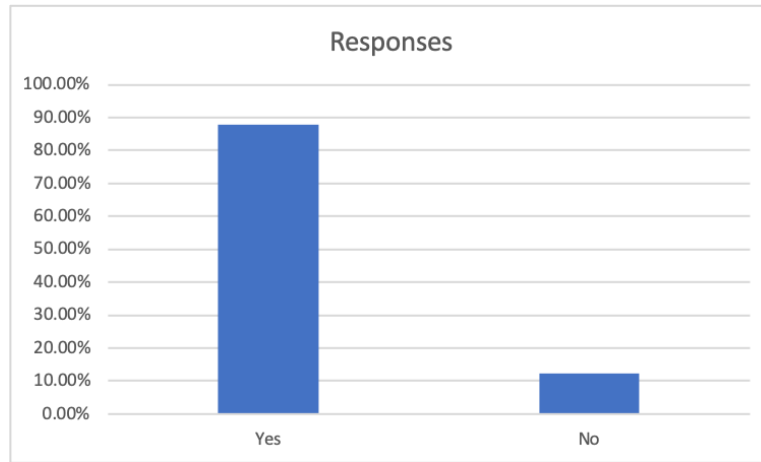
Analysis of Results

Q.What is your age?

Answer choices	Responses
18-24	97.96%
25-34	0.00%
35-44	2.04%
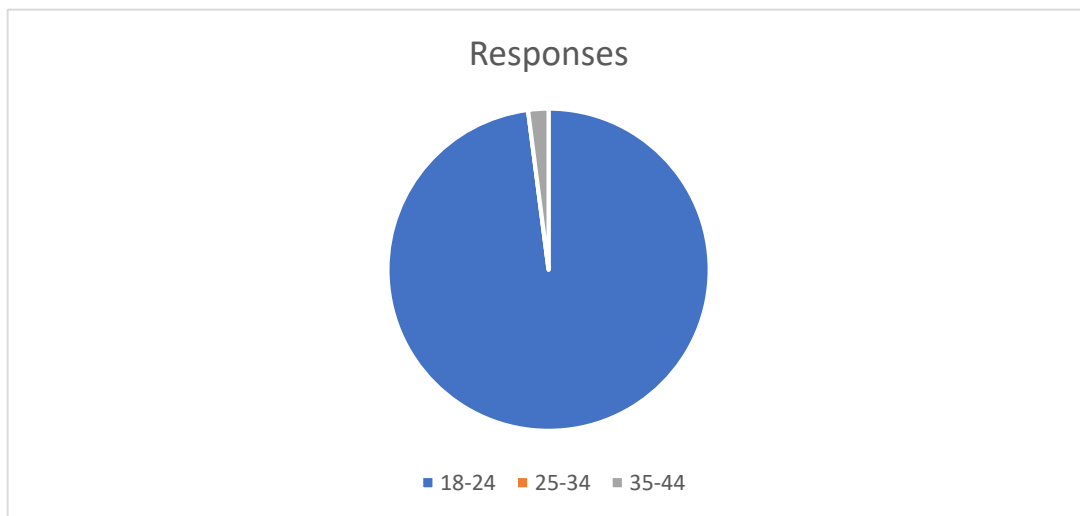
From the above figure, a huge portion of the people who answered this survey were of 18-24 age group.
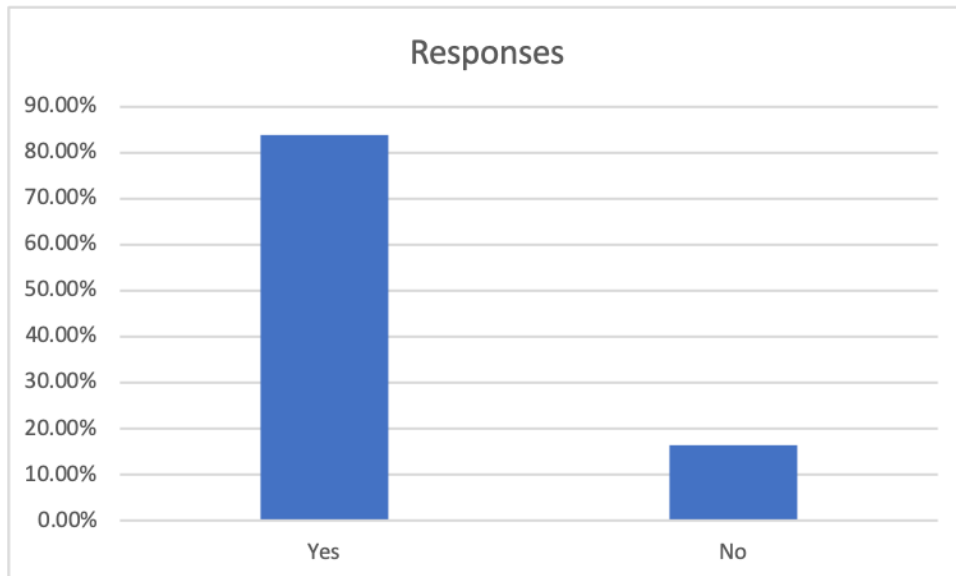
Q. Do you think advertisements are effective ?

Answer choices	Responses
Yes	87.76%
No	12.24%

From the above figure, a huge portion of the people thin advertisements are effective.

**Q. Has any advertisement ever persuaded you into actually buying that product ?**

Answer choices	Responses
Yes	83.67%
No	16.33%

From the above figure, it is clear that almost all the people think that they get persuades into buying that product by seeing their advertisements.

**Q. Which of the following mediums show the highest number of advertisements nowadays?**

Answer choices	Responses
Television	2.04%
Newspaper	26.53%
Internet	71.43%
Roadside Posters/Banners	0.00%
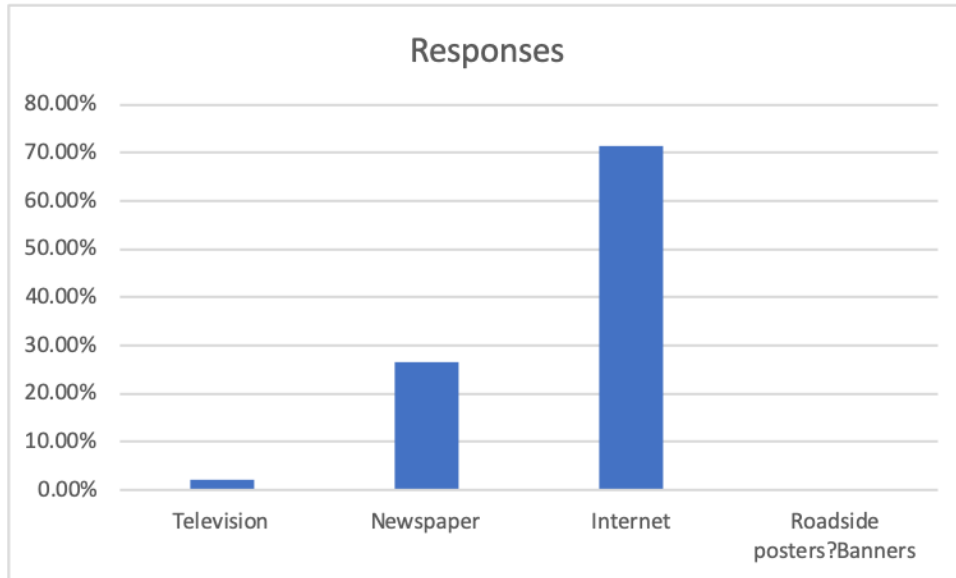
From the above figure, it is clear that big margin of people think internet shows the highest number of advertisements nowadays. Internet has the largest impact on advertising.

**Q. Have you ever noticed a product for which a brand used multiple platforms to advertise it?**

Answer choices	Responses
Yes	93.88%
No	6.12%
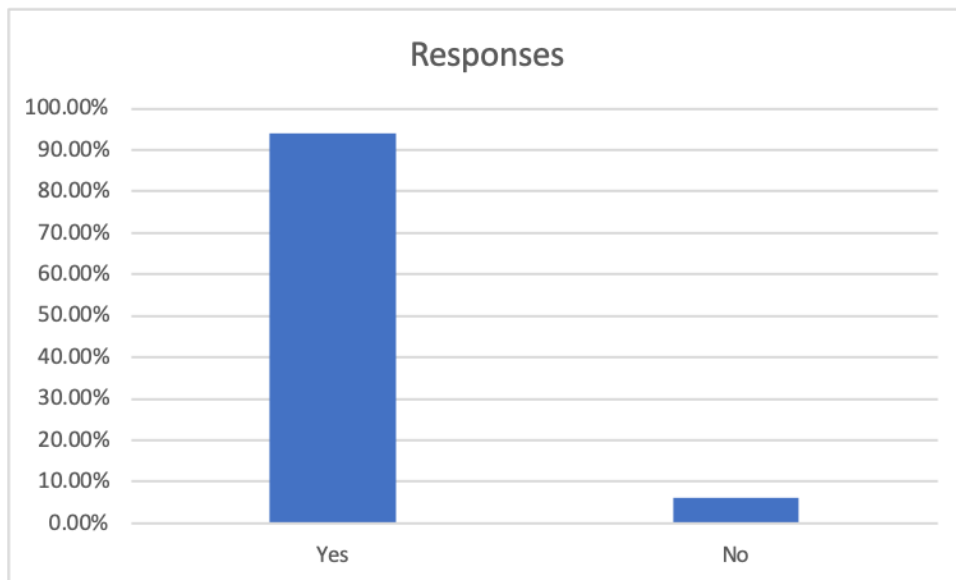
From the above figure, it is clear that many brands uses multiple platforms for advertisement of their product.

Q. Do you know about the term social media influencers and are social media influencers a good way to advertise a certain product?

Answer choices	Responses
Yes	85.71%
No	14.29%
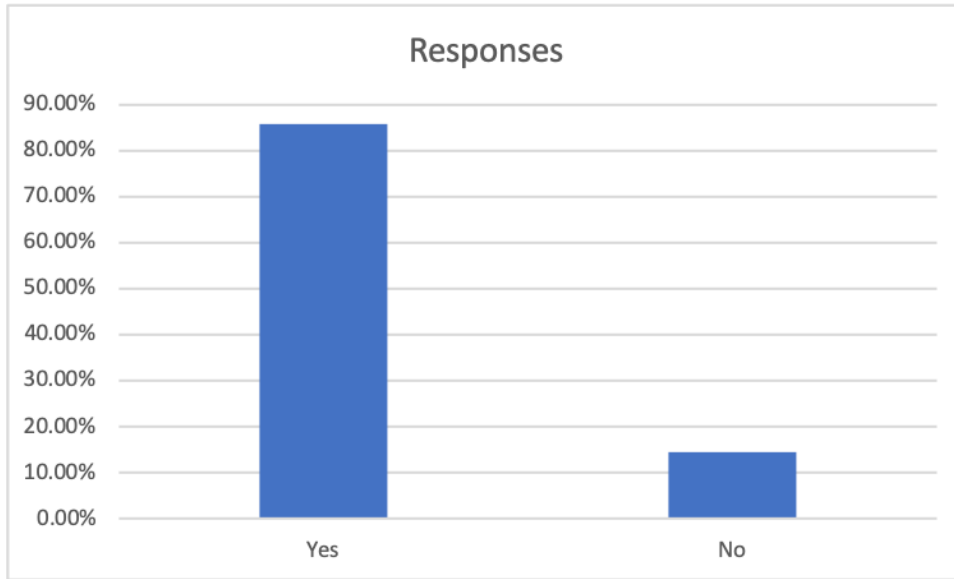
From the above figure, it shows that large margin of people know about social media influencers and they think that it a good way to advertise a certain product.

Q. If yes, which of the following reasons make social media influencers a good way to advertise a product?

Answer choices	Responses
Connect with the audience	42.86%
Method of showcasing the product	20.41%
Honesty	12.24%
Relatability Factor (many lead similar lives as the audience)	24.49%
All of the above	26.53%
None of the above	6.12%
Not sure	8.16%
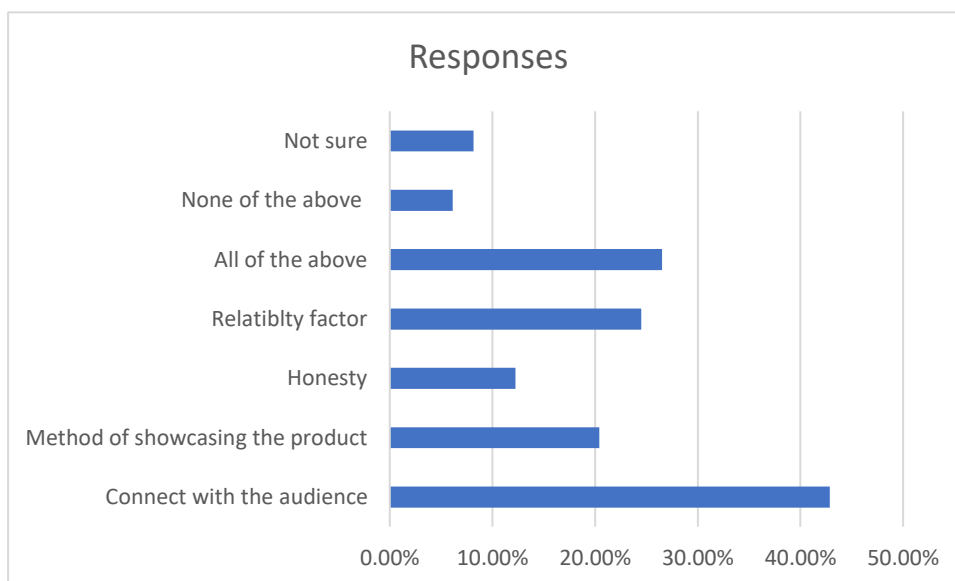
From the above figure, it shows that social media influencers connect with audience and is a good for advertisement.

Q. Do you think online advertising has made a tremendous impact on the profits of offline platforms such as television and newspaper ?

Answer choices	Responses
Yes	81.63%
No	6.12%
Maybe not sure	12.24%
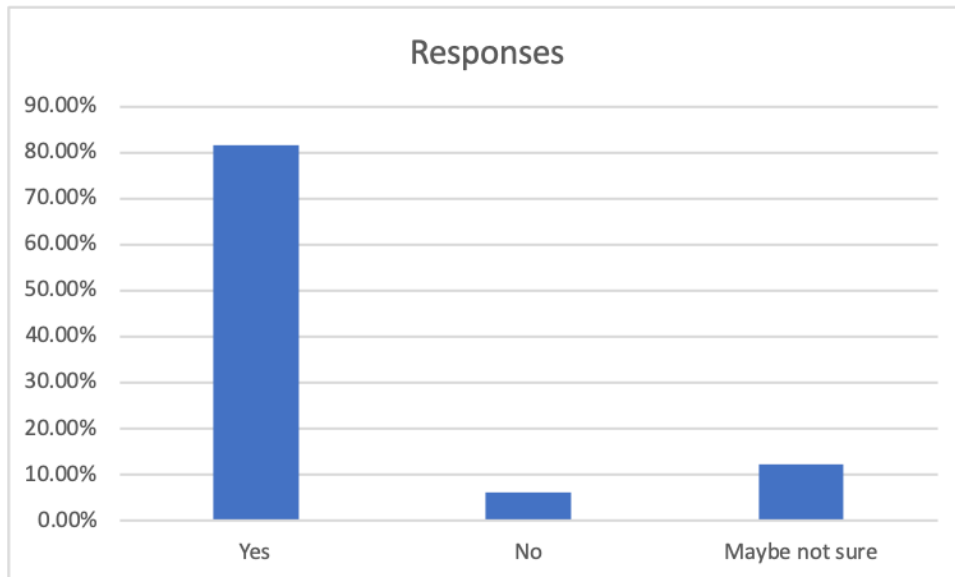
From the above figure, it shows that online advertising has made a great impact on the profits of offline platforms such as television and newspaper.

Q. Which of the following online advertisement methods are not good according to you and irritating?

Answer choices	Responses
Video Streaming Platform Ads (YouTube, video etc)	63.27%
Social Media Influencers	6.12%
Social Media Marketing Ads by the brand itself	22.45%
None of the above	20.41%
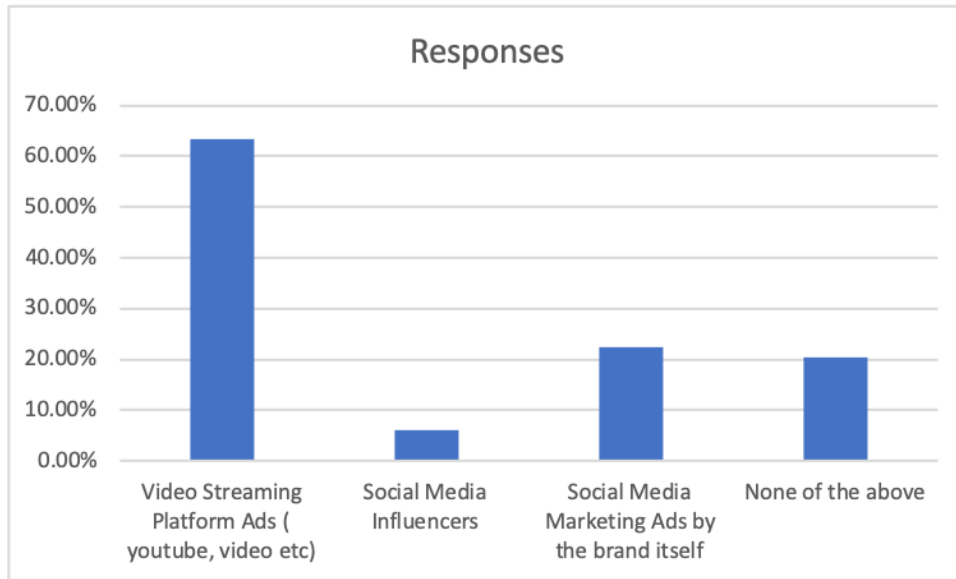
From the above figure, it shows that ads which come during streaming video like YouTube videos are not good and is irritating.

Q. Name the top three brands whose product you have bought after looking at an online advertisement of any form.

Answer choices	Responses
1	100.00%
2	100.00%
3	94.47%
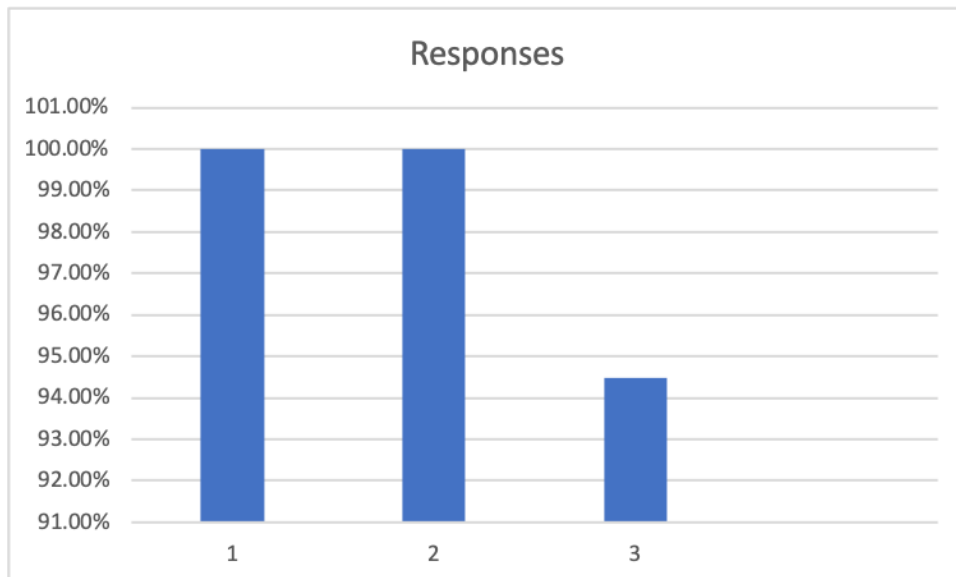
In this many brands name were their but the most common were Nykaa, Nike, Sony.

Findings

After the findings of survey, it is more than clear that internet had a great impact on the evolution of advertising and its capacity to gather billions of information. There were no sensitive or controversial questions involved. It is clear that internet has played a great role in evolution of advertising. From the survey, it is known advertisements are effective in buying that product and internet has the highest number of advertisements nowadays. It shows that social media influencers is a good way to advertise product because they connect to audience.

Conclusion

After the findings of survey, it is more than clear that internet had a great impact on the evolution of advertising and its capacity to gather billions of information. There were no sensitive or controversial questions involved. It is clear that internet has played a great role in evolution of advertising. From the survey, it is known advertisements are effective in buying that product and internet has the highest number of advertisements nowadays. It shows that social media influencers is a good way to advertise product because they connect to audience.

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ANNEXURE

1. What is your age?18-24/25-34/35-44

2. Do you think advertisements are effective? Yes/No

3. Has any advertisement ever persuaded you into actually buying that product? Yes/No

4. Which of the following mediums show the highest number of advertisements nowadays? Newspapers/Television/Internet

5. Have you ever noticed a product for which a brand used multiple platforms to advertise it? Yes/No

6. Do you know about the term social media influencers and are social media influencers a good way to advertise a certain product? Yes/No

7. If yes, which of the following reasons make social media influencers a good way to advertise a product? Connect with the audience/Method of showcasing the product/Honesty/Relatability Factor (many lead similar lives as the audience/All of the above/None of the above/Not sure

8. Do you think online advertising has made a tremendous impact on the profits of offline platforms such as television and newspaper? Yes /No/Maybe, not sure!

9. Which of the following online advertisement methods are not good according to you and irritating? Video Streaming Platform Ads (YouTube, Vimeo etc)/Social Media Influencers/Social Media Marketing Ads by the brand itself/None of the above

10. Name the top three brands whose product you have bought after looking at an online advertisement of any form? 1/2/3