CHAPTER -II

ADVERTISING – CONCEPTUAL FRAME WORK
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Chapter II

Advertising is a non-personal form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These brands are usually paid for or identified through sponsors and viewed via various media. Advertising can also serve to communicate an idea to a mass amount of people in an attempt to convince them to take a certain action, such as encouraging 'environmentally friendly' behaviours and even unhealthy behaviours through food consumption, video game and television viewing promotion and a "lazy man" routine through a loss of exercise. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Several types of mass media are television, internet, radio, news programs and published pictures and articles.¹

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages. Advertising may be placed by an advertising agency on behalf of a company or other organization. In 2007, spending on advertising was estimated at more than $150 billion in the United States² and $385 billion worldwide.³

Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers. Some of the commonly used media for advertising are T.V., Radio, Websites, Newspapers, Magazines, Billboards, and Hoardings etc. As a result of economic liberalization and the changing social trends advertising industry has shown rapid growth in the last decade.
Advertising is one of the aspects of mass communication. Advertising is actually brand-building through effective communication and is essentially a service industry. It helps to create demand, promote marketing system and boost economic growth. Thus, advertising forms the basis of marketing.

Advertising plays a significant role in today's highly competitive world. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether its brands, companies, personalities or even voluntary or religious organizations, all of them use some form of advertising in order to be able to communicate with the target audience. The salary structure in advertising is quite high and if one have the knack for it one can reach the top. It is an ideal profession for a creative individual who can handle work-pressure.

Today, new areas are emerging within advertising like event management, image management, internet marketing etc. Event management wherein events are marketed, Image management wherein a particular profile of an individual or an organization is projected. Internet marketing has also brought about a lot of changes in advertising as Internet means that one is catering to a select group of audience rather than a mass audience.

2.1 History

Edo period advertising flyer from 1806 for a traditional medicine called Kinseitan. Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation 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.[4] History tells us that Out-of-home advertising and billboards are the oldest forms of advertising.

As education became an apparent need and reading, as well as, printing developed advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print
advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney Palmer established a predecessor to advertising agencies in Boston.[5] Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.[5]

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since, women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman — for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".[6]

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations and included: schools, clubs and civic groups.[7] When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single business per show.
This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission.[7] To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest convenience, and necessity". To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest convenience, and necessity". [8] Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service and National Public Radio.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The Volkswagen ad campaign—featuring such headlines as "Think Small" and "Lemon" (which were used to describe the appearance of the car)—ushered in the era of modern advertising by promoting a "position" or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, special channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network and Shop TV Canada.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google,
started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower—about 2.4 percent.\[9\]

2.2 TYPES OF ADVERTISEMENTS

Television

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV 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 TV spot during this game has reached US$3 million (as of 2009). The majorities of television commercials feature a song or jingle that listeners soon relate to the product.

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank back drops \[10\] or used to replace local billboards that are not relevant to the remote broadcast audience.\[11\] More controversially, virtual billboards may be inserted into the back ground \[12\] where none exist in real-life. This technique is especially used in televised sporting events \[13\] Virtual product placement is also possible.\[14][15]\n
During the year 2008-09 TV season, Fox experimented with a new strategy, which the network dubbed "Remote-Free TV". Episodes of Fringe and Dollhouse contained approximately ten minutes of advertisements, four to six minutes fewer than other hour-long programs. Fox stated that shorter commercial breaks keep viewers more engaged and improve brand recall for advertisers, as well as reducing channel surfing
and fast-forwarding past the ads. However, the strategy was not as successful as the network had hoped and it is unclear whether it will be continued into the next season.\[23\]

**Infomercials**

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer 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 consumers and industry professionals.

**Radio advertising**

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

**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.

**Online advertising**

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. 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.

**Billboard advertising**

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings and in stadiums.

**Mobile billboard advertising**

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes pre-selected by clients, they can also be specially-equipped cargo trucks or in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including:

- Target advertising
- One-day and long-term campaigns
- Conventions
- Sporting events
- Store openings and similar promotional events
- Big advertisements from smaller companies
- Others

**Covert advertising**

Covert advertising, also known as Guerrilla 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 Anderton 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 Space balls* 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.

**Celebrities**

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

**Media and advertising approaches**

Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward consumer's usage of the Internet for news and music as well as devices like Digital Video Recorders (DVRs) such as TiVo. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

Digital signage is poised to become a major mass media because of its ability to reach larger audiences for less money. Digital signage also offers the unique ability to see the target audience where they are reached by the medium. Technology advances has also made it possible to control the message on digital signage with much precision, enabling the messages to be relevant to the target audience at any given time and
location which in turn, gets more response from the advertising. Digital signage is being successfully employed in supermarkets.\textsuperscript{16} Another successful use of digital signage is in hospitality locations such as restaurants \textsuperscript{17} and malls.\textsuperscript{18}

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "e-mail spam". Spam has been a problem for e-mail users for many years. Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising (see mind control) and the pervasiveness of mass messages (see propaganda).

Unpaid advertising (also called "publicity advertising"), can provide good exposure at minimal cost. Personal recommendations ("bring a friend", "sell it"), spreading buzz or achieving the feat of equating a brand with a common noun (in the United States, "Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Hoover" = vacuum cleaner, "Nintendo" (often used by those exposed to many video games) = video games and "Band-Aid" = adhesive bandage) — these can be seen as the pinnacle of any advertising campaign. However, some companies oppose the use of their brand name to label an object. Equating a brand with a common noun also risks turning that brand into a genericized trademark - turning it into a generic term which means that its legal protection as a trademark is lost.

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached $2.2 billion and providers such as Admob delivered billions of mobile ads.

**Current Trends**

**Rise in New Media**

With the dawn of the Internet, came many new advertising opportunities. Popup, Flash, banner, Popunder, advergaming, and e-mail advertisements (the last often being a form of spam) are now commonplace. Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or
show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them. In the last three quarters of 2009 mobile and internet advertising grew by 18.1% and 9.2% respectively. Older media advertising saw declines: −10.1% (TV), −11.7% (radio), −14.8% (magazines) and −18.7% (newspapers).

**Niche Marketing**

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will have an increasing ability to reach specific audiences. In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies' marketing products. Among others, Comcast Spotlight is one such advertiser employing this method in their video on demand menus. These advertisements are targeted to a specific group and can be viewed by anyone wishing to find out more about a particular business or practice at any time, right from their home. This causes the viewer to become proactive and actually choose what advertisements they want to view.[19]

**Crowd sourcing**

The concept of crowd sourcing has given way to the trend of user-generated advertisements. User-generated ads are created by consumers as opposed to an advertising agency or the company themselves, most often they are a result of brand sponsored advertising competitions. For the 2007 Super Bowl, the Frito-Lays division of PepsiCo held the Crash the Super Bowl contest, allowing consumers to create their own Doritos commercial.[20] Chevrolet held a similar competition for their Tahoe line of SUVs.[20] Due to the success of the Doritos user-generated ads in the 2007 Super Bowl, Frito-Lays relaunched the competition for the 2009 and 2010 Super Bowl. The resulting ads were among the most-watched and most-liked Super Bowl ads. In fact, the winning ad that aired in the 2009 Super Bowl was ranked by the USA Today Super Bowl Ad
Meter as the top ad for the year while the winning ads that aired in the 2010 Super Bowl were found by Nielsen's Buzz Metrics to be the "most buzzed-about".\textsuperscript{[21][22]}

This trend has given rise to several online platforms that host user-generated advertising competitions on behalf of a company. Founded in 2007, Zooppa has launched ad competitions for brands such as Google, Nike, Hershey's, General Mills, Microsoft, NBC Universal, Zinio and Mini Cooper. Crowd sourced advertisements have gained popularity in part to its cost effective nature, high consumer engagement and ability to generate word-of-mouth. However, it remains controversial, as the long-term impact on the advertising industry is still unclear.\textsuperscript{[23]}

**Criticism of advertising**

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial E-mail and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers.\textsuperscript{[24]} Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation.\textsuperscript{[25]} In addition, advertising frequently uses psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer, which may be harmful.

**Hyper-commercialism and the commercial tidal wave**

Criticism of advertising is closely linked with criticism of media and often interchangeable. They can refer to its audio-visual aspects (e. g. cluttering of public spaces and airwaves), environmental aspects (e. g. pollution, oversize packaging, increasing consumption), political aspects (e. g. media dependency, free speech, censorship), financial aspects (costs), ethical/moral/social aspects (e. g. sub-conscious influencing, invasion of privacy, increasing consumption and waste, target groups, certain products, honesty) and, of course, a mix thereof. Some aspects can be subdivided further and some can cover more than one category. As advertising has become increasingly prevalent in modern Western societies, it is also increasingly being criticized. A person can hardly move in the public sphere or use a medium without being subject to advertising. Advertising occupies public space and more and more invades the private sphere of people, many of which consider it a nuisance. "It is
becoming harder to escape from advertising and the media. ... Public space is increasingly turning into a gigantic billboard for products of all kind. The aesthetical and political consequences cannot yet be foreseen." Hanno Rauterberg in the German newspaper ‘Die Zeit’ calls advertising a new kind of dictatorship that cannot be escaped.

Ad creep: "There are ads in schools, airport lounges, doctor’s offices, movie theaters, hospitals, gas stations, elevators, convenience stores, on the Internet, on fruit, on ATMs, on garbage cans and countless other places. There are ads on beach sand and restroom walls." "One of the ironies of advertising in our times is that as commercialism increases, it makes it that much more difficult for any particular advertiser to succeed, hence pushing the advertiser to even greater efforts." Within a decade advertising in radios climbed to nearly 18 or 19 minutes per hour; on prime-time television the standard until 1982 was no more than 9.5 minutes of advertising per hour, today it’s between 14 and 17 minutes. With the introduction of the shorter 15-second-spot the total amount of ads increased even more dramatically. Ads are not only placed in breaks but e. g. also into baseball telecasts during the game itself.

They flood the internet, a market growing in leaps and bounds." The largest advertising agencies have begun working aggressively to co-produce programming in conjunction with the largest media firms creating Infomercials resembling entertainment programming. From the moment your radio alarm sounds in the morning to the wee hours of late-night TV micro jolts of commercial pollution flood into your brain at the rate of around 3,000 marketing messages per day. Every day an estimated twelve billion display ads, 3 million radio commercials and more than 200,000 television commercials are dumped into North America’s collective unconscious. In the course of his life the average American watches three years of advertising on television.

More recent developments are video games incorporating products into their content, special commercial patient channels in hospitals and public figures sporting temporary tattoos. A method unrecognizable as advertising is so-called ‘Guerrilla marketing’ which is spreading ‘buzz’ about a new product in target audiences. Cash-strapped U.S. cities do not shrink back from offering police cars for advertising. A trend, especially in Germany, is companies buying the names of sports stadiums.

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Hamburg soccer Volkspark stadium first became the AOL Arena and then the HSH Nordbank Arena. The Stuttgart Neckarstadion became the Mercedes-Benz Arena, the Dortmund Westfalenstadion now is the Signal Iduna Park. The former SkyDome in Toronto was renamed Rogers Centre. Other recent developments are, for example, that whole subway stations in Berlin are redesigned into product halls and exclusively leased to a company. Düsseldorf even has ‘multi-sensorial’ adventure transit stops equipped with loudspeakers and systems that spread the smell of a detergent. Swatch used beamers to project messages on the Berlin TV-tower and Victory column, which was fined because it was done without a permit. The illegality was part of the scheme and added promotion.\footnote{27}

It's standard business management knowledge that advertising is a pillar, if not “the” pillar of the growth-orientated free capitalist economy. “Advertising is part of the bone marrow of corporate capitalism.”\footnote{34} “Contemporary capitalism could not function and global production networks could not exist as they do without advertising.”\footnote{11} For communication scientist and media economist Manfred Knoche at the University of Salzburg, Austria, advertising isn't just simply a ‘necessary evil’ but a ‘necessary elixir of life’ for the media business, the economy and capitalism as a whole. Advertising and mass media economic interests create ideology.

Knoche describes advertising for products and brands as ‘the producer’s weapons in the competition for customers’ and trade advertising e. g. by the automotive industry, as a means to collectively represent their interests against other groups, such as the train companies. In his view editorial articles and programmes in the media, promoting consumption in general, provide a ‘cost free’ service to producers and sponsoring for a ‘much used means of payment’ in advertising.\footnote{35} Christopher Lasch argues that advertising leads to an overall increase in consumption in society; "Advertising serves not so much to advertise products as to promote consumption as a way of life.”\footnote{36}

For Georg Franck at Vienna University of Technology advertising is part of what he calls “mental capitalism”,\footnote{40} taking up a term (mental) which has been used by groups concerned with the mental environment, such as Adbusters. Franck blends the “Economy of Attention” with Christopher Lasch’s culture of narcissm into the mental capitalism.\footnote{42} In his essay „Advertising at the Edge of the Apocalypse“, Sut
Jhally writes: "20 century advertising is the most powerful and sustained system of propaganda in human history and its cumulative cultural effects, unless quickly checked, will be responsible for destroying the world as we know it."

Price of attention and hidden costs
Advertising has developed into a billion-dollar business on which many depend. In 2006 391 billion US dollars were spent worldwide for advertising. In Germany, for example, the advertising industry contributes 1.5% of the gross national income; the figures for other developed countries are similar. Thus, advertising and growth are directly and casually linked. As far as a growth based economy can be blamed for the harmful human lifestyle (affluent society) advertising has to be considered in this aspect concerning its negative impact, because its main purpose is to raise consumption. "The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption."

Attention and attentiveness has become a new commodity for which a market developed. "The amount of attention that is absorbed by the media and redistributed in the competition for quotas and reach is not identical with the amount of attention, which is available in society. The total amount circulating in society is made up of the attention exchanged among the people themselves and the attention given to media information. Only the latter is homogenized by quantitative measuring and only the latter takes on the character of an anonymous currency." According to Franck, any surface of presentation that can guarantee a certain degree of attentiveness works as magnet for attention e. g. media which are actually meant for information and entertainment, culture and the arts, public space etc. It is this attraction which is sold to the advertising business. The German Advertising Association stated that in 2007, 30.78 billion Euros were spent on advertising in Germany, 26% in newspapers, 21% on television, 15% by mail and 15% in magazines. In 2002 there were 360,000 people employed in the advertising business. The internet revenues for advertising doubled to almost 1 billion Euros from 2006 to 2007, giving it the highest growth rates.

Spiegel-Online reported that in the US in 2008 for the first time more money was spent for advertising on internet (105.3 billion US dollars) than on television (98.5 billion US dollars). The largest amount in 2008 was still spent in the print media (147
billion US dollars).\textsuperscript{[46]} For that same year, Welt-Online reported that the US pharmaceutical industry spent almost double the amount on advertising (57.7 billion dollars) than it did on research (31.5 billion dollars). But, Marc-André Gagnon und Joel Lexchin of York University, Toronto, estimate that the actual expenses for advertising are higher yet, because not all entries are recorded by the research institutions.\textsuperscript{[47]} Not included are indirect advertising campaigns such as sales, rebates and price reductions. Few consumers are aware of the fact that they are the ones paying for every cent spent for public relations, advertisements, rebates, packaging etc. since they ordinarily get included in the price calculation. With the rise to prominence of modern marketing, commercialism – the translation of human relations into commodity relations – although a phenomenon intrinsic to capitalism, has expanded exponentially.\textsuperscript{[48]} 'Cause-related marketing' in which advertisers link their product to some worthy social cause has boomed over the past decade.

For advertising critics another serious problem is that “the long standing notion of separation between advertising and editorial/creative sides of media is rapidly crumbling” and advertising is increasingly hard to tell apart from news, information or entertainment. The boundaries between advertising and programming are becoming blurred. According to the media firms all this commercial involvement has no influence over actual media content, but as Mc Chesney puts it, “this claim fails to pass even the most basic giggle test, it is so preposterous.”\textsuperscript{[49]}

Advertising draws “heavily on psychological theories about how to create subjects, enabling advertising and marketing to take on a ‘more clearly psychological tinge’ (Miller and Rose, 1997, cited in Thrift, 1999, p. 67). Increasingly, the emphasis in advertising has switched from providing ‘factual’ information to the symbolic connotations of commodities, since the crucial cultural premise of advertising is that the material object being sold is never in itself enough. Even those commodities providing for the most mundane necessities of daily life must be imbued with symbolic qualities and culturally endowed meanings via the ‘magic system (Williams, 1980) of advertising. In this way and by altering the context in which advertisements appear, things ‘can be made to mean "just about anything"’ (McFall, 2002, p.162) and the ‘same' things can be endowed with different intended meanings for different
individuals and groups of people, thereby, offering mass produced visions of individualism."^{[1]}

Before advertising is done, market research institutions need to know and describe the target group to exactly plan and implement the advertising campaign and to achieve the best possible results. A whole array of sciences directly deals with advertising and marketing or is used to improve its effects. Focus groups, psychologists and cultural anthropologists are "de rigueur" in marketing research.^{[50]} Vast amounts of data on persons and their shopping habits are collected, accumulated, aggregated and analyzed with the aid of credit cards, bonus cards, raffles and internet surveying. With increasing accuracy this supplies a picture of behaviour, wishes and weaknesses of certain sections of a population with which advertisement can be employed more selectively and effectively.

The efficiency of advertising is improved through advertising research. Universities, of course supported by business and in co-operation with other disciplines (s. above), mainly Psychiatry, Anthropology, Neurology and behavioural sciences, are constantly in search for ever more refined, sophisticated, subtle and crafty methods to make advertising more effective. "Neuromarketing is a controversial new field of marketing which uses medical technologies such as functional Magnetic Resonance Imaging (fMRI)—not to heal but to sell products. Advertising and marketing firms have long used the insights and research methods of psychology in order to sell products, of course. But, today these practices are reaching epidemic levels and with complicity on the part of the psychological profession that exceeds that of the past, the result is an enormous advertising and marketing onslaught that comprises, arguably, the largest single psychological project ever undertaken. Yet, this great undertaking remains largely ignored by the American Psychological Association."^{[51]} Robert McChesney calls it "the greatest concerted attempt at psychological manipulation in all of human history."^{[52]}

2.3 Advertising Budgets

The term 'advertising budget' in essence is nothing but planning the advertising expenditure. The amount of money to be utilized for advertising purpose is charged to the profit and loss account of the company and therefore is of vital importance both to
the company and to the advertising agency that handles advertiser's account. Advertising costs money & before spending, it is necessary to ensure its proper investment. Every ad is a long term investment in the personality of a brand. Therefore, when advertising is recognized as a type of future investment, care must be taken today to make it more effective with proper planning of advertising budget.

**Advertising Budget - Television**

To have the flexibility with your company advertising budget and the privilege to advertise your business on the television is the ultimate treat for your company. You gain maximum potential when you advertise your business but you sure do have to pay for it. Most companies out there know that advertising on television is a massive gamble on your advertising budget when you advertise your business no matter what industry you are in. The travel, loans and insurance industries seem to be the main ones receiving most of the benefits. Television advertising has to be the number one recommendation if the advertising budget fits when you advertise your business.

**Advertising Budget - Newspapers**

You have to at least have one attempt to advertise your business in the newspapers. Just as with magazine advertising, the beauty is that a small advertisement is affordable to your average company budget as you are able to trial a newspaper advertisement out before you commit to long term deals. The amount spent to advertise your business in the newspaper could still be costly on your advertising budget compared to the value of internet marketing if carried out by the right advertising company.

**Advertising Budget - Magazines**

In magazines it does depend on size. You need large magazine advertising spaces in order to advertise your business to be noticed among all the other colourful advertisements all over the page. This is another effective advertising strategy to corner the market but will cost the company advertising budget dearly if you are a new business and the magazine advertisement has no positive feedback. If you can afford to advertise your business in magazines you gain great branding and if successful the rewards can be astronomical. You will be gambling with your advertising budget if you
are a new company and are restricted with your spend. If you are a new company the number one way to advertise your business is through search engine optimisation. If you carry out SEO techniques correctly you will have maximum savings on your advertising budget.

**Advertising Budget - Mail Order**

Advertising your business via mail order is also an effective marketing solution. You get company branding and make contact with potential customers that you would never have expected. If the company providing you with a database can provide quality data, you are going to have a good chance of sufficient returns to at least cover your costs of the whole mail order operation. A lot of cash from the advertising budget can be spent on design and all the other aspects of preparation for the mail shot but it is money, well spent on branding and cornering the market place in your sector. Remember, it totally depends on the quality of the leads and if this is the method you choose to advertise your business it may have a negative affect on your advertising budget.

**Advertising Budget - Banners**

Any internet marketing company is aware that banners are mainly branding tools on the internet. Banner advertising used to be over rated with great expectations on heaps of traffic coming through to your company website. Now internet marketing companies realize themselves that promising customers, too much on delivery, can bring a lot of hassle about the advertising product should the customer have his advertising budget bleed dry. Banner advertising does have great branding effect and end users on average will click on the banner at least once every twenty viewings. If you can arrange a low price with maximum exposure for at least a two keyword online marketing package, the company advertising budget will not be dented. A recommendation for banner advertising, is to have text that is targeting a specific product or service and let it flash over to more text sending another message. Try and have the banner look as much the same as the rest of the listings on the search engine pages.
**Advertising Budget - Cost Per Click**

A number one recommendation for your advertising budget is cost per click with Google. The Google Adwords are more effective than most on the internet. You are on the first page of all the keywords of your choice, on the largest search engine on the internet. It is the size of the search engine and the amount of traffic the search engine Google delivers that dents your advertising budget with this form of internet marketing. Due to the large amounts of traffic delivered and not much conversion on actual buyers from your company website this applies pressure to the advertising budget. With our experience in the online marketing industry Google still has better quality traffic than most other search engines carrying out online marketing solutions in the UK.

**Advertising Budget - Google SEO**

Your advertising budget is complimented should your company website have a successful Google SEO campaign. If you go with the right advertising company that provides you with correct website design techniques for your website promotion then you will be rewarded greatly on your advertising budget. You must find a low cost or pay on performance only, website SEO packages to have a pressure free experience while carrying out your marketing online.

**Advertising Budget - Weblinx**

After many years within the field of internet marketing Weblinx realise what the customers want and need to be able to afford their online advertising and save on their company advertising budget. Weblinx are an internet marketing company that has developed the ultimate online media solution for you to advertise your business. We allow you to choose how you wish to target your audience with as many keywords as you wish to advertise. You have flexibility on payment, and have full SEO account management throughout your entire website search engine optimization campaign with us.

**2.4 Growth of New Media Advertising in India**

In recent years various big and notable changes have been witnessed in the field of communication and media. Many new concepts popped up and new media
advertising is one of them. India is pretty new to new media advertising but this concept has been around for quite a long time now. Going by the latest trend you will come to know that new media advertising is the emerging and hottest medium of advertisement.

New media advertising is synonym of online advertising and has taken web media with a stride. Now people instead of going for traditional advertising tend to give more weight-age to online advertising. This is mainly due to the fact that it is more targeted maximum exposure. According to various media gurus’ new media advertising has got a bright future and they also predict that within few years new media advertising will experience a boom in India and around the world.

**Entertainment & media sector growing fastest in India TV and radio advertising, online ad sales - all poised for massive growth in India.**

India is poised to become the fastest growing market in the global entertainment and media sector in the next five years. The business of internet portals and online advertising also are developing on a large scale in the country. A study by Price water house Coopers (PwC) India reveals that India’s growing market in the global entertainment and media (E&M) space will have a size of over Rs 100,000 crore by 2011. Driven by a sharp growth in the digital media space, as well as the traditional segments like TV, radio and films, the global E&M industry will grow at a compound annual rate of 6.4% to $2 trillion in the same period, the study says. With the arrival of new web portals and rising number of internet users, a major chunk of television advertising and viewer ship has now passed on to internet. However, traditional segments like radio, television and films are not much worried about the development, the PwC study shows. Identifying Asia-Pacific as the fastest-growing region, PwC says that the rapid growth in this region would be led by India and China.

The average spending in the Asia-Pacific region would be at 9.6%, the fastest for any region, moving up to $470 billion in 2011 from $297 billion in 2006. India will be the fastest growing country over the next five years at 18.5% compound annual growth rate (CAGR), while China will continue to record double-digit annual gains that will average 16.8%. It is interesting to note that the United States, the largest market in the world, would grow at the slowest pace – growing at 5.3% CAGR to reach US $754 billion by 2011. The global outlook projects India’s entertainment and media industry
revenue at Rs 120,871 crore in 2011, as against Rs 51,715 crore in 2006, according to PwC Executive Director Timmy S Kandhari. Internet advertising is expected to emerge as the fastest growing segment over the next five years, driven by the growing number of internet users.

Advertising Growth Projections

20% year-on-year growth of advertising for nearly four years, there is now a great deal of apprehension among media a company about what 2009 holds for ad spends. Four projections from media agencies and research companies give a wide range of figures. Madison Media has the bleakest Outlook. In its report with Pitch magazine, the agency said advertising will grow only by 2% in 2009. Group M is the most optimistic, projecting a 9% growth in 2009. The FICCI-KPMG report projected a 7.58% growth and a just released report by Media Partners Asia, a research firm, says advertising will grow 7.2%.

<table>
<thead>
<tr>
<th>MEDIA SEGEMENTS</th>
<th>2008 $ billion</th>
<th>2013 $ billion</th>
<th>Percent CAGR</th>
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<tbody>
<tr>
<td>Television</td>
<td>4.81</td>
<td>9.45</td>
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<tr>
<td>Print</td>
<td>3.45</td>
<td>5.32</td>
<td>9.0</td>
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<tr>
<td>Film</td>
<td>2.18</td>
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<td>0.59</td>
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<tr>
<td>Music</td>
<td>0.14</td>
<td>0.21</td>
<td>8</td>
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</table>

Source: KPMG-FICCI Report

The future of Indian Print Media Advertising

Indian Newspaper Advertising is not only healthy at present but is also expected to grow at a decent pace for at least next 5 years Some of the graphs and reports that would shed some light on Newspaper Advertising in India? The Techcrunch article, the Newspaper Ad sales have been plummeting in USA since 2006, the current being the lowest with negative growth of close to 30%. In contrast, Indian Newspaper Ad sales have been growing constantly over last 5 years. The KPMG-FICCI report puts the growth of Indian print media at a respectable 9% over next 4-5 years.
Interestingly, the projected compounded annual growth of Gaming is the highest with 33.3% followed by Internet which stands at 27.9% CAGR. That should really put smile on a lot of faces.

The Print Media Ad sales growth has even better projections. They are estimated to grow at a CAGR of 10% for next 4-5 years

<table>
<thead>
<tr>
<th>ADVERTISING SEGMENTS</th>
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<tr>
<td><strong>Segment</strong></td>
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<td>OOH</td>
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<tr>
<td>Radio</td>
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<tr>
<td>Internet</td>
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</tbody>
</table>

Source: KPMG-FICCI Report

And some thing that will really put a smile on my face is the figure for Internet Advertising, slated to grow at 28.1% CAGR. So, all in all Indian Media be it print, television or Internet are looking at very robust next 4-5 years. Although, 2009 seems to be a low point in terms of growth- coming years are quite promising. India’s ad industry to grow 9% in 2010: study

The French advertising conglomerate Publicis Groupe SA, has forecast 9% growth for India’s advertising industry for this year. The agency has also upgraded its forecast for global advertising industry growth from 0.9% to 2.2% for 2010.
The Indian economy withstood the test of global slump and grew at 6-7% in 2009. However, the advertising market reacted sharply to the downturn and grew only at 1% during the year. But recovery has been swift and India’s advertising industry will outperform most other markets in 2010. The total ad expenditure for India is projected to touch Rs23,631.9 crore this year. In 2009, the ad expenditure was Rs21,602.5 crore.

Newspaper advertising, which grew 5% in 2009, is likely to see 7-8% annual growth this year. Rising literacy levels and better distribution in the regions are steadily improving the reach of newspapers. The survey also predicts a healthy 11-12% growth for television in India riding on the digital wave and advertising opportunities offered by the new “larger than life” entertainment formats. Sports are growing in popularity, thanks to the success of the Indian Premier League (IPL), and this trend is likely to continue as the country hosts the Commonwealth Games this year. The study stated that Internet advertising in India will be driven by social media. The survey pegs Internet advertising growth at an annual 25% in the coming three years. “Print, especially English newspapers, which have suffered in revenues because of the downturn, will emerge out of it.

At least two other advertising surveys have predicted 12-13% growth for Indian advertising. A recent Pitch-Madison report said the ad industry will see 13% growth in 2010 to touch a turnover of Rs21,145 crore. Globally the worst-hit markets are stabilizing and will return to growth in 2011. The Internet’s share of ad expenditure will rise from 12.6% in 2009 to 17.1% in 2012 globally. Ad expenditure fell 23.1% in central and Eastern Europe, with drops as steep as 42% in Russia, 44% in Latvia and 48% in Ukraine in 2009. Zenith forecasts a 5.7% ad spending growth in central and Eastern Europe in 2010, and 8.5% in 2011. 6.0% Global Advertising Spend Growth in 2008, 4.9% in 2009.

The overall advertising environment in 2009 was fairly gloomy with slashed budgets and revised strategies to address the new reality. However, that didn’t stop the industry from evolving, and the lessons learned will likely pay-off in the year ahead. For example, advertisers started to look at the need for accountability metrics beyond the simple and on to campaign-specific performance. They also started to embrace burgeoning social networks and consumer generated media to bring consumers closer to a product or brand.
2.5 Top Advertising Trends for 2010

1. **Optimizing media convergence is a top priority.** A better understanding of media convergence will manifest in order to deliver a better return on investment. The ability to accurately measure activity and link online ads to offline purchasing behavior will be critical.

2. **New models emerge to take advantage of smart phones.** Accurate mobile measurement will be required to stay a head of the snowballing growth of that media platform.

3. **More cross-media ad campaigns surface.** The massive growth of online video games played and shared online leads the way for more successful interactive and cross-media advertising campaigns to appear. Growth in the adoption of this innovative advertising across screens and activities will increase.

4. **Commercialization of social networking hubs increase.** Social media will provide a new sales channel for establishing product awareness and commercializing brands to better support traditional advertising or text-based ads.

5. **More interesting and interactive online ads appear.** Increased use of more creative advertising and content models online such as video, attention-seeking page takeover ads and mechanisms for greater interactivity will drive the next era of Web development.

Any way we'd like to get your thoughts and comments on our 2010 Advertising Trends predictions. Because its 2010 we thought 10 would be a good number to start with, so here they are;

1. **Media Buying via Vertical Ad Networks**

   During 2009 a great deal of media buyers and media planners starting to include more vertical advertising networks into their client media plans. There is no question that Vertical Ad networks are an efficient means to reach niche audiences. So, we believe that this trend will continue into 2010 and beyond. The key for all vertical ad networks (including us here at Gourmet Ads) is to ensure that we continue to deliver value for money on premium sites, whilst ensuring we provide quality audiences, reach and creative execution for all media buys.
2. Increased Online Media Spending

An increase in the budgets for 2010 RFP’s during Q4 in 2009. Companies and their advertising agencies that were only doing short term media buying are already asking for 12 month plans for 2010. We believe that as companies continue to reduce their TV, Radio and Print budgets they’ll be seeking to reach consumers online where the metrics can be measured. We’ve even heard from food companies that previously they didn’t have an online strategy hiring digital teams and/or digital agencies.

3. Pre Roll Video

During 2009 lot of agency folks indicate that they were testing various video formats for clients. Some tested in-unit video, standalone video, pre roll, mid roll, post roll and video on interstitials. Agencies are now indicating that what is working for them is pre roll video and preferably with a companion ad. So, we expect during 2010 that we’ll see increased demand for pre roll video inventory.

4. Increased spending by FMCG & CPG

This was a key advertising trend prediction last year and we’ve started to see this happen. But, overall many of the large FMCG / CPG companies are now actively spending online and consistently from month to month. We’re predicting we’ll see a raft of small to mid sized companies move to online in 2010 where they can easily compete with large FMCG / CPG companies, possibly on a localized / geo targeted basis.

5. Beyond the Banner / Non IAB Sizes

Throughout 2009 the buzz word on nearly every RFP was “Beyond the Banner” and we don’t think this will change as we head into 2010. We believe that advertisers will be asking for more Non IAB units as part of campaigns from simple logos to standalone rich media. So, what kind of Beyond the Banner / Non IAB Sizes solutions excite advertisers? Try changeable backgrounds, recipes integrations, brand integrations and widgets to name a few. Additionally we’ll see these booked for longer periods such as 12 months or at least by the quarter.
6. Behavioral Targeting & Retargeting

If you’re at Adtech New York recently you would have noticed the vast amount of companies offering both Behavioral Targeting and Retargeting solutions. I even heard of one company that said vertical networks don’t have to have recruit publishers just gain access to pixels on people’s computers! We’re running more and more long term campaigns which include Behavioral Targeting of some sort. They are great for e-commerce sites and anywhere where conversions are critical. and we expect this advertising trend to continue well into 2010 and beyond.

7. CPM rates increase CPM

Rates increase in Q3 and Q4 2009. CPM rates for the most part are back at sensible levels compared to early 2009 when they were extremely under valued. Major publisher had to significantly discount. Although some markets are taking longer to recover than others, CPM rates across the globe are certainly increasing or are stable.

8. Interstitial Advertising

The above under Beyond the Banner / Non IAB Sizes. As brands are looking for higher visibility in more non IAB units, Interstitials are a great way to deliver them and we believe that during 2010 more advertisers will be requesting them. They’ve been the secret for many direct response advertisers for sometime because of their high click through rates as well as engagement rates. Its not always inbound interstitials, some of our publishers who provide gateway content are offering outbound interstitials. Finally, don’t just expect to see static or rich media on Interstitials. We expect to see more 10 and 15 second video being used on Interstitials as advertisers look at more high profile avenues to engage with audiences.

9. More Coupon based Campaigns

Given the economic climate of 2009 we saw a great deal of brand campaigns which include some sort of discount coupon. For the most part these Coupon based campaigns have performed extremely well and we expect this advertising trend to continue in 2010. The majority of coupon campaigns have been run by large food companies; however we believe that in 2010 we’ll see smaller food companies and even
wine companies using these sort of tactics to drive sales. Expect to see even more and more e-commerce sites using this tactic to drive sales.

10. Gourmet Ads will be the largest Food Network global

Ads will continue to grow in our key markets of America, UK, Canada and Australia. Apart from this we’ll also start to see other markets emerge in Europe and Asia. We’ll continue to recruit quality publishers with fantastic audiences ensuring that campaigns perform.

Top Advertising Companies: The following companies deal in providing advertising facilities to their clients. There are different types of advertising services given by the companies. The list of 10 reputed advertising companies in the world, which are as:

- Ameredia
- Arnold Worldwide
- BBDO
- Doyle Dane Bernbach
- Goodby Silverstein & Partners
- N.W. Ayer & Son
- Ogilvy & Mather
- Saatchi and Saatchi
- Partnership Advertising

List of advertising agencies

This is a list of advertising agencies and marketing groups. These agencies have a large revenue, won major national and international advertising awards or were among the earliest agencies created.

- Allied Media Corp.
- Aegis Group
- Ally & Gargano (1963–1991)
- Bernstein-Rein
- Bozell Worldwide (founded in 1921)
• Burns Group NYC
• Creative Swans, Inc.
• Cordiant Communications Group
• CORE (advertising media) (founded in 1995) in St. Louis, Missouri
• Crowell Advertising (founded in 1987) in Salt Lake City, Utah
• Della Femina, Travisano and Partners
• Dentsu
• DeVito/Verdi
• D'Arcy Masius Benton & Bowles (1906–2002)
• FK3 - Communicating Innovation
• Grey EMEA
• Havas
• Interpublic Group
• la comunidad
• London Creative (founded 1997)
• Lord & Thomas (founded 1873, became Foote, Cone & Belding in 1942)
• Ed.bestpromotions AUSTRIA
• John Cann & Co
• Mother Advertising
• N. W. Ayer & Son (1869-2002)
• Neathawk Dubuque & Packett (founded in 1963)
• Omnicom Group
• Open Web Technology
• Publicis Groupe
• Scali, McCabe and Sloves (founded 1967, acquired by Lowe Worldwide in 1993)
• Tarek Nour Communications (founded in 1979) in Giza, Egypt
• WPP Group
• Lime Creative Ltd
• Zubi Advertising Services

2.6 Criticism of Advertising

Advertising seems to be everywhere. Perhaps because of this, many people are concerned with the potential impact advertising has upon society. Critic of advertising
raise several concerns about the impact of advertising upon society, and they are worth reviewing. As society evolved over the last half of the twentieth century, so too did the criticism of advertising. The left especially adjusted its criticism. As Martin Davidson has pointed out, the Marxist critique, for example, now sees advertising as doubly culpable. Not only is it highly suspect in its own right as an image but it is an image of something even more suspect, the neither commodity.

**Advertising Creates Unnecessary Desires**

When people are bombarded with messages, they pay attention to very few of them. And even when they do pay attention, that does not mean they will actually learn anything from the advert or be positively influenced by it. In fact, many studies have shown that not only do we not pay much, if any, attention to advertising, but we do not pay much attention to the newspapers, magazines or television shows where the advertising runs. It is not an easy job to communicate at all with advertising.

This is why advertisers go to such lengths to identify a target audience where consumers are already favorably disposed towards their product. The more philosophical question of whether advertising helps create unnecessary needs is a much more difficult question to answer. Critics of advertising feel that by its very nature advertising stimulates materialism, exaggerating the requirements of a good life. But these needs are driven by other social forces well beyond advertising. A much more serious charge is that advertising creates the desire for unobtainable goals. Again, we doubt that advertising alone must shoulder this charge. This is a problem with society in general.

As long as contemporary movies, magazines and television convey this image of life, some advertising is likely to reject those images. Nevertheless, there are areas where the images presented in advertising can and should be realistic. Remember, in advertising you are trying to match the attributes of a product with the perceived needs of the target audience. The problem comes when the perceived need is unrealistic. In the end, the best advertising should be responsible advertising.
Advertising is misleading

The second most generally made criticism of advertising is that it is deceptive. It seems almost an article of faith that advertising is deceptive and this has occasioned a rather general skepticism on the part of most people towards most advertising, as we shall see below. In certain cases, especially on the local level, there is no doubt that advertising can be misleading. But, think for a moment about the consequences of such behaviour. If a product is misrepresented and you buy it, how likely are you ever to buy that brand again—or anything else from that company? In the long run, if advertising is deceptive, it will kill a brand. One of the important results of advertising is the creation of brand names. Brand names bring with them almost an implied warranty of quality.

Critics will argue that this image is false and that unbranded products are just as good. But are they? Is there not a social value in enhancing the benefit people perceive in a product? Research has shown that advertised brand names are felt to taste better, last longer, and so on. While advertising may have created these images, the products themselves must live up to the expectation. Davidson provides an interesting criticism here. He feels that the real problem with advertising is that it presents products in terms of values that are more important than the product itself and this leads to a diminution of those values. The problem with the question of deception in advertising is that it is largely a subjective one.

If a claim is truly deceptive, you can be sure that the competition will be quick to let government regulatory agencies know about it. In fact, long before an advertising run, attorneys for a brand will have considered it, and the censors at the media where it is to run will have taken a hard look at any claim the brand makes. Before a commercial is approved for showing on air or an advert is run in print media, it will require substantiation in terms of valid research for any major claim made for the brand. In 1991 the European Union created the European Advertising Standards Alliance to provide a mechanism for dealing with false or misleading advertising.

Advertising Insults our Intelligence

The charge that advertising is often insulting to the reader’s or viewer’s intelligence is again one that is frequently heard, but hard to define. What is in bad taste for one segment of the population may not be so for another. There is no doubt that
certain adverts will be found to be tasteless, insulting or offensive to certain people even large groups of people. If the advertising is seen as tasteless by the intended target audience, however, the advertising will be unlikely to communicate its intended message effectively. So, once again we see that to the extent that the charge of 'insulting to my intelligence' is true, it will tend to be counter-productive for the advertiser. It is in the advertiser's best interest to provide advertising that will be well received by its target audience. This is one of the reasons you should test advertisements before running them.

Advertising and the Economy

Another general area of advertising criticism revolves around the role advertising does or does not play in the economy. Classical economics, as a rule, provides very little comfort for advertising. But, most marketers believe advertising does indeed make a positive contribution to the economy—if by no other way than pumping a great deal of money into the economy. For example, it was estimated that spending on advertising in the UK for the year 2000 would be some 15,798 million euros and in Germany 21,615 million euros. It is often argued that advertising drives up the cost of products and that, without advertising, most things would cost less. This really is not the case. Of course, the cost of a product does include the cost of the advertising but dropping the advertising would not necessarily drop the price of the product. Advertising helps increase consumption, which in its turn permits certain economies of scale that help drive down prices. For example, consider recent experiences with personal computers. Additionally, an argument can be made that price competition is enhanced by a broader awareness of price which comes from advertising.

Advertising and the Consumer

There is abundant evidence in the consumer behaviour and social psychology literature that suggests that global attitudes about something will condition how specific messages related to it are received. This is a rather fancy way of saying that if you do not like coffee, you are unlikely to be persuaded to buy a particular brand. This same principle applies to marketing communication. If someone distrusts advertising generally, he or she will be less likely to trust certain advertising messages. However, this relationship is anything but simple or easily understood.
Calfee and Ringold reviewed six decades of survey data dealing with consumer attitudes towards advertising. What they found was a core set of beliefs about advertising that has remained relatively constant over time and across a variety of question formats. Roughly 70 per cent of consumers feel advertising is often untruthful, seeks to persuade people to buy things they do not want, should be more strictly regulated but nevertheless provides valuable information. In fact, despite feeling advertising is more likely to 'seek unduly to persuade' than to 'provide useful information' (when asked to choose between the two), most people tend to feel the benefits of advertising outweigh the deficits. As we remarked, this relationship is not easily understood.

**Dependency of the media and corporate censorship**

Almost all mass media are advertising media and many of them are exclusively advertising media and with the exception of public service broadcasting are privately owned. Their income is predominantly generated through advertising; in the case of newspapers and magazines from 50 to 80%. Public service broadcasting in some countries can also heavily depend on advertising as a source of income (up to 40%). In the view of critics no media that spreads advertisements can be independent and the higher the proportion of advertising, the higher the dependency. This dependency has "distinct implications for the nature of media content.... In the business press, the media are often referred to in exactly the way they present themselves in their candid moments: as a branch of the advertising industry." In addition, the private media are increasingly subject to mergers and concentration with property situations often becoming entangled and opaque. This development, which Henry A. Giroux calls an "ongoing threat to democratic culture", by itself should suffice to sound all alarms in a democracy. Five or six advertising agencies dominate this 400 billion U.S. dollar global industry.

"Journalists have long faced pressure to shape stories to suit advertisers and owners, the vast majority of TV station executives found their news departments 'cooperative' in shaping the news to assist in 'non-traditional revenue development.' Negative and undesired reporting can be prevented or influenced when advertisers threaten to cancel orders or simply when there is a danger of such a cancellation. Media
dependency and such a threat become very real when there is only one dominant or very few large advertisers. The influence of advertisers is not only in regard to news or information on their own products or services but expands to articles or shows not directly linked to them. In order to secure their advertising revenues the media have to create the best possible ‘advertising environment’. Another problem considered censorship by critics is the refusal of media to accept advertisements that are not in their interest. A striking example of this is the refusal of TV stations to broadcast ads by Adbusters. Groups try to place advertisements and are refused by networks.\[57\]

It is principally the viewing rates which decide upon the program in the private radio and television business. “Their business is to absorb as much attention as possible. The viewing rate measures the attention the media trades for the information offered. The service of this attraction is sold to the advertising business”\[41\] and the viewing rates determine the price that can be demanded for advertising.

“Advertising companies determining the contents of shows has been part of daily life in the USA since 1933. Procter & Gamble (P&G) offered a radio station, a history-making trade (today know as “bartering”): the company would produce an own show for “free” and save the radio station the high expenses for producing contents. Therefore the company would want its commercials spread and of course, its products placed in the show. Thus, the series ‘Ma Perkins’ was created, which P&G skillfully used to promote Oxydol, the leading detergent brand in those years and the Soap opera was born …”\[58\]

The movie system, at one time outside the direct influence of the broader marketing system, is now fully integrated into it through the strategies of licensing, tie-ins and product placements. The prime function of many Hollywood films today is to aid in the selling of the immense collection of commodities.\[60\] The press called the 2002 Bond film ‘Die Another Day’ featuring 24 major promotional partners an ‘adventure’ and noted that James Bond “now has been ‘licensed to sell’” As it has become standard practice to place products in motion pictures, it “has self-evident implications for what types of films will attract product placements and what types of films will therefore be more likely to get made”.\[61\]
Patrick Le Lay, former managing director of TF1, a private French television channel with a market share of 25 to 35%, said: "There are many ways to talk about television. But, from the business point of view, let’s be realistic: basically, the job of TF1 is, e.g. to help Coca Cola sell its product. (...) For an advertising message to be perceived the brain of the viewer must be at our disposal. The job of our programmes is to make it available, that is to say, to distract it, to relax it and get it ready between two messages. It is disposable human brain time that we sell to Coca Cola."[62]

Because of these dependencies, a widespread and fundamental public debate about advertising and its influence on information and freedom of speech is difficult to obtain, at least through the usual media channels: it would saw off the branch it was sitting on. “The notion that the commercial basis of media, journalism, and communication could have troubling implications for democracy is excluded from the range of legitimate debate” just as “capitalism is off-limits as a topic of legitimate debate in US political culture”. [63]

An early critic of the structural basis of US journalism was Upton Sinclair with his novel The Brass Check in which he stresses the influence of owners, advertisers, public relations and economic interests on the media. In his book “Our Master's Voice – Advertising” the social ecologist James Rorty (1890–1973) wrote: "The gargoyle’s mouth is a loudspeaker, powered by the vested interest of a two-billion dollar industry and back of that the vested interests of business as a whole, of industry, of finance. It is never silent, it drowns out all other voices, and it suffers no rebuke, for it is not the voice of America? That is its claim and to some extent it is a just claim..."[64]

It has taught us how to live, what to be afraid of, what to be proud of, how to be beautiful, how to be loved, how to be envied, how to be successful... Is it any wonder that the American population tends increasingly to speak, think, and feel in terms of this jabberwocky? That the stimuli of art, science, religion are progressively expelled to the periphery of American life to become marginal values, cultivated by marginal people on marginal time? [65]
The commercialization of culture and sports

Performances, exhibitions, shows, concerts, conventions and most other events can hardly take place without sponsoring. The increasing, lack arts and culture, they buy the service of attraction. Artists are graded and paid according to their art's value for commercial purposes. Corporations promote renowned artists, thereby getting exclusive rights in global advertising campaigns. Broadway shows like 'La Bohème' featured commercial props in their sets.\[66\]

Advertising itself is extensively considered to be a contribution to culture. Advertising is integrated into fashion. On many pieces of clothing the company logo is the only design or is an important part of it. There is only a little room left outside the consumption economy, in which culture and art can develop independently and where alternative values can be expressed. A last important sphere, the universities, is under strong pressure to open up for business and its interests.\[67\]

Competitive sports have become unthinkable without sponsoring and there is a mutual dependency. High income with advertising is only possible with a comparable number of spectators or viewers. On the other hand, the poor performance of a team or a sportsman results in less advertising revenues. Jürgen Hüther and Hans-Jörg Stiehler talk about a 'Sports/Media Complex which is a complicated mix of media, agencies, managers, sports promoters, advertising etc. with partially common and partially diverging interests but in any case with common commercial interests. The media presumably is at centre stage because it can supply the other parties involved with a rare commodity, namely (potential) public attention. In sports "the media are able to generate enormous sales in both circulation and advertising."\[68\]

"Sports sponsorship is acknowledged by the tobacco industry to be valuable advertising. A Tobacco Industry journal in 1994 described the Formula One car as 'The most powerful advertising space in the world'. .... In a cohort study carried out in 22 secondary schools in England in 1994 and 1995 boys whose favourite television sport was motor racing had a 12.8% risk of becoming regular smokers compared to 7.0% of boys who did not follow motor racing."\[69\]
Not the sale of tickets but transmission rights, sponsoring and merchandising in the meantime make up the largest part of sports association's and sports club's revenues with the IOC (International Olympic Committee) taking the lead. The influence of the media brought many changes in sports including the admittance of new 'trend sports' into the Olympic Games, the alteration of competition distances, changes of rules, animation of spectators, changes of sports facilities, the cult of sports heroes who quickly establish themselves in the advertising and entertaining business because of their media value and last but not least, the naming and renaming of sport stadiums after big companies. "In sports adjustment into the logic of the media can contribute to the erosion of values such as equal chances or fairness, to excessive demands on athletes through public pressure and multiple exploitation or to deceit (doping, manipulation of results ...). It is in the very interest of the media and sports to counter this danger because media sports can only work as long as sport exists."

Socio-cultural aspects: sexism, discrimination and stereotyping

"Advertising has an “agenda setting function” which is the ability, with huge sums of money to put consumption as the only item on the agenda. In the battle for a share of the public conscience this amounts to non-treatment (ignorance) of whatever is not commercial and whatever is not advertised for. Advertising should be reflection of society norms and give clear picture of target market. Spheres without commerce and advertising serving the muses and relaxation remain without respect."

With increasing force advertising makes itself comfortable in the private sphere so that the voice of commerce becomes the dominant way of expression in society. Advertising critics see advertising as the leading light in our culture. Sut Jhally and James Twitchell go beyond considering advertising as kind of religion and that advertising even replaces religion as a key institution.

The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption. As far as social effects are concerned it does not matter whether advertising fuels consumption but which values, patterns of behaviour and assignments of meaning it propagates. Advertising is accused of hijacking the language and means of pop culture, of protest movements and even of subversive criticism and does not shy away from scandalizing and breaking taboos (e.g. Bennetton). This in turn incites counter action, what Kalle
Lasn in 2001 called “Jamming the Jam of the Jammers”. Anything goes. “It is a central social-scientific question that people can be made to do by suitable design of conditions and of great practical importance. For example, from a great number of experimental psychological experiments it can be assumed, that people can be made to do anything they are capable of, when the according social condition can be created.”

Advertising often uses stereotype gender specific roles of men and women reinforcing existing clichés and it has been criticized as “inadvertently or even intentionally promoting sexism, racism, and ageism... At very least, advertising often reinforces stereotypes by drawing on recognizable "types" in order to tell stories in a single image or 30 second time frame.” Activities are depicted as typical male or female (stereotyping). In addition people are reduced to their sexuality or equated with commodities and gender specific qualities are exaggerated. Sexualized female bodies, but increasingly also males, serve as eye-catchers. In advertising it is usually a woman that is depicted as

- a servant of men and children that reacts to the demands and complaints of her loved ones with a bad conscience and the promise for immediate improvement (wash, food)
- a sexual or emotional play toy for the self-affirmation of men
- a technically totally clueless being (almost always male) that can only manage a childproof operation
- female expert, but stereotype from the fields of fashion, cosmetics, food or at the most, medicine
- as ultra thin, slim and very skinny.
- doing ground-work for others, e.g. serving coffee while a journalist interviews a politician

Children and adolescents as target groups

The children’s market, where resistance to advertising is weakest, is the “pioneer for ad creep”. “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. Youth is increasingly reduced to the role of a consumer. Not only the makers of toys, sweets, ice cream, breakfast food and sport articles prefer to 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. Advertising for other products preferably uses media with which they can also reach the next generation of consumers. "Key advertising messages exploit the emerging independence of young people". Cigarettes, for example, "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."

1. "Product placements show up everywhere and children aren't exempt. Far from it, the animated film, Foodfight, had 'thousands of products and character icons from the familiar (items) in a grocery store.' Children's books also feature branded items and characters, and millions of them have snack foods as lead characters."

2. Kids will carry forward brand expectations, whether positive, negative or indifferent. Kids are already accustomed to being catered to as consumers. The long term prize: Loyalty of the kid translates into a brand loyal adult customer"

The average Canadian child sees 350,000 TV commercials before graduating from high school, spends nearly as much time watching TV as attending classes. In 1980 the Canadian province of Quebec banned advertising for children under age 13. "In upholding the constitutional validity of the Quebec Consumer Protection Act restrictions on advertising to children under age 13 (in the case of a challenge by a toy company) the Court held: '...advertising directed at young children is purse manipulative. Such advertising aims to promote products by convincing those who will always believe.' Norway (ads directed at children under age 12), and Sweden (television ads aimed at children under age 12) also have legislated broad bans on
advertising to children, during child programmes any kind of advertising is forbidden in Sweden, Denmark, Austria and Flemish Belgium. In Greece there is no advertising for kid’s products from 7 to 22 h. An attempt to restrict advertising directed at children in the US failed with reference to the First Amendment. In Spain bans are also considered undemocratic.\[85][86]

Opposition and campaigns against advertising

According to critics, the total commercialization of all fields of society, the privatization of public space, the acceleration of consumption and waste of resources including the negative influence on lifestyles and on the environment has not been noticed to the necessary extent. The “hyper-commercialization of the culture is recognized and roundly detested by the citizenry, although the topic scarcely receives a whiff of attention in the media or political culture”.\[87] “The greatest damage done by advertising is precisely that it incessantly demonstrates the prostitution of men and women who lend their intellects, their voices, their artistic skills to purposes in which they themselves do not believe and …. That it helps to shatter and ultimately destroy our most precious non-material possessions: the confidence in the existence of meaningful purposes of human activity and respect for the integrity of man.”\[88] Yet, as economist A. C. Pigou pointed out, it could only be ‘removed altogether’ if ‘conditions inherent to corporate capitalism were removed. To resist it, is to resist the inner logic of capitalism itself, of which it is the pure expression.”\[89]

“Visual pollution, much of it in the form of advertising, is an issue in all the world’s large cities. But, what is pollution to some is a vibrant part of a city’s fabric to others. New York City without Times Square’s huge digital billboards or Tokyo without the Ginza’s commercial panorama is unthinkable. Piccadilly Circus would be just a London roundabout without its signage. Still, other cities, like Moscow, have reached their limit and have begun to crack down on over-the-top outdoor advertising.”\[90] “Many communities have chosen to regulate billboards to protect and enhance their scenic character. The following is by no means a complete list of such communities, but it does give a good idea of the geographic diversity of cities, counties and states that prohibit new construction of billboards. Scenic America estimates the nationwide total of cities and communities prohibiting the construction of new billboards to be at least 1500. A number of States in the US prohibit all billboards:
• Vermont - Removed all billboards in 1970s
• Hawaii - Removed all billboards in 1920s
• Maine - Removed all billboards in 1970s and early 80s
• Alaska - State referendum passed in 1998 prohibits billboards
• Almost two years ago the city of São Paulo, Brazil, ordered the downsizing or removal of all billboards and most other forms of commercial advertising in the city.

Technical appliances, such as Spam filters, TV-Zappers, Ad-Blockers for TVs and stickers on mail boxes: “No Advertising” and an increasing number of court cases indicate a growing interest of people to restrict or rid themselves of unwelcome advertising.

Consumer protection associations, environment protection groups, globalization opponents, consumption critics, sociologists, media critics, scientists and many others deal with the negative aspects of advertising. “Antipub” in France, “sub-advertising”, culture jamming and ad busting have become established terms in the anti-advertising community. On the international level globalization critics such as Naomi Klein and Noam Chomsky are also renowned media and advertising critics. These groups criticize the complete occupation of public spaces, surfaces, the airwaves, the media, schools etc. and the constant exposure of almost all senses to advertising messages, the invasion of privacy and that only few consumers are aware that they themselves are bearing the costs for this to the very last penny. Some of these groups, such as the ‘The Billboard Liberation Front Creative Group’ in San Francisco or Adbusters in Vancouver, Canada, have manifestos.

Grassroots organizations campaign against advertising or certain aspects of it in various forms and strategies and quite often have different roots. Adbusters, for example contests and challenges the intended meanings of advertising by subverting them and creating unintended meanings instead. Other groups, like ‘Illegal Signs Canada’ try to stem the flood of billboards by detecting and reporting ones that have been put up without permit. Examples for various groups and organizations in different countries are ‘L'association Résistance à l'Agression Publicitaire’ in France, where also media critic Jean Baudrillard is a renowned author. The ‘Anti Advertising Agency’ works with parody and humour to raise awareness about
advertising\textsuperscript{[97]} and ‘Commercial Alert’ campaigns for the protection of children, family values, community, environmental integrity and democracy.\textsuperscript{[98]}

Media literacy organizations aim at training people, especially children in the workings of the media and advertising in their programmes. In the US, for example, the ‘Media Education Foundation’ produces and distributes documentary films and other educational resources.\textsuperscript{[99]} ‘MediaWatch’, a Canadian non-profit women’s organization works to educate consumers about how they can register their concerns with advertisers and regulators.\textsuperscript{[100]} The Canadian ‘Media Awareness Network/Réseau education medias’ offers one of the world’s most comprehensive collections of media education and Internet literacy resources. Its member organizations represent the public, non-profit but also private sectors. Although it stresses its independence it accepts financial support from Bell Canada, CTV Globe Media, CanWest, Telus and S-VOX.\textsuperscript{[101]}

To counter the increasing criticism of advertising aiming at children media literacy organizations are also initiated and funded by corporations and the advertising business themselves. In the US ‘The Advertising Educational Foundation’ was created in 1983 supported by ad agencies, advertisers and media companies. It is the “advertising industry’s provider and distributor of educational content to enrich the understanding of advertising and its role in culture, society and the economy.”\textsuperscript{[102]} sponsored for example by American Airlines, Anheuser-Busch, Campbell Soup, Coca-Cola, Colgate-Palmolive, Walt Disney, Ford, General Foods, General Mills, Gillette, Heinz, Johnson & Johnson, Kellogg, Kraft, Nestle, Philip Morris, Quaker Oats, Nabisco, Schering, Sterling, Unilever, Warner Lambert, advertising agencies like Saatchi & Saatchi Compton and media companies like American Broadcasting Companies, CBS, Capital Cities Communications, Cox Enterprises, Forbes, Hearst, Meredith, The New York Times, RCA/NBC, Reader’s Digest, Time, Washington Post, just to mention a few. Canadian businesses established ‘Concerned Children’s Advertisers’ in 1990 “to instill confidence in all relevant publics by actively demonstrating our commitment, concern, responsibility and respect for children.”\textsuperscript{[103]} Members are CanWest, Corus, CTV, General Mills, Hasbro, Hershey’s, Kellogg’s, Loblaw, Kraft, Mattel, McDonald’s, Nestle, Pepsi, Walt Disney, Weston as well as almost 50 private broadcast partners and others.\textsuperscript{[104]} Concerned Children’s Advertisers was example for similar organizations in other countries like ‘Media smart’ in the
United Kingdom with offspring in Germany, France, the Netherlands and Sweden. New Zealand has a similar business-funded programme called ‘Willie Munchright’.

While such interventions are claimed to be designed to encourage children to be critical of commercial messages in general, critics of the marketing industry suggest that the motivation is simply to be seen to address a problem created by the industry itself, that is, the negative social impacts to which marketing activity has contributed. By contributing media literacy education resources, the marketing industry is positioning itself as being part of the solution to these problems, thereby seeking to avoid wide restrictions or outright bans on marketing communication, particularly for food products deemed to have little nutritional value directed at children. The need to be seen to be taking positive action primarily to avert potential restrictions on advertising is openly acknowledged by some sectors of the industry itself. Furthermore, Hobbs (1998) suggests that such programs are also in the interest of media organizations that support the interventions to reduce criticism of the potential negative effects of the media themselves.

Taxation as revenue and control

In the US, for example, advertising is tax deductible and suggestions for possible limits to the advertising tax deduction are met with fierce opposition from the business sector, not to mention suggestions for a special taxation. In other countries, advertising at least is taxed in the same manner services are taxed and in some advertising is subject to special taxation although on a very low level. In many cases the taxation refers especially to media with advertising (e.g. Austria, Italy, Greece, Netherlands, Turkey, Estonia). “When Corporations Rule the World” US author and globalization critic David Korten even advocates a 50% tax on advertising to counterattack what he calls "an active propaganda machinery controlled by the world's largest corporations" which “constantly reassures us that consumerism is the path to happiness, governmental restraint of market excess is the cause of our distress, and economic globalization is both a historical inevitability and a boon to the human species.”


**Regulation**

In the US many communities believe that many forms of outdoor advertising blight the public realm.\(^{107}\) As long ago as the 1960s in the US there were attempts to ban billboard advertising in the open countryside.\(^{108}\) Cities such as São Paulo have introduced an outright ban\(^{109}\) with London also having specific legislation to control unlawful displays.

Naturally, many advertisers view governmental regulation or even self-regulation as intrusion of their freedom of speech or a necessary evil. Therefore, they employ a wide-variety of linguistic devices to bypass regulatory laws (e.g. printing English words in bold and French translations in fine print to deal with the Article 120 of the 1994 Toubon Law limiting the use of English in French advertising).\(^{110}\) The advertisement of controversial products such as cigarettes and condoms are subject to government regulation in many countries. For instance, the tobacco industry is required by law in most countries to display warnings cautioning consumers about the health hazards of their products. Linguistic variation is often used by advertisers as a creative device to reduce the impact of such requirements.

### 2.7 FUTURE OF ADVERTISING INDUSTRY

**Global Advertising**

Advertising has gone through five major stages of development: domestic, export, international, multi-national and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximizing local effectiveness of ads and increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions and importing ideas that travel.\(^{111}\)

Advertising research is key to determining the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad that contributes to its success is how economies of scale are maximized. Once one knows what works in
an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad.[112]

Diversification

In the realm of advertising agencies, continued industry diversification has seen observers note that “big global clients don't need big global agencies any more”.113 This is reflected by the growth of non-traditional agencies in various global markets, such as Canadian business TAXI and SMART in Australia and has been referred to as "a revolution in the ad world".114

New Technology

The ability to record shows on digital video recorders (such as TiVo) allow users to record the programs for later viewing, enabling them to fast forward through commercials. Additionally, as more seasons of pre-recorded box sets are offered for sale of television programs; fewer people watch the shows on TV. However, the fact that these sets are sold, means the company will receive additional profits from the sales of these sets. To counter this effect, many advertisers have opted for product placement on TV shows like Survivor.

Advertising Education

Advertising education has become widely popular with bachelor, master and doctorate degrees becoming available in the emphasis. A surge in advertising interest is typically attributed to the strong relationship advertising plays in cultural and technological changes, such as the advance of online social networking. A unique model for teaching advertising is the student-run advertising agency, where advertising students create campaigns for real companies.115 Organizations such as American Advertising Federation and AdU Network partner established companies with students to create these campaigns.
Advertising research

Advertising research is a specialized form of research that works to improve the effectiveness and efficiency of advertising. It entails numerous forms of research which employ different methodologies. Advertising research includes pre-testing (also known as copy testing) and post-testing of ads and/or campaigns—pre-testing is done before an ad airs to gauge how well it will perform and post-testing is done after an ad airs to determine the in-market impact of the ad or campaign on the consumer. Continuous ad tracking and the Communicus System are competing examples of post-testing advertising research types.

Evidence-based advertising

Evidence-based advertising refers to advertising principles, which have been proven through experimental studies. They can be applied to an advertising campaign with high confidence of increasing persuasiveness regardless of time and place. Principles are usually accompanied with various conditions, which must be taken into consideration when applying them. According to Professor J. Scott Armstrong from The Wharton School, evidence-based principles “drawn upon typical practice, expert opinion, factual evidence and empirical evidence.”"\[116\]
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