

THE CHANGING ROLE OF ADVERTISING

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ABSTRACT

Advertising is an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising to help them market products and services. Advertising is the best known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. First it can be a very cost effective method for communicating with large audiences. It can be used to create brand images and symbolic appeals for a company or brand. Popular advertising campaigns attract consumers attention and can help generate sales.

Three things essential in Advertising

- *Paid in nature*
- *Non personal*
- *Identified sponsor*

In this paper an attempt would be made to know about the various aspects of Advertising- History, Future, Need and Importance of Outdoor Advertising etc.

Keywords: Communication, Non personal, Promotion

INTRODUCTION

Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits. The elements of advertising are:

- (i) It is a mass communication reaching a large group of consumers.(ii) It makes mass production possible.(iii) It is non-personal communication, for it is not delivered by an actual

person, nor is it addressed to a specific person.(iv) It is a commercial communication because it is used to help assure the advertiser of a long business life with profitable sales.(v) Advertising can be economical, for it reaches large groups of people. This keeps the cost per message low.(vi) The communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours.(vii) Advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.

Objectives of an Advertising programme

(i) To stimulate sales amongst present, former and future consumers. It involves a decision regarding the media, e.g., TV rather than print ;(ii) To communicate with consumers. This involves decision regarding copy ;(iii) To retain the loyalty of present and former consumers. Advertising may be used to reassure buyers that they have made the best purchase, thus building loyalty to the brand name or the firm.

OBJECTIVES

- To study the effectiveness of advertisements
- To study the role of outdoor Advertising
- To find the ways of making Outdoor advertising to be more effective

HISTORY OF ADVERTISEMENT

Archaeologists have found evidence of advertising dating back to the 3000s BC, among the Babylonians. One of the first known methods of advertising was the outdoor display. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town. In medieval times word-of-mouth praise of products gave rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares. Later they became familiar figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who delivers radio and television commercials. Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable-type printing press by German printer Johannes Gutenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a hand bill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses. In the American colonies, the Boston News-Letter, the first regularly published newspaper in America, began carrying ads in 1704, and about 25 years later Benjamin Franklin made ads more readable by using large headlines. In the United States, the advertising profession began in Philadelphia, Pennsylvania, in 1841 when Volney B. Palmer set up shop as an advertising agent, the forerunner of the advertising agency. Agents contracted with newspapers for large amounts of advertising space at discount rates and then resold the space to advertisers at a higher rate. The ads themselves were created by the advertisers. In 1869 Francis Ayer bought out Palmer and founded N. W. Ayer & Son, an agency. Ayer transformed the standard agent practice by billing advertisers exactly what he paid to

publishers plus an agreed upon commission. Soon Ayer was not only selling space but was also conducting market research and writing the advertising copy. Advertising agencies initially focused on print. But the introduction of radio created a new opportunity and by the end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programs. The early 1930s ushered in dozens of radio dramatic series that were known as soap operas because they were sponsored by soap companies. Television had been introduced in 1940, but because of the high cost of TV sets and the lack of programming, it was not immediately embraced. As the American economy soared in the 1950s, so did the sale of TV sets and the advertising that paid for the popular new shows. Soon TV far surpassed radio as an advertising medium. The tone of the advertising was also changing. No longer did advertising simply present the product benefit. Instead it began to create a product image.

Advertising in the 21st century

What advertising will be in the twenty-first century is still unclear. The advertising industry has come to realize just how vulnerable it is to the outside world, however. A more important influence on the fate of advertising than economic conditions, however, is the changing demographics. The typical consumer will be older and wiser. Furthermore, these individuals will have a great acceptance of divergent views and lifestyles, increased acceptance of technology, and increased concern for social issues and for the environment.

Marketers are expecting a great deal more from advertising than they did a decade ago. Advertising must pay its own way- and quickly. Sales promotions, which directly affect sales, have replaced advertising in many cases. Moreover, clients are demanding more value added services from agencies, at no extra charge. Thanks to ongoing technological advances, media will be able to report on how a particular ad affects actual purchase, brand switching, and customer retention. Accountability will be both expected and verifiable.

Outdoor Advertising

Outdoor Advertising is defined as a rented medium for displaying and transferring commercial information in a visible manner on structures and signs erected out of doors. It is a legitimate land-use form of advertising which is an integral part of the western economic system with direct and indirect benefits for the community as a whole.

Types of Signs

Outdoor advertising is traditionally associated with large billboards carrying printed, painted, projected images that may be internally or externally illuminated. Signs may be on buildings, fascias, windows, walls and roofs. Freestanding signs may be in frames, on poles and pylons and on street furniture such as bus shelters as well as on balloons, trailers, buses, suburban trains, taxis and other commercial vehicles. The advertising messages can be animated and include flashing signs, trivisions, electronics and fibre-optics. The greater proportion of outdoor advertising expenditure is spent on the traditional paper- or vinyl posted billboards offered by the bigger companies to large national advertisers on a national basis for short to medium-term advertising campaigns.

Outdoor Advertising is the oldest form of advertising. The use of signs in advertising dates back to the days of ancient Rome and Greece. During this era, signs were used to mark the

location of mercantile establishments. Traders in those days used signs outside their buildings and along the routes as a means of mass communication. Today's Outdoor Advertising is the refinement of the ancient method of delivering a message to the targeted audience. Outdoor is a dominant medium that combines high levels of reach and frequency, a colourful presentation of products while reaching an audience already in the marketplace. It is one of the last opportunities to reach consumers prior to purchase. In this regard it combines the best features of radio and out of purchase.

It can function as an economical supplement to a media plan or stand alone as a primary medium. Outdoor provides opportunities to reach particular portions of a geographical or demographic market, but it's major strength is its ability to reach the entire mobile population quickly and cheaply. Some of the characteristics of the outdoor industry that have contributed to its recent popularity with advertisers are:

- Outdoor reinforces a television campaign with strong visuals, which extend broadcast imagery and enhance the overall reach and frequency of television.
- Outdoor provides the graphic, visual association missing with radio.
- Outdoor can increase frequency missing in many magazine campaigns.

Outdoor Advertising Categories

- Restaurant
- Local services and amusements
- Media and advertising
- Public transport, hotels, and resorts
- Retail
- Insurance and real estate
- Financial
- Insurance

Need For Outdoor Advertising

It is part of our communication system;

It advises people of the availability of goods and services;

It provides information to assist making informed decisions;

It advises people of their rights and obligations as citizens;

In its various forms it informs, guides, directs, persuades and warns people about a number of things we need to consider in our daily lives.

The Importance of Outdoor As an Advertising Medium

The Development of Outdoor- Once the "poor relation of advertising", outdoor has evolved to become one of the most innovated media in recent times. It has expanded from being

represented by posters and billboards in the early fifties to now being made up of more than forty different media types ranging from video walls at airports through high-tech electronic billboards in metropolitan areas to store fascias .

A means of reaching an illiterate market- Outdoor Advertising is the only way of communicating visually with the bulk of adult population being illiterate. It is the only medium by which product messages can be directed to some of the major target markets, particularly in rural areas.

The importance of outdoor in reaching the third world market- As mentioned above, Outdoor Advertising is arguably the most effective way of communicating with the third world element of our population. There are vast masses of people who do not have access to television nor do they buy or read newspapers and magazines. But they are exposed to Outdoor Advertising at their local trading stores in the rural areas and at shopping complexes in the townships.

Outdoor and Radio, a case of 'media synergy'- In addition to Outdoor, some 98% of all our third world people have access to a radio Therefore, campaigns making use of Radio in conjunction with Outdoor will deliver Reach and Frequency objectives at an unbeatable cost.

Outdoor serving the community- Not only does outdoor advertising form an integral part of an advertising campaign to promote the advertiser's goods or services, but the medium is being used progressively more for community service and as an educational medium for various causes. For example the anti-drug campaigns and Aids awareness projects are often seen on larger-than-life posters, billboards and buses all over the country.

Benefits from Outdoor Advertising

The General Economy

Outdoor Advertising stimulates trade and maintains economic vitality and viability.

Small Business

Outdoor Advertising is a particularly important medium for communication for small business.

The Community

People value signs for providing information, identification and warning, particularly when they are in an unfamiliar area - a common feature of today's mobile society and where there is gravitation of rural people to the bewildering cities.

Charities and Community Services

Outdoor Advertising has an important role to play and is often used for advertising charitable causes such as the Cancer Association, Aids Awareness programmes, etc. Because of its unique ability to penetrate the most remote rural areas, outdoor advertising is invaluable for voter education and political advertising.

Amenity

Good quality and well maintained signage can contribute to an area by screening unsightly features and by adding colour to a drab environment. It is effective as an alternative to a

graffiti-prone wall. Large advertising signs enhance the symbolic value of a city by becoming landmarks and objects of interest and pride for its citizens and visitors alike .

Safety

Illuminated signs at night provide a warm and more secure environment than unlit streets or sterile street lighting. Brightly lit areas, intensified by advertising signs, reduce public feelings of fear in city areas, making them safer and friendlier. Discreet and well-positioned advertising signs in rural areas have been seen to be of some value in reducing a motorist's boredom and thus making a positive contribution to safety.

The Advertiser

The owner of the product or service obtains exposure which may not be available in other media (e.g. small business) and enables the advertiser to make the product/service known to the community. Outdoor advertising is also the medium which most other media use to promote themselves.

Site Owners

Local residents, property owners, town and city councils and government are able to receive income through ownership of suitable sites for this medium - thus making a contribution to the local economy.

The Advertising Contractor / Sign Company

As an employer of skilled, semi-skilled and unskilled labour and as a user of products and services of other companies, the outdoor advertising contractor has an important part to play in local and the national economy of the country.

Government

Apart from the direct use of the medium by various regional authorities and government departments to promote their services and provide information, local governments can collect site rentals from signs, which become a supplementary source of income.

The Outdoor Advertising Plan

As with any advertising situation, we must start with the role that we expect outdoor to play in the overall marketing and advertising strategy. Most outdoor advertising is used either as an introduction of a new product or event or as a reminder to consumers continually aware of a brand. It is extremely important to plan the outdoor portion of the total advertising campaign in a manner that will assure maximum efficiency. There are a number of unique features of outdoor that an advertiser and its agency must consider:

- Target audience should be defined
- Planning in advance
- Geography should be known
- Post Inspection to be done

Future of Outdoor Advertising

The future of digital-out-of-home advertising will be driven by interactivity. Digital signage applications are likely to engage consumers on a more personal level by enabling them to interact using their smart phones via Bluetooth, text messaging and the many apps which are now available to scan QR codes. The opportunity to transmit live messaging provides a dynamic new dimension to out-of-home advertising, as well as offering the flexibility to engage with consumers in real-time.

CONCLUSION

Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This means that specific objectives should be set for each particular advertisement campaign. Advertising is a form of promotion and like a promotion; the objectives of advertising should be specific. This requires that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated. Out of home advertising is growing at a faster rate than most other advertising media as advertisers search for affordable alternatives to traditional media. It is with the help of outdoor advertising that there has been increase in brand awareness of products.

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