

ADVERTISING: HISTORY OF ADVERTISEMENTS

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Advertising is a global phenomenon that has been influencing people's ways of perceiving things around them for ages. The very first indications of advertising are said to go back to the old Egyptians' steel carvings in 2000 BC, while the first print advertisement was published in 1472 when William Caxton printed advertisements for a book. Since then, the history of the advertising industry has been quite exciting, and it has gone through many radical changes and quantum jumps.

The History of Advertising

The evolution of modern advertising started with the emergence of newspapers and magazines in the 16th and 17th centuries. The maiden weekly gazettes saw the light of day in Venice in the early 16th-century, sparking the initiation of weekly publications in Italy, Germany, and Holland.

In the 1620s, Britain witnessed the printing press with the introduction of its first weeklies, and from 1702 to 1735, The Daily Courant, the country's first daily newspaper, was in circulation. Advertisements featured almost immediately in these newspapers, aiding in offsetting printing and distribution costs. The first commercial advertisements highlighted books and fraudulent medicines.

However, by the 1650s, a significantly broader range of products started getting advertised.

Later in 1835, advertising took a new turn with the very first ever billboard advertising ad in the US showed carnival/circus posters more than 50 sq. Ft.

The next significant event in the history of advertising comes with Sears, the very first company to concentrate more on personalization by running ads through post-office based mails. They came up with their vast regular postal mail ad campaign in 1892 with 8,000 postcards, and it created 2,000 new requests.

With the introduction of personalization in advertising came the personalized use of advertising. Radio and TV ads also got the most ad space at this time, and the whole world of advertisements got revolutionized.

Radio and TV ads took the personalization to the next level in which ad campaigns were designed in such a manner that specific audiences got a personalized touch.

The very first ad that was run on the radio came into existence in 1922.

History of Radio Advertising

In 1922, Radio host H.M. Blackwell made his radio ad by incorporating the indirect-direct strategy. This ad campaign had a 10-minute discussion about the virtues of carrying on with a happy life at the Hawthorne Court Apartments in Jackson Heights, Queens. The expense for this 10-minute radio ad was \$50.

The very first radio stations were set up by radio hardware makers and retailers in the early 1920s. Madison Avenue was amongst the first of those who perceived the significance of radio ads as one of the most useful mediums for promotions.

As per the advertising veterans, the first ad for a live radio station was supported by a milk company and published in the Los Angeles Times on May 6, 1930. In the same year, Rosser Reeves presented the possibility of USP that depicts how your business will tackle the concerns of your clients. It was another move towards personalized radio advertising potentials.

George Gallup, in the year 1935, presented statistical surveying — gathering data about potential customers to make the radio advertising more personalized and result-driven.

The next big thing in the history of advertising then occurred on July 1, 1941, when the very first commercial sprung up on TV screens on WNBT. Even though this Bulova Watch Company TV ad was just of 10-second, it set the trend for the following 70 years.

History of TV Advertising

The first golden age of advertising came in the 1960s and went on to the late 1980s. This golden age was when the presence of TV Ads boomed and lot of celebrities used to come on TV ads and influence consumers.

Many businesses started assembling characters around their items to set up a favorable association to sell products with their audiences. TV advertising became a prime means of effective mass marketing and branding.

Many ads like Tony the Tiger for Frosted Flakes, or Pop gnomes for Rice Krispies were one of the most popular ads. Some of the well-known faces such as Marlboro Man from the 1960s to 1990s were likewise regularly used to sell items and optimize TV advertising.

The new medium of Television was so powerful, and companies started using it for TV advertising so predominantly with a sheer motive of widening the reach, increasing customer awareness, and brand loyalty and increasing sales.

Using characters in TV and print ads was mainly done for developing an ad culture, and it became quite successful in putting products at the forefront.

Cable TV Advertising from the 1980s

TV advertising saw intensive publicity in the late 1980s and mid-1990s with the popularity of cable television. MTV played a preeminent role in changing the dynamic of TV ads. Spearheading the idea of the music video, MTV came up with multiple sorts of TV ads concepts.

With the booming popularity of cable and satellite TV, many specialty channels rose to fame, including TV channels thoroughly committed to Ads, for example, QVC, ShopTV Canada, and Home Shopping Network.

Now, the time has come to have a look upon changing TV technology and associated TV advertising and how the shift from TV advertising to online advertising occurred-

Timeline of TV Advertising & shift from TV Advertising to Online Advertising

- 1941: FCC (Federal Communications Commission) provided business licenses to 10 US TV stations in May, while on July 1, the very first TV ad aired talking about a spot by the Bulova watch company that had a cost of \$9.
- 1951: The spending on TV ads reached \$128 million, which was \$12.5 million in 1949, so an increment of a 10X.
- 1953: Launching of Commercially Broadcast Color TV occurred.
- 1955: TV advertisement spending reached \$1 billion thresholds.
- 1963: TV outperformed the local newspapers as the information source for the very first time.
- 1964: “The Big 3” (CBS, NBC, and ABC) demanded \$50,000 from promoters for a prime-time minute.
- 1968: Presidential campaign TV ad spending dramatically increased, from \$10 million in 1960 to \$27 million in 1968.

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- 1971: There occurred a congressional ban on radio and TV cigarette ads that stripped broadcast business of about \$220 million in television advertising.
- 1977: Gross Television ad incomes ascend to \$7.5 billion, which, at that point, likens to 20% of all total US advertising spending.
- 1984: In the third quarter of the Super Bowl, Apple came up with the Macintosh PC with a \$500,000 spot that transformed the NFL's main game into a significant advertising occasion. This likewise denoted the start of a time when advertising become so significant.
- 1986: The Cosby Show of NBC broke the existing records for a Network series by infusing \$350,000 to \$400,000 for the commercial time of just 30 seconds.
- 1989: Because of expanded rivalry, big broadcast networks arrived at a massive low of 55% of the total TV viewership.
- 1994: This year, the history of advertising met with a whole new media revolution, which was online advertising. The online ad spending reached \$300 million in the mid-1990s.
- 1997: Netflix was launched with a DVD pay-per-rental model.
- 1999: TiVo came up with its first Digital Video Recorder (DVR) unit via which the time of recording shows started.
- 2005: YouTube was launched in this year. Then in the next year, Google purchased it for \$1.65 billion.
- 2007: Netflix streaming was launched this year, plus AMC acquainted the world with our top choice, "Mad Man": Don Draper.
- 2008: Hulu was launched in this year.
- 2011: Amazon reintroduced its video-on-request service named as Amazon Instant Video and provided access to 5,000 films and TV shows for Amazon Prime individuals.
- 2017: US subscription video services channelized by Hulu, Amazon, and Netflix made around \$15 billion in monthly charges only.

- 2017: Spending on TV advertisements succumbs to the first run-through, as more Americans make a move away from the link. Viewership of even the most mainstream organizations keeps on declining.
- 2018: YouTube flaunted 1.9 billion signed in monthly users who watched 180+ million hours of YouTube per day.
- 2018: Traditional TV ad spending decreases another 2%.
- 2018: 70% of the TVs sold reach consumers all over the world are “connected” TVs.
- 2019: Hulu flaunted about 25 million subscribers, while Netflix started approaching 150 million subscribers.
- 2019: The pay-TV industry says a 5% decrease in pay-TV users in 2019. YouTube TV also opened up across the nation and offered a different type of membership plan.

So, while exploring the brief history of advertising on TV, you got to know about the shifting of advertising from TV to the world wide web. Let us now, have a detailed look upon the evolution of online advertising here and now-

History of Advertising on the Web (Online and Mobile Advertising Timeline)

- 1978- Email marketing was used as the first instance of email spam whose purpose was advertising and commercial messages.
- 1980- Usenet, which was a popular discussion forum, was launched this year, and it was overwhelmed via advertising spam posts.
- 1984- Banner advertising was used in this year. Prodigy was launched to offer one of the first online display advertising services. However, such banner ads were most in the same spot on the screen, and they were non-clickable.

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- 1991- There was a ban on commercial use on the NSFNET was lifted by the National Science Foundation (NSF) in this year.
- 1993- GNN, which was one of the first web publications and advertising services, was launched this year by O'Reilly Media.
- 1994- Banner advertising was again used, as the first-ever clickable advertisement was sold to a Silicon Valley law firm by GNN in this year.
- 1994- HotWired, which is the first commercial web magazine, was launched this year.
- 1994- Again, a banner advertising event, as the very first ever banner ad, was sold to AT&T and was visible on the first issue of HotWired.
- 1995- AOL acquired banner advertising GNN for \$11 million this year.
- 1996- Ad serving DoubleClick, which was a prominent online advertising company, was launched.
- 1996- Search advertising Yahoo! introduced the very first search ads in their search engine on the web.
- 1997- Pop-up ads were invented by Ethan Zuckerman and considered to be a more aggressive and disliked advertising strategy.
- 1998- Google launched an online search engine.
- 1998- Ad exchange OpenX was one of the first ad exchanges that were launched as an open-source project.
- 1998- Search advertising GoTo (now Yahoo! Search Marketing) was launched. It was a search engine that offered search advertising.
- 1999- HotWired was shut down after its domain was re-purposed by Lycos.
- 2000- Search advertising Google came up with the prominent AdWords service this year, which allowed for advertising based on the browsing habits and search keywords of internet users.
- 2002- Different prominent web browsers such as Firefox, Opera, and Netscape started to roll out features to block these ads.

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- 2003- Yahoo! acquired – Overture (formerly GoTo)
- 2004- Facebook was launched this year and since then started the Social Media Advertising.
- 2005- YouTube was launched.
- 2005- Demand-side platform- Criteo was launched.
- 2006- YouTube was by Google for \$1.65 billion.
- 2006- Adblocking AdBlock for web browsers was introduced.
- 2006- Content discovery platform Outbrain was launched.
- 2006- Native advertising was used with a YouTube video advertising platform.
- 2007- Content discovery platform Taboola was introduced in this year.
- 2007- Behavioral targeting, social media advertising techniques became popular when Facebook launched Beacon that tracks Facebook users' activities on websites outside of Facebook.
- 2007- Ad serving became prevalent when Google acquired DoubleClick for \$3.1 billion.
- 2007- Microsoft acquired AQuantive for \$6.5 billion for ad serving.
- 2007- Demand-side platform MediaMath was launched in this year.
- 2008- Demand-side platform Rocket Fuel Inc. was launched.
- 2008- Rick Petnel created Easylist available for ad-blocking web browser add-ons
- 2009- Google came up with its ad exchange platform with DoubleClick.
- 2010- Google introduced DoubleClick for Publishers (DFP) as advertising software.
- 2010- Twitter came up with Promoted Tweets that enabled advertisers to pay for tweets to be shown to target users.
- 2013- Facebook acquired Atlas Solutions from Microsoft for \$100 million.
- 2013- Instagram was introduced with features for social media platforms like sponsored posts.
- 2014- Pinterest as an image sharing platform was launched with Promoted Pins sorts of options for Social Media Advertising.

- 2014- UBlock Origin, an ad-blocking extension, was introduced.
- 2014- Facebook re-launched Atlas for ad serving.
- 2016- Snapchat was introduced, which gave Social Media Advertising a new turn.
- 2016- Mobile ad spend overtook desktop ad

Conclusion

In conclusion, the history of advertising has seen remarkable advancements and evolution through different mediums. From its early beginnings in the print media, expansion of ad content into radio and television commercials, and its eventual shift to the digital space, advertising has constantly adapted to audience preferences.

Some significant milestones in advertising history include the first print advertisement in 1472, the emergence of billboard ads in 1835, radio advertising in 1922, TV advertising in 1941, followed by the rise of cable TV advertising in the 1980s. The shift from TV to the online channels of advertising began in the 1990s and continues to thrive today with platforms such as YouTube, Netflix, Hulu, and Amazon.