

BUSINESS COMMUNICATION

EVOLUTION OF ADVERTISEMENTS

SUBMITTED TO

DR. MEHA JOSHI

SUBMITTED BY

PARTH JOHRI
2K20/B17/33
SHREYAS ANAND
2K20/B17/34

PROJECT OVERVIEW

OBJECTIVE

Our project focuses on the utilitarian aspect of advertisements and how they influenced markets and the key points in time and also, changed it. We have tried to predict future of advertising through the developments it has made in the previous years.



DELHI TECHNOLOGICAL UNIVERSITY
(FORMERLY DELHI COLLEGE OF ENGINEERING)
BAWANA ROAD, DELHI-110042

CANDIDATE'S DECLARATION

WE, PARTH JOHRI (2K20/B17/33), SHREYAS ANAND(2K20/B17/34) STUDENTS OF B.TECH FIRST YEAR (FEC-12 BUSINESS COMMUNICATION) HEREBY DECLARE THAT THE PROJECT "**EVOLUTION IN ADVERTISEMENT**" WHICH IS SUBMITTED BY US TO THE DEPARTMENT OF MANAGEMENT, DELHI TECHNOLOGICAL UNIVERSITY FOR – "BUSINESS COMMUNICATION MID-TERM PROJECT 2021" IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF DEGREE IN BACHELOR'S OF TECHNOLOGY, IS ORIGINAL AND NOT COPIED FROM ANY SOURCE WITHOUT PROPER CITATION. THIS WORK HAS NOT PREVIOUSLY FORMED THE BASIS FOR THE AWARD OF ANY DEGREE, DIPLOMA ASSOCIATESHIP, FELLOWSHIP OR OTHER SIMILAR TITLE OR RECOGNITION.

PLACE: DELHI

PARTH JOHRI

(2K20/B17/033)

SHREYAS ANAND

(2K20/B17/034)

DATE:17/07/2021

DELHI TECHNOLOGICAL UNIVERSITY
(FORMERLY DELHI COLLEGE OF ENGINEERING)
BAWANA ROAD, DELHI-110042

CERTIFICATE

I HEREBY CERTIFY THAT THE PROJECT DISSERTATION TITLED “EVOLUTION IN ADVERTISEMENT” WHICH IS SUBMITTED BY PARTH JOHRI ,SHREYAS ANAND (2K20/B17/33, 2K20/B17/34) [ELECTRONICS AND COMMUNICATION ENGINEERING & ELECTRONICS AND COMMUNICATION ENGINEERING], DELHI TECHNOLOGICAL UNIVERSITY, DELHI IN COMPLETE FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE IN BACHELOR'S OF TECHNOLOGY, IS A RECORD OF THE PROJECT WORK CARRIED OUT BY THE STUDENTS UNDER MY SUPERVISION. TO THE BEST OF MY KNOWLEDGE THIS WORK HAS NOT BEEN SUBMITTED IN PART OR FULL FOR ANY DEGREE OR DIPLOMA TO THIS UNIVERSITY OR ELSEWHERE.

PLACE: DELHI

DR. MEHA JOSHI

DATE: 17TH JULY '21

SUPERVISOR

DELHI TECHNOLOGICAL UNIVERSITY
(FORMERLY DELHI COLLEGE OF ENGINEERING)
BAWANA ROAD, DELHI-110042

ABSTRACT

THE MOST PROMINENT WAY FOR ANY COMPANY TO GAIN TRACTION AMONGST ITS TARGET AUDIENCE IS THROUGH ADVERTISEMENTS. ADVERTISEMENTS ARE THE COMMON WAY FOR ANY COMPANY TO MAKE ITS PRODUCT MORE ACCESSIBLE TO ITS AUDIENCE AND SINCE THE ONLY FUNCTION IT HAS IS TO APPEAL TO LARGER AUDIENCES, IT HAS CHANGED A LOT IN THE PAST TO KEEP UP WITH THE AUDIENCE.

THUS, OUR PROJECT AIMS AT ANALYZING THE EVOLUTION OF THESE ADVERTISEMENTS IN THE INDIAN MARKET AND HOW IT HAS REVOLUTIONIZED THE MARKETING INDUSTRY. WE WILL TRY TO COVER ALL THE MAJOR ASPECTS OF THESE ADVERTISEMENTS AND ARE GOING TO DISCUSS THEIR SELF-CHANGING NATURE TO KEEP UP WITH THE MASSES.

DELHI TECHNOLOGICAL UNIVERSITY
(FORMERLY DELHI COLLEGE OF ENGINEERING)
BAWANA ROAD, DELHI-110042

ACKNOWLEDGEMENT

IN PERFORMING OUR MAJOR PROJECT, WE HAD TO TAKE THE HELP AND GUIDELINE OF SOME RESPECT PERSONS, WHO DESERVE OUR GREATEST GRATITUDE. THE COMPLETION OF THIS ASSIGNMENT GIVES US MUCH PLEASURE. WE WOULD LIKE TO SHOW OUR GRATITUDE TO DR. MEHA JOSHI, MENTOR FOR THE MAJOR PROJECT. GIVING US A GOOD GUIDELINE FOR REPORT THROUGHOUT NUMEROUS CONSULTATIONS. WE WOULD ALSO LIKE TO EXTEND OUR DEEPEST GRATITUDE TO ALL THOSE WHO HAVE DIRECTLY AND INDIRECTLY GUIDED US IN WRITING THIS ASSIGNMENT.

MANY PEOPLE, ESPECIALLY OUR CLASSMATES, NAMING FEW- KESHAV AGGARWAL, AARYAN RAWAT, PRANJAY VARDHAN, SHREYAS ANAND, ISHAAN TEAM MEMBERS THEMSELVES, HAVE MADE VALUABLE COMMENT SUGGESTIONS ON THIS PROPOSAL WHICH GAVE US INSPIRATION TO IMPROVE OUR ASSIGNMENT.

WE THANK ALL THE PEOPLE FOR THEIR HELP DIRECTLY AND INDIRECTLY TO COMPLETE OUR ASSIGNMENT.

IN ADDITION, WE WOULD LIKE TO THANK THE DEPARTMENT OF MANAGEMENT DELHI TECHNOLOGICAL UNIVERSITY FOR GIVING US THE OPPORTUNITY TO WORK ON THIS TOPIC.

CONTENTS

- TITLE
- CANDIDATE'S DECLARATION
- CERTIFICATE
- ABSTRACT
- ACKNOWLEDGEMENT
- INDEX
- INTRODUCTION
 - WHAT ARE ADVERTISEMENTS ?
 - WHY ARE ADVERTISEMENTS IMPORTANT ?
 - HOW DO ADVERTISEMENTS INFLUENCE US ?
- EVOLUTION OF ADVERTISING
 - ADVERTISING DURING 16TH-20TH CENTURY
 - DISPLAY ADS CAME INTO EXISTENCE
 - INTRODUCTION OF LATEST TECHNOLOGIES FOR ADVERTISING
 - THE REVOLUTION OF DISPLAY ADVERTISING
 - ONLINE ADVERTISING BECOMES KING
 - THE DEBUT OF PPC ADVERTISING
- THE FUTURE OF ADVERTISING:DIGITAL ERA
- FUTURE ADS TARGETING THE NEXT GENERATION
- REFERENCES

INTRODUCTION

WHAT IS AN ADVERTISEMENT?

An advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace.

An advertisement is different from other types of marketing because it is paid for, and because the creator of an advert has total control over the content and message.

WHY ARE ADVERTISEMENTS IMPORTANT?

Advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach many users, advertisements can have an immediate impact on business. This effect could be seen in improved trade or boosted brand recognition, among many different metrics.

Looking at it from the perspective of consumers, Advertising is the best way to communicate with them. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.



Advertisements mainly have **four** objectives that they fulfil-

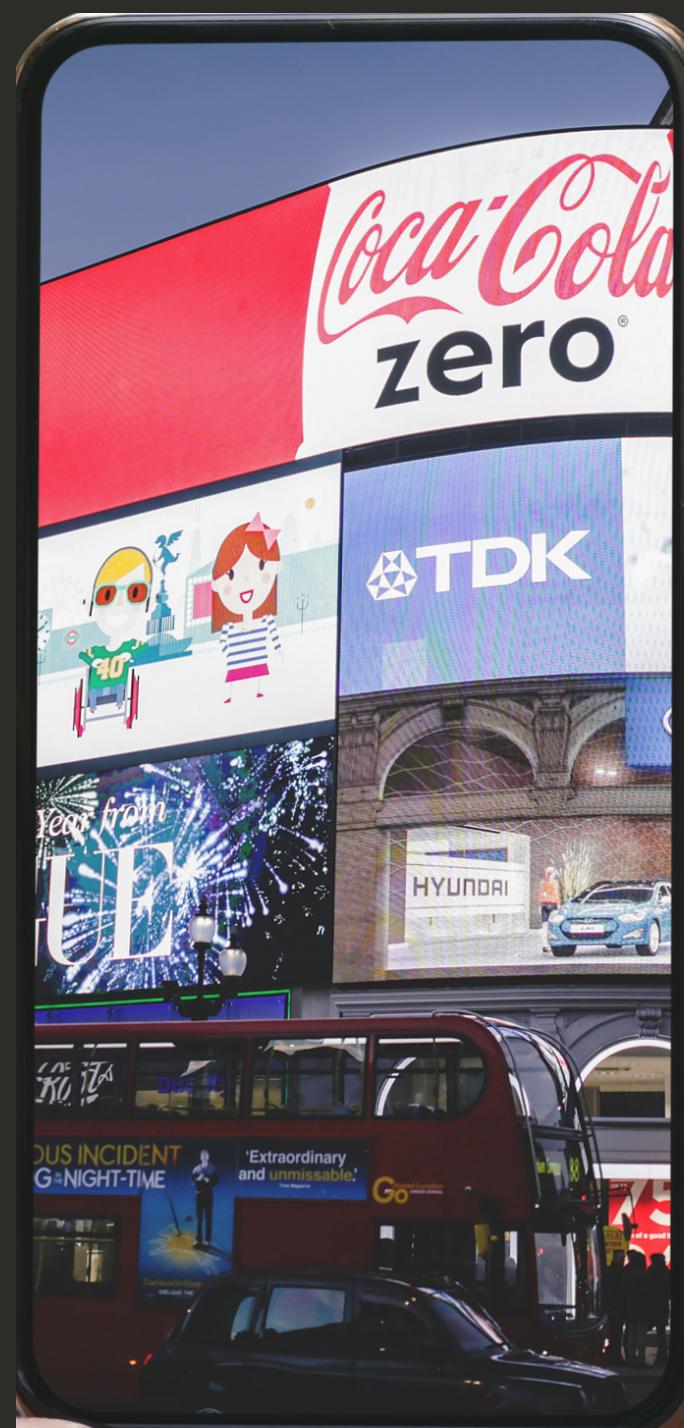
- **trial:** the companies which are in their introduction stage generally work for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market. Here, the advertisers use flashy and attractive ads to make customers take a look on the products and purchase for trials.
- **Continuity:** this objective is concerned about keeping the existing customers to stick on to the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products.
- **brand switch:** this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.
- **Switching back:** this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

Basically, advertising is a very artistic way of communicating with the customers. The main characteristics one should have to get on their objectives are great communication skills and very good convincing power.

HOW DO ADVERTISEMENTS INFLUENCE US ?

Although, a major working principle of advertisements is simple supply-demand tactics, but a large portion of influence that these advertisements hold is on a subconscious level.

The idea that advertising influences us subconsciously has often caused alarm - the classic fear of the 'Hidden Persuaders'. But, today, evidence from psychology and neuroscience that shows that this is how much advertising works is overwhelming. We might find this less disturbing if we accept that this is not just true of advertising, but of everything: our responses to people we meet, to shops and other places we visit, and to stories we see on the news are all influenced by signals and associations we are often unconscious of, just as our preferences and prejudices are usually learnt in ways we don't notice.





If a large part of advertising's influence is **unconscious**, that also makes it harder to explain in words quite how and why it works. We think we know how we are being influenced when someone gives us persuasive facts or arguments. But why should silly films of talking animals, or people singing songs, or a cartoon on a poster site increase our propensity to buy one brand rather than another?



To answer this, we need first to be clear on what kind of behavioural changes advertising brings about. Advertising as a sales pitch suggests a one-off transaction, as well as a conscious decision: I read an ad, I am persuaded, and I apply for the job or order the merchandise, and the process is complete. And some ads do work like this, either as a direct response or some form of 'sales activation', converting a potential buyer into an actual buyer by facilitating the transaction in some way. (Again, the Internet is well-adapted to this.) But there's also a great deal of advertising that is remote in time and place from the point of sale, and which sets out to influence people who are already aware of the brand advertised - and who may have bought it many times before - and this is doing something different. It's not so much creating a sale as increasing 'saleability'.

When purchasing panel data became widely available in the 1960s, it showed, across all categories, that the traditional picture of advertising converting loyal users of Brand A to Brand B was largely false, because users of a category generally buy a whole repertoire of brands. Then single source panels, which record both ad exposure and purchase behaviour for the same individuals, demonstrated that, for about half of all campaigns, a single exposure to an ad during the purchase interval creates an increased likelihood of buying the advertised brand. Because of this repeated 'nudging' effect, advertising achieves best results on market share when it maintains a continuous presence and a sufficient weight relative to competition. (We also know this to be largely true because brands, on average, gain or lose share of market when their 'share of voice' becomes larger or smaller.)

While these small, incremental influences on behaviour are individually trivial, over time they can create a long-term shift in demand for the advertised brand, leading to increased market share, increased price premium and therefore profitability, and resilience to competition. Analysis of advertising case histories has shown that, while short-term 'sales activation' is both effective and necessary, only repetitive brand advertising has long-term, cumulative effects on the competitive strength of the brand.

This 'brand-building' advertising seems more likely to depend on partially unconscious psychological processes than the more rational arguments of sales activation advertising (which is why people are very seldom aware that they have been influenced by advertising). Let us now return to what these psychological processes might be like

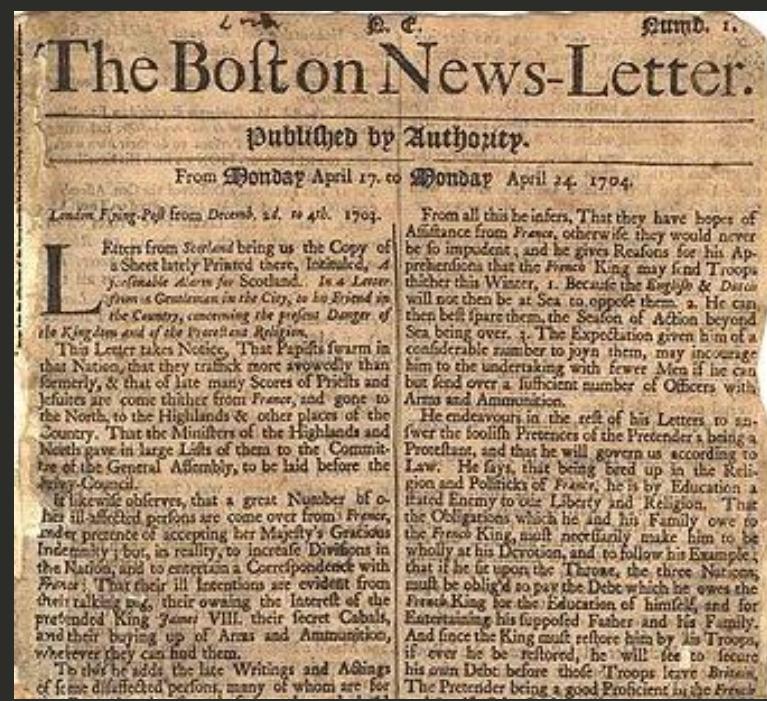
EVOLUTION OF ADVERTISING

ADVERTISING DURING THE 16TH-20TH CENTURY

Advertising media such as magazines and newspapers were introduced during the 16th century. First Weekly Gazettes was released in Venice, which gained popularity among the population. This advertising concept was soon adopted by other countries across Europe.

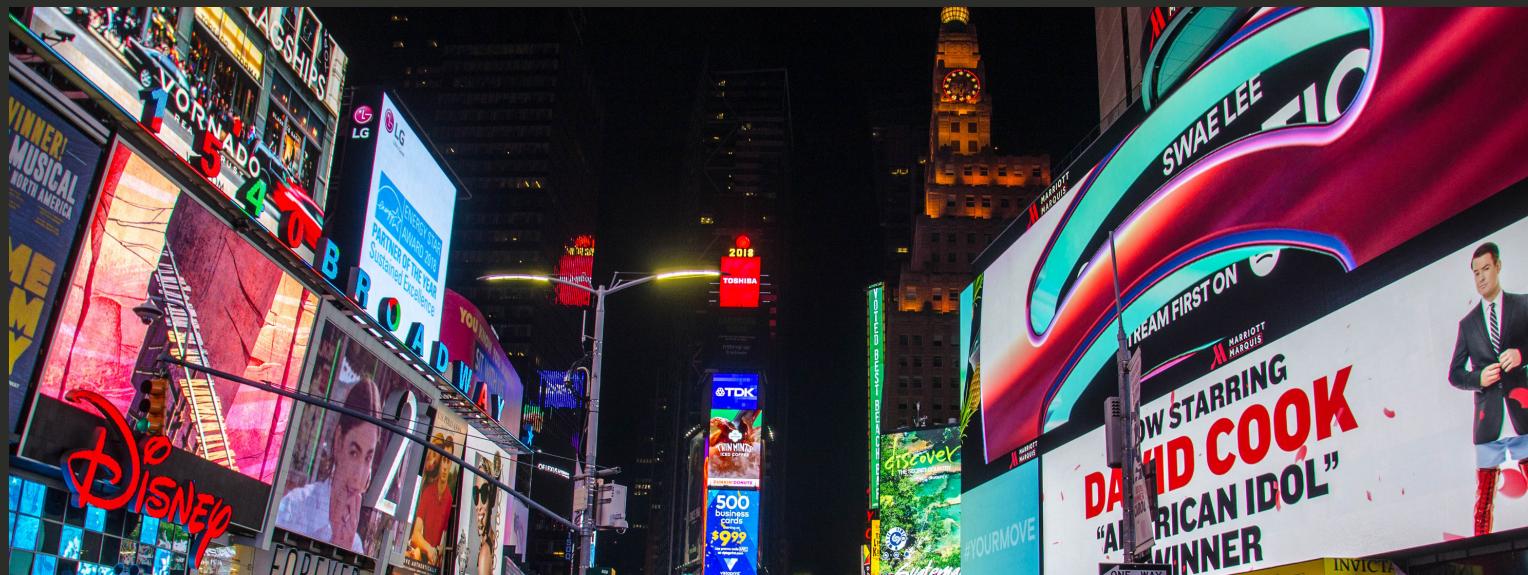
In 1650, commercial advertisements were carried out for mainly books and quack doctors. However, other industries began using advertising media as a means to promote their products and services

The use of advertising gained increased momentum during the 18th century, which gave birth to the tradesmen's adverts. *La Presse* was the first newspaper that was launched for paid advertising. This newspaper was introduced in June 1836 by Emile de Girardin, editor of the Paris newspaper. Soon his formula becomes very popular for advertising all over the world.



DISPLAY ADS CAME INTO EXISTENCE

British newspapers gained huge popularity among industries during the 1850s and 1860s. During the 20th century, the father of modern advertising, Thomas J. Barratt, started an advertising campaign for advertising various company products.



This advertising campaign used various images, phrases and targeted slogans for advertising. One of the most famous slogans of a British newspaper in the 20th century was 'Good morning. Have you used Pears' soap?'.

Mellin's Food was the first brand that used 25 airship flights to advertise its brand in 1902. Later, radio advertisement came into existence in 1922. During that time, businesses had to pay \$100 for 10 mins advertisement on Radio.

INTRODUCTION OF THE LATEST TECHNOLOGIES FOR ADVERTISING

The introduction of VCRs brought a drastic change in the advertising world. During 1975, businesses started using VCRs to record various shows. After that, computers and the internet came into existence, opening a new scope and opportunity for advertisers.

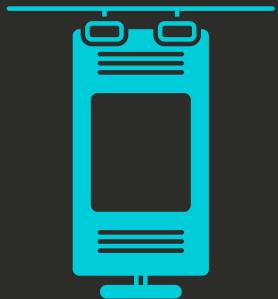
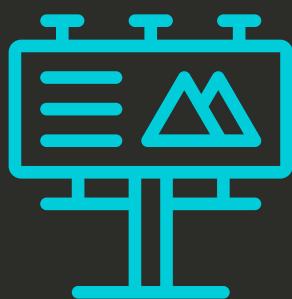
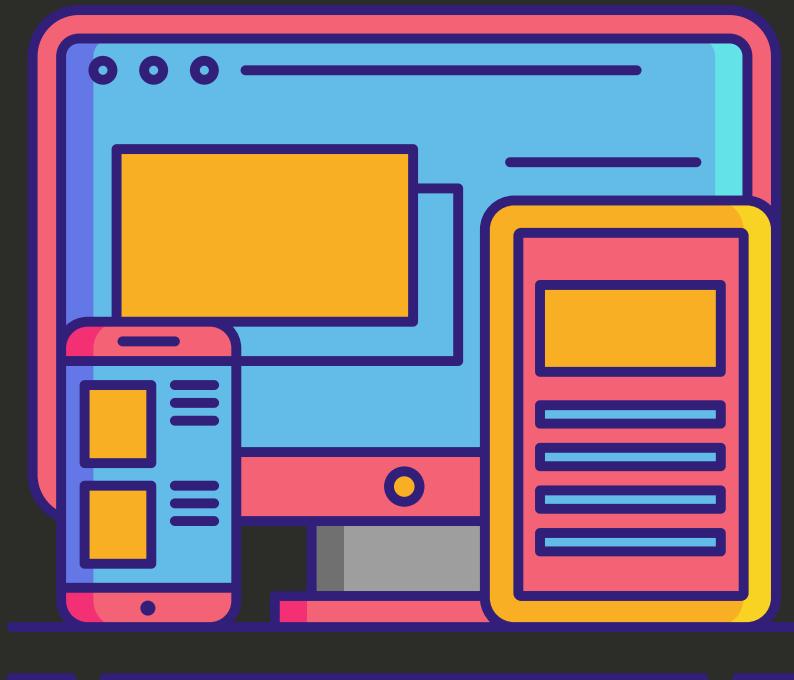
Later in 1994, email campaigns and banner ads were introduced allowing businesses to reach their targeted audience. YouTube and Facebook both became very popular during the early 2000s. Now, the two companies have become some of the most successful advertising media platforms for business with a huge audience base.



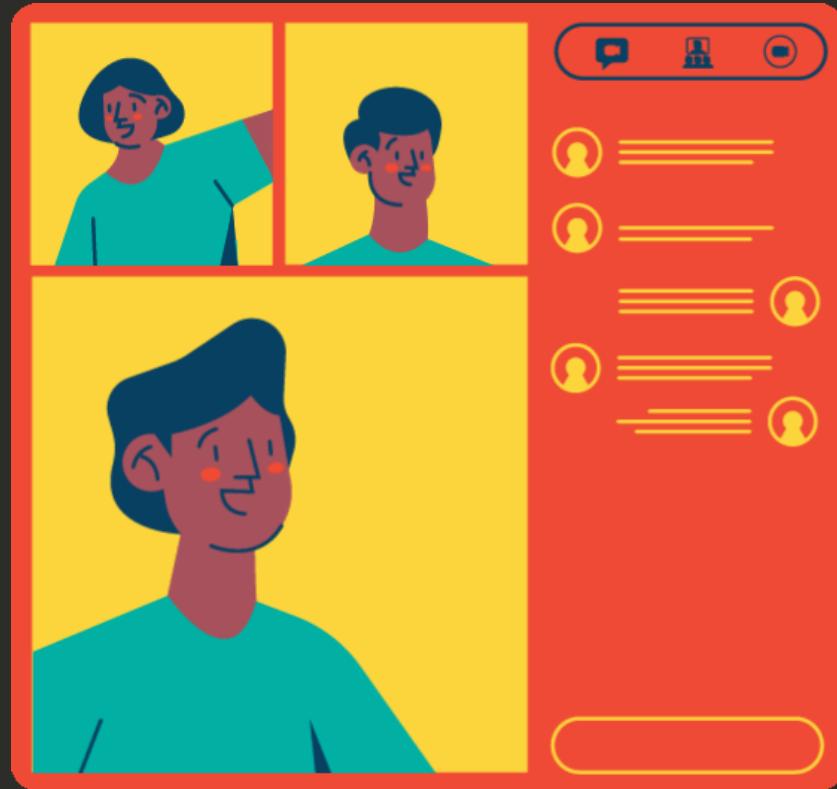
YAHOO
TRANSFORMED
ITSELF FROM A
WEB DIRECTORY
TO A
COMMERCIAL
BUSINESS.

THE REVOLUTION OF DISPLAY ADVERTISING

WebConnect agency introduced advertisement placing tools in 1995. This tool helped businesses to know who was more affected by their advertising. WebConnect's proprietary tool provided the data of customers, which helped businesses to know who had visited their website and for what purpose. It also helps the advertiser to track impressions, click-through rates, ad views, to name just a few insight tools.



ONLINE ADVERTISING BECOMES KING



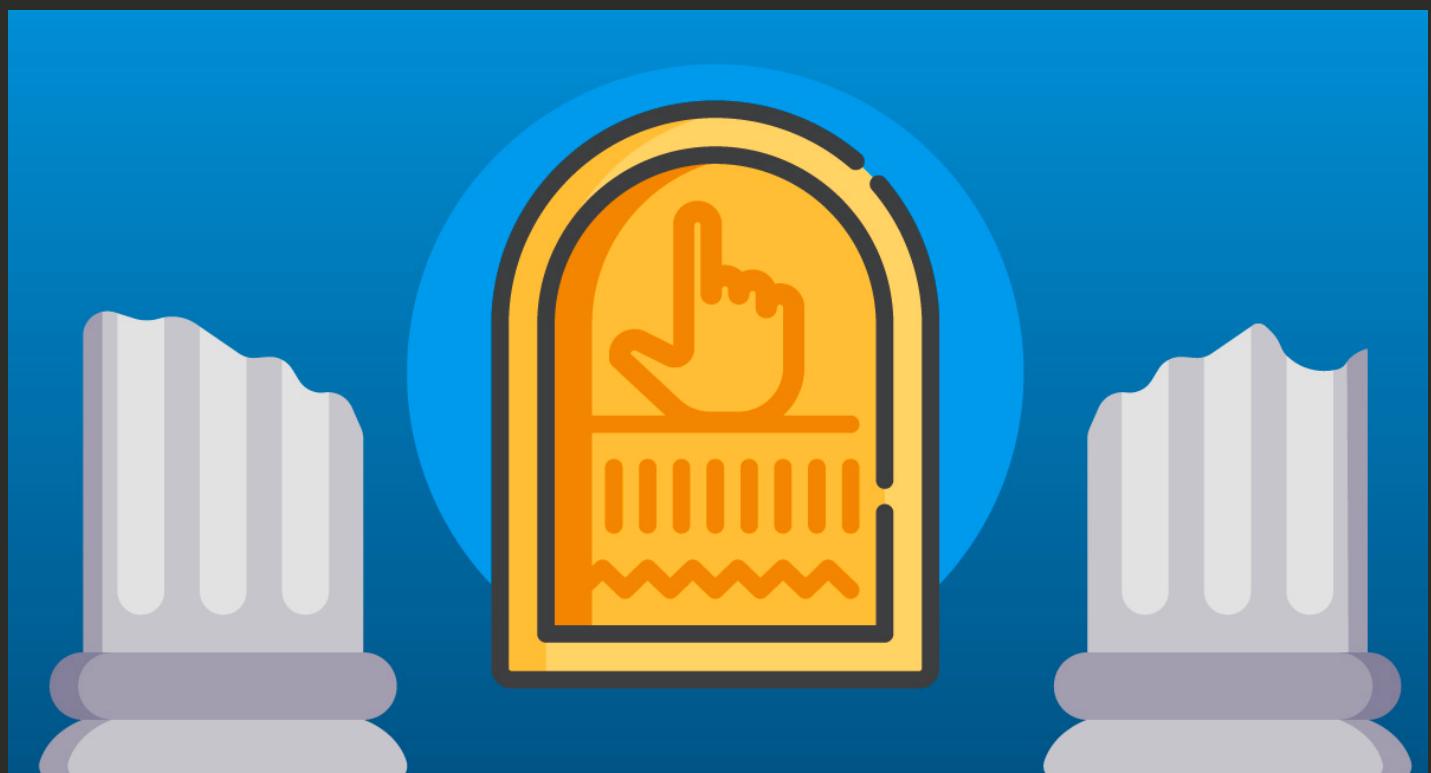
According to a statista survey, there are 3.65 billion internet users worldwide, the number of internet users increases with each passing day. The number of monthly active users on Facebook was 2.2 billion in 2019, which means almost half of the internet users are on Facebook worldwide. Therefore, to reach this audience online, it becomes mandatory for businesses to develop an online presence.

Businesses are offered multiple advertising platforms in order to easily reach their target audiences. They are opting for multiple advertising solutions for their business to reach the audience they desire. Businesses are taking the support of developers and marketers to help lead their sales to the next level of success. There are many hire developers and marketers online who can offer the best solution for their business, which not only helps them to reach a huge audience base online but will also help them to boost their business globally.

THE DEBUT OF PPC ADVERTISING

A pay-for-placement concept that later evolved to pay-per-click advertising introduced by GoTo.com in 1998 . Using these platform advertisers could easily bid on search queries that contain relevant keywords. Before the introduction of PPC, cost-per-thousand impressions and cost-per-mille (CPM) was used for deciding the cost of advertisements.

Search engine advertising was introduced by Google in December 1999, however, it doesn't come into existence until the AdWords system was introduced in October 2000. Using the AdWords system, advertisers can easily create text ads that can be placed on the Google search engine



THE FUTURE OF ADVERTISING DIGITAL ERA

In the past 10 years, the advertising industry has shifted. With the rise of social media, new methods of capturing metrics and changing customer values have fundamentally altered marketers' relationship with their audience. This technology has altered the chemistry of the market itself as the newer Generation Z relates more to choice driven content. Thus, this emphasises the importance of content-related advertising in the status quo in order to excellently represent and market your brand.



The future of advertising is engaging video content, personalised and relevant to the end user. Videos with storytelling, augmented reality, and virtual technology with personalised targeting- that will help customers stay engaged with advertising content and provide a high return for the ad dollar. With the rapid increase in streaming hours and the increased availability of high-speed internet access, brands will need to create engaging content that is shared due to their inherent watchability.

FUTURE ADS TARGETING THE NEXT GENERATION

It's important to stay aware of trends that will impact the future of advertising. Younger generations like millennials and Generation Z don't respond to the same media channels that older generations use. Where older generations traditionally receive their news via television reports, "digitally native" generations, who grew up immersed in technology and the internet, prefer social media and other digital avenues. In fact, according to AdWeek, 45% of people from these younger generations use image-driven apps like Instagram for discovering and interacting with brands.



Consumers from these younger generations use their mobile devices not only to discover products but also to make purchases. Forward-looking marketing professionals understand that emphasizing mobile advertising can offer significant returns now, and will likely continue in the future. Forbes reports that these generations hold about \$350 billion in buying power, so it's vital that the future of advertising pays attention to the buying habits of these generations and how best to market to them.



