

Lecture 21

The History of Advertising and Brand Promotion

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The Rise of Advertising

- Rise of capitalism---It's still rising
 - ✓ Competition for resources (capital) stimulating demand for goods and services
- Industrial Revolution----Its still happening
 - ✓ Mass production of goods needed demand
 - ✓ Stimulation
- The Emergence of Modern Branding---Its always the key
 - ✓ Branding emerges to control the channel
- Rise of modern mass media---It's happening again
 - ✓ Democratization of goods

The Evolution of Advertising in the United States

- Pre-industrialization Era (pre-1800)
 - ✓ Handbills and “newsbooks” appear
 - ✓ Early ads resembled today’s classifieds
- The Era of Industrialization (1800-1875)
 - ✓ “Dailies” grow in popularity
 - ✓ Railroads spread the word
 - ✓ Advertising was considered an embarrassment by some

The Evolution of Advertising in the United States

- 1875-1918
 - ✓ The “consumer culture” dawns
 - ✓ Advertising becomes an industry
- The 1920s (1918-1929)
 - ✓ Advertising finds fame and glamour
 - ✓ Ads play on social anxieties
 - ✓ Segmentation begins by social class

The Evolution of Advertising in the United States

- The Depression Era (1929-1941) ---- It has come once and shown signs many times
 - ✓ Depression was brutal on families
 - ✓ Big Business is vilified
 - ✓ Advertising turns to harsh, anxiety creating ads
 - ✓ Radio emerges as a new medium
- WWII and the Fifties (1941-1960)----Wars always create that
 - ✓ Products linked with patriotism
 - ✓ Fascination with “science”
 - ✓ Subliminal advertising scare hits

The Evolution of Advertising in the United States

- Peace, Love and the Creative Revolution (1960-1972)
 - ✓ Creatives gain control
 - ✓ Advertising emerges as an icon of a culture fascinated with consumption
- The 1970s (1973-1980)
 - ✓ Women adopt new roles
 - ✓ Pleasure and Prosperity seeking values emerge
 - ✓ Regulation and oversight take hold—Federal Trade Commission and National Advertising Review Board become active

The Evolution of Advertising in the United States

- The Designer Era (1980-1992)
 - ✓ MTV becomes prominent
 - ✓ Late night infomercial is born
- The E-Revolution Begins (1993-2000)
 - ✓ Stage I of the Web revolution—with mixed results
 - ✓ Problems with new media applications disappoint many advertisers
 - ✓ Advertisers believed digital media would “revolutionize” measurement-
Did it ??????????????????
 - ✓ Consolidation of Ad Agencies

The Evolution of Advertising in the United States

- **Consumer Empowerment, Branded Entertainment, The Great Recession (2000-present)**
 - ✓ Phase II of the e-ad-evolution has been more successful than Phase I in 1990s
 - ✓ Consumer control emerges in this era
 - ✓ Consumers begin “co-creating” ads defined as **consumer generated content (CGC)**
 - ✓ Cultural contradiction, social disruptions and identity issues emerge
 - ✓ Though less visible, business-to-business promotion on the Web is enormous and referred to as E-business
 - ✓ Firms invest in newer forms of connecting with consumers

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