

A SERVEY ON ADVERTISING TRENDS

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ABSTRACT

Advertising is tool to promote the products sales and services to targeted customers. This will not only provide the promotional aspects and also provide the employment to so many people. The scope of the advertising is from small pin to large equipments. This survey will provide the help full information to the people who are try to make the advertisement in offline and online areas. The survey shows the findings of online tools to promote the services .

Keywords: marketing , advertising, online tools, trends , media.

I. Introduction

Advertising The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers . Marketing is systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.[1][5]

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so lets break it down a bit.

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations

Following in a close second and market research not falling far behind. The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy[9]. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.

II. Behaviors

- **Audience Behaviors (traditional behavioral targeting):** Hundreds of audience behavior segments are available for targeting (e.g., Auto Intenders, Apparel Shoppers, Family Planners, Travelers, Investors, Health Seekers, Trendy Homemakers, Moviegoers and more).
- **Custom Audience Behaviors:** Target a custom segment of users who have displayed relevant, discrete behaviors such as site visitation and buying habits across various content categories.

- **Audience Extensions:** Want to reach users of a specific AOL site? With an audience extension, you can reach those same users wherever they go across AOL's sites or on the Advertising.com network - at a lower CPM than running ads on one site alone.
 - **Search Behaviors:** Target users who have made category-related searches on AOL Search, AOL properties or third party sites(e.g. auto, diet & fitness, real estate, shopping, travel, and more).

People who are concerned with marketing deal with:

1. Market research
2. Product development
3. Promotion

1. MARKET RESEARCH

The main idea of market research is, to find out whether a product is needed, whether people would buy it and what kind of people that are. These people are called TARGET GROUP. Market research is often carried out by specialist organisations, they make market surveys and customer tests to find out preferences in design, quality, colour and taste. This information is used to decide whether to produce a product, how much it should cost and how it should be promoted.

2. PRODUCT DEVELOPMENT

There are two ways of product development. On the one hand the product-oriented companies and on the other hand the market-oriented companies. Product-oriented companies invest a lot of money and time in finding new or improved goods to sell them on the market. This is a very risky form of product development, because companies might not sell the new goods. So they lost a lot of money. Market-oriented companies want to find out what is needed and then

they try to develop new ways of production or new goods.

3. PROMOTION

Promotion is very important because however good a product is, it will not find any buyers, if no one knows about it.

If you want to sell a specialised product, all you have to do is to write to people or companies, which are known to be interested or place an advertisement in a trade magazine. If you are not able to do this yourself, you can instruct an advertising agency. They have the experts who can make a successful campaign. They know how, when and where the message should be transmitted to reach most people of the target group. At the beginning of production, advertising will inform you what a product is like, where you can get it and how much it costs. Later, it is necessary to persuade the people to keep on buying or attract new customers to buy. Modern advertising uses language, pictures, sound and colours to sell the products as well as possible.

ADVERTISING MEDIA

The best times for commercials are the times at which people wait for something special like the news or sports. At these times advertising can be very successful, but it is also very expensive.

TV-COMMERCIALS

TV is one of the most powerful advertising medium, because you can get very detailed information about a product. Depending on your target group you have to decide the time, when your spot shall be shown. It is not useful broadcasting an ad about cars in the children's programmes because this is not your target group, they cannot buy a car.

In the afternoon there are many films on TV, which are interrupted regularly. At that time

advertising can be very expensive. In fact, TV-adverts have a strange impact. You might have noticed how well you can remember slogans long after the spot is over.

PRINTED ADVERTISING

The prices for full-page-adverts in national newspapers are roughly the same as for TV spots, but you can also place smaller adverts in the print media. In local newspapers you only pay a few pounds. The problem of adverts in newspapers and magazines is, that they can attract the reader's eyes only.

This problem can be solved by considering several factors:

- Only use right-hand pages for newspaper adverts, because you first look at the right side.
- The colour is an important fact. Red signals mean danger and colours of the dusk make us feel comfortable and save
- The layout and the text are also very important parts of newspaper adverts. The layout may take

the readers look at the main information, and the text is just to inform interested people.

DIRECT MAILING

Direct mailing is another form of advertising. The companies get a list of names and addresses and send leaflets to those people who might be interested in their products. Some people find this direct mailing irritating, wasteful and unsightly, so the leaflets land in the rubbish bin.

PRO AND CONTRAS

Some people say, that advertising persuade people to buy things they don't need and to be wasteful, but advertising also means creating more jobs.

Regardless whether we like advertisements or not, advertising has become indispensable in our economies. It has become a market of its own and it offers a high number of jobs. Moreover, advertisements are an important source of information for the public.

Advertising is a form of communication for marketing and used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. In Latin, ad vertere means "to turn the mind toward." [1] The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA). Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

Television advertising / Music in advertising

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\$3.5 million (as of 2012). Some 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 backdrops^[28] or used to replace local billboards that are not relevant to the remote broadcast audience.^[29] More controversially, virtual billboards may be inserted into the background^[30] where none exist in real-life. This technique is especially used in televised sporting events.^{[31][32]} Virtual product placement is also possible.^{[33][34]}

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. Online ads are delivered by an ad server. 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.

New media

Technological development and economic globalization favors the emergence of new and new communication channels and new techniques of commercial messaging.

Product placements 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 *Spaceballs* 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.

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. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

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 preselected 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, and Big advertisements from smaller companies.

In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP—Point Of Purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Coffee cup advertising

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee

shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East

Street advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancer's and 3D pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

Sheltered Outdoor Advertising

This type of advertising opens the possibility of combining outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary base. The large outer advertising space exerts a strong pull on the observer, the product is promoted indoor, where the creative decor can intensify the impression.

Celebrity branding

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. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana. Celebrities such as Britney Spears have advertised for multiple products

including Pepsi, Candies from Kohl's, Twister, NASCAR, Toyota and many more.

Sales promotions

Sales promotions are another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

Top 10 Online Advertising Trends Of The Decade

Following up on the Top 10 Tech Trends Of The Decade and drilling down on trend item five, in this post we're going to look at the evolution of online advertising and what we might expect to see in the coming decade. At present, the online advertising industry is at \$55 billion, and mobile advertising is at \$2 billion. With the rise of Asia, Africa, and Latin America, mobile advertising will gain momentum. Let's take a closer look.

1. Paid Search Rules:

Google ruled the past decade with paid search advertising. There is still no better, more effective form of advertising on the Internet. Keywords are becoming expensive, but if you know what you are doing, you will still be able to find cost-effective ways of acquiring customers using PPC.

2. Organic Search Gains Momentum:

Increasingly though, marketers are starting to understand the importance of organic search. Almost 90% of the entire Web's search traffic flows through organic search, yet the search marketing industry is generally obsessed with PPC. This decade, some sanity and rationalization will take the place of this weird dichotomy.

3. Display Advertising and Vertical Ad Networks:

The best trend I have spotted during the past decade is the rise of vertical ad networks like Glam Media, Federated, HotChalk, Travel Ad Network, and others that focus on specific verticals. This is pretty much the only way for advertisers to do brand advertising across the fragmented spectrum of blogs and other online hangouts for audiences, including social media. In the coming decade, vertical ad networks will get better at providing more value to advertisers through advanced technology for audit, measurement, analytics and optimization, as well as richer engagement capabilities like interactive and video ads.

4. Social Media Advertising:

Social networks, especially the big ones like Facebook, Twitter and LinkedIn, have a lot of information about individuals. They have not yet figured out ways to monetize this information and create a safe, non-intrusive, yet personalized framework through which advertisers can do high-precision targeting. This is definitely coming in the next few years.

5. In-Game Advertising:

Consumers are spending inordinate amounts of time online playing games. I foresee a significant uptick in in-game advertising this decade.

6. Advertising Apps and Games:

Now that apps have taken over the mobile web, and is even coming on to PCs, advertising apps and games are a natural progression. Marketers will see it is obvious that instead of a 30-second prime-time advertising slot, a branded app or game that can engage users for three minutes is a far better use of ad dollars.

7. Interactive Infomercials:

Television infomercials are an effective way to market products. But the Internet offers significantly more cost-effective and

targeted ways to market using the same concept, but delivered through display ad networks, viral videos, and so on.

8. Video Advertising:

Whether they are about political campaigns or consumer brands, YouTube videos have a viral power, and everyone knows it. This decade, we will see a huge amount of creativity deployed on this art form.

9. Mobile Advertising:

The rise of the mobile Web – through mobile apps on smartphones and tablets in the West, and through the avalanche of cell phone adoption in the emerging markets from Brazil to Indonesia – opens the door for mobile advertising as a category to gain tremendous momentum this decade. In particular, location-based advertising, coupons, and special offers at highly targeted and precise moments – all look very promising.

10. Better Analytics, Optimization, and Targeting:

Powering all this and more, we will see a vastly more sophisticated analytics, optimization, and targeting infrastructure that doesn't quite exist today. There will be innovation in affordable tools to optimize PPC, SEO, mobile advertising, social media advertising, and every other conceivable online customer acquisition method.

It has been predicted that the Internet will have 5 billion users in 2020. I cannot hold back my excitement at the potential of entrepreneurs being able to tap into this vast population and create value. I also cannot suppress my excitement at how thrilling all this will be for our One Million by One Million entrepreneurs. The world becomes accessible at our fingertips. And if you layer on Web 3.0 and personalization on top of all this, the precision factor becomes.

Conclusion

Finally we conclude that the findings are shown in this paper are help full to the people and society. The practices of advertising and marketing trends are drastically changes these changes are to gain the customer to the firms and simplifying the process of advertising.

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