

WHAT IS ADVERTISING? A SHORT REVIEW OF HISTORICAL DEVELOPMENT

Fazal ur Rehman^{1,*}, Farwida Javed², Rosman Md Yusoff³, Amran Harun⁴,
Anwar Khan⁵, Fadillah Ismail⁶

¹FPTP, Universiti Tun Hussien Onn Malaysia, Johor, MALAYSIA; ²COMSATS University, Attock Campus; ⁵Khushal Khan Khattak University, Karak, PAKISTAN; ^{3,4,6}TRANSFORM, Universiti Hussein Onn Malaysia, Johor, MALAYSIA.
¹ fazal_marwatpk@yahoo.com

ABSTRACT

The aim of this study is to understand the philosophy of advertisement along with its historical development around the world. Its main purpose is to clarify the origination of advertisement, paper and printing phase, digital phase and the future of advertisement. This study is based on the secondary sources to clarify the gap of knowledge, understand the thought of advertisement and its historical development such as "Journal of Historical Research in Marketing" and others. The study has noted that advertising is the best practice to present business information (paid form non-personal communication) in painting, paper, printing, and dominantly in digital form around the world. It has anticipated that the technique of digital advertisement to spread business information in personal way is rapidly growing around the world. There has been little research to present a comprehensive overview to the nature of advertisement along with its wide historical development (origin, paper and printing phase, digital phase, future phase) around the world.

Keywords: Advertisement, History of advertisement, Forms of advertisement

INTRODUCTION

This study sheds light on the conception of advertisement and provides a review to its historical development. Notably, this study presents the definitions of advertisement, its origin, paper and printing phase, digital phase and sheds light on the future of advertisement. This study aims to increase understanding in the philosophy of advertisement and trace the historical development of advertisement around the world in short conclusion. The term advertising has very old history and researchers have defined it in different context over the passage of time. However, in the first stage, this study highlight the views of various researchers about the philosophy of advertisement, followed by its historical origin where literature has mentioned the painting of walls and rocks form of advertisement to spread business and other information's like found and lost etc. In the next stage, this study presents an overview to the paper and printing form of advertisement along with the historical development of newspapers, books and magazine advertising in different countries of the world. In the digital phase, this study sheds light on the radio, television, internet, online marketing, and social media landscapes of advertisement which are based on the innovation in technological development. In the final stage, this study presents the views and thoughts of advertising experts about the future of advertisement. This study also addresses the application of strategies and techniques which have been used to add value to advertisements with the passage of time, such as music addition to advertisement celebrity.

Previous literature has presented the work of various studies in different context around the world, such as Murhem (2016) has examined the role of advertisement (focus on newspaper) in Swedish economy from 1760s to 1800s. Mittelman and Neilson (2011) have investigated

the usage of advertising technique in fund raising campaign of Plan International (child sponsorship-based non-governmental development agency) at Canada during 1970s. Schwarzkopf (2011) has highlighted the historical development of advertisement from the early 20th century, with a focus on methodological and theoretical challenges in the post advertising age. Petty (2015) has examined the advertisement regulation history at USA in formal and informal, public and private context with a focus on misleading messages in the text of advertisement. McCarthy (2014) has examined the changing nature of advertisement in the Irish newspaper ‘The Freeman’s Journal’ during the period of 1763 to 1924. Howard (2010) has focused on the major forms of local advertisement (newspaper, radio, television) that employed by independent departmental stores across USA in the period between 1920 to 1960. Scanlon (2013) has explored the role of women in the development of advertisement and opportunities for women as advertising professional in the early 20th century. Sheresheva and Ovseenko (2015) have analyzed the development of Russian print advertising in 1917 with the previous decades of the “Russian economic miracle”. Branchik and O’Leary (2016) have examined the negative depiction of male homosexuality in print and video advertising at USA during twentieth and early twenty-first centuries. Previous literature has discussed the history of advertisement in various periods and specific context in different countries of the world. Therefore, this study has noted a gap of knowledge to combine the various sources to present a comprehensive overview to advertisement in short conclusion, historical development of advertisement around the world since its origin, paper and printing phase, digital phase and understanding in its future.

THE NATURE OF ADVERTISEMENT

The term advertising has originated from a word of Latin language “advertise” which has the conception of “to turn to”, but the dictionary explains the meaning of this term as “to give public notice or to announce publicly”. It is also thought that it came from the word “advertere” which means to turn the mind towards. Danesi (2015) has declared that the term advertising has derived from the Medieval Latin language verb *advertere* which means “to direct one’s attention to” an idea, product or service by announcing an oral or written message in common public. Advertising may be the paid form of non-personal communication to spread business information in target audience via some medium. According to the American Association of Marketing (AAM) “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. It is “the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost” (Reeves, 1961). Alexander and Ralph (1965) have repeated the conceptions of AAM and praised that advertising is the paid form of a business non personal communication to target market about its products and services. Stanton (1984) has diverted his focus towards the structure, channels and promoters of advertisement and presented his views as “it is the visual and non-visual type of marketing communication by a specific sponsor to convey non personal information for promoting products and services. These sponsors are often companies who struggle to promote their businesses or ideas. Advertising take place via different source of media such as newspaper, magazines, television, radio, outdoor advertising, direct mail, social media, blogs, websites and text messages. The business message via these medium is often known as advertisement”. Vestergaard and Schroder (1985) have focused on the types, nature of advertisement and presented their views that advertising is a “verbal / nonverbal, public, one-way communication, where verbal / nonverbal communication take place in the form of gestures and poses to common public without getting feedback from them. They also have expressed their opinions that advertising is a public notice designed to spread information with a view to promote the sale of marketable goods and services”. Later on, Jones (1990) has described

the role of advertisement as an activity to “increases people’s knowledge and changes people’s attitudes and presumed that selling message must be unmistakable”. Bovee and Arens (1992) have revised the previous conception as “advertising is the sharing of information in non-personal way typically paid for in convince manner about products and services by a specific sponsor through certain media”. Mayne (2000) has linked advertisement with the inescapable images of advertisement and praised as a universal, persuasive channel of communication for grabbing the attention of as many people as possible with the focus to sell them products or services. Richards and Curran (2002) have stated about the effects of advertisement and argued that “it is a paid form of communication from an identifiable source and designed to persuade the receiver to take some action now or in the future”. Similarly, Petley (2003) has noted that advertising is a propitious promotion of goods or services to the public, with the intention to draw attention of people and increase the amount of sales for these goods and services.

Advertisement is an act which stands for giving public notice or to announcing publicly as a dictionary meaning (Tyagi and Kumar, 2004). Precisely, “it is a paid form of non-personal communication about an organization and its products that is transmitted to a target audience through a mass medium such as television, radio, newspapers, magazines, direct mail, public transport, outdoor displays, or catalogues” (Janoschka, 2004). Advertising is a strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the messages exposure (Kirby, 2005). Advertising is a text, a framing of text, and construction of the message by the “observer” who ascribes to the message a meaning of promotion within the specific framing which is created by the “observer” him/herself (Karimova, 2012). Likewise, Dominick (2013) has repeated the previous thoughts and defended advertisement as “any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor”. Further, Frolova (2014) has described the basic roots of advertisement and presumed that advertising is the paid form of impersonal communication to spread business information about the company products and services through various communication channels by an identified sponsor and clarified the basic elements of advertisement such as “paid form of communication, the presence of identified sponsor, distribution through the media, the presence of a specific audience for treatment, lack of personalization of distributed information and aimed action”. Advertising is the aggressive type of a business promotion to show the face of business in target market (Rehman et al., 2014). Additionally, in the old business environment, advertising was considered to be a source of increasing sales for a company, but today it is considered as an important source of customer services and a weapon to win the battle of competition (Rehman et al., 2014).

ORIGIN OF ADVERTISEMENT

In the ancient civilization, posters and walls painting were the common advertising form at that time. Visual signs, symbols of trade for location and availability of products or services, hiring of town criers to announce the availability of goods were also the ancient advertising forms. However, the origin of advertisement may lay thousands years ago in the past. In the beginning, the advertising message had conveyed through words of mouth (Lapanska, 2006), wall or rock painting was another advertising tradition in the ancient commercial. The wall painting tradition was also a part of Indian rock art painting in the date back to 4000 BC (Bhatia, 2000). Wall and rock painting is an ancient advertising manifestation which is still popular in many parts of the world. Notably, the researchers have started investigation about the history of advertising from the commercial communication and sale messages on the walls in the ancient Roman Empire (Schwarzkopf, 2011). According to Pandey (2017), in 3000 B.C. Babylonia merchants were using signs over their doorways and paintings on the

walls to advertise their products. Likewise, 3000 years ago, an Egyptian had advertised to return a runaway slave via word of mouth, while the poster and newspaper advertisement took place in 15th century. According to Preston (1971), “advertisements in the form of wall inscriptions, signs of craftsmen, obelisks, papyrus, ceramics, and so on, have been discovered in ancient cities such as Ur and Babylon, and later, of course, in Rome, Athens, Pompeii, and Carthage. In the ruins of an Italian city, Herculaneum, archeologists found a wall with color announcements of gladiator struggles”. The idea of oral advertisement has developed by ancient Chinese in the form of Classic Poetry during 11th to 7th centuries BC, where bamboo flutes used to sell their products. The outdoor display may be the well-known method of advertising at that time as the eyes catching painted sign have been uncovered in the ancient ruins of Rome and Pompeii by many archaeologists. Henry Sampson’s was the first to thoroughly present the history of advertising in written form and published his work in 1874 at London with the title “A History of Advertising from the Earliest Time” (Schwarzkopf, 2011), while Frank Presbrey published “The History and Development of Advertising” in 1929 with Doubleday in New York.

PAPER AND PRINTING PHASE

After the walls and rock paintings, the tradition of print advertising took place in the late 1400s which is also called as modern period of advertising (Danesi, 2015), as the posters and fliers for advertisement had started as quickly and inexpensive service at that time. The advertising messages were spread through pamphlets and books in far and wide areas to create public awareness. However, the concept of paper advertisement was introduced by ancient Egyptians who have used papyrus (very thick paper) to spread business information and have used wall posters to attract audience (Bhatia, 2000). There is also evidence from the ruins Pompeii of ancient Arabian to spread commercial messages and political campaigns at that time. Likewise, ancient Greece and Rome have used papyrus advertisement to share information’s in regard of found and lost some things. With the passage of time, Song Dynasty introduced the concept of print poster on a copper printing plate after 960 AD, in the form of a square sheet of paper. The logo was written as “Jinan Liu’s Fine Needle Shop” and another was written as “We buy high-quality steel rods and make fine quality needles, to be ready for use at home in no time” (Liu, 2013). In the early seventeenth century, the first advertisement was published in Swedish paper “Posttidningar” in 1645 with the name as “Ordinari Post Tijdender” (Murhem, 2016), and the British advertisement was appeared in 1625 in newspaper. The study has found that the first advertisement for auction was appeared in 1668, while for lottery in 1669. It has also noted that the conception of newspaper advertisement arose during the first half of the seventeenth century. The study has noted that the number of advertisement were 27 per month in 1760 and reached up to 397 per month in local papers in 1790 at Sweden. In 1790, the advertisement about foodstuff took place in Sweden papers. In the late 17th century, The London Gazette was the first newspaper to start print advertisement on regular basis, started wide circulation of newspapers, and reserve a section in newspaper pages for ads on fee basis (Danesi, 2015). The study has explained the example of newspaper advertisement for toothpaste that was appeared dates back in 1660 at England as: “Most excellent and proved Dentifrice to scour and cleanse the Teeth, making them white as ivory, preserves the Tooth-ach; so that being constantly used, the Parties using it are never troubled with the Tooth-ach. It fastens the Teeth, sweetens the Breath, and preserves the Gums and Mouth from cankers and Impothumes, and the rights are only to be had at Thomas Rookes, Stationer”. According to Pandey (2017), in the ancient India at Mohanjodaro and Harrapa (Presently in Pakistan) people had used typical seals for advertising purposes. In 29 January, 1780, James Hickey had started the first newspaper in India, named as “Bengal Gazette”. The newspaper was deeply used for advertising purposes.

In the mid of 17th century, the newspaper advertisement was started in the entire Europe for spreading the information about books publication, new beverages, travel plans, matrimonial offers and some pioneering advertisements such as Coffee (1652), Chocolates (1657) and Tea (1658). In 1790, the Courier of Bombay was published in English but the advertisements were presented in local languages such as Gujarati, Marathi, and Konkani.

In 19th century, the advertisement took place in Malaysia and Singapore due to the entrance of foreign traders when people used to inform local and foreign traders for selling goods and services (Abdullah, 2002). The study has cleared that advertisers used posters, brochures, newspapers and pieces of wood to spread business information. It has noted that the first advertising was appeared in 1805 at Penang in the Prince of Wales Island's Gazette. Later on, the first edition of The Straits Times was published in July 1845 with a variety of advertisements at Singapore. However, the proper print advertisement started in 18th century via weekly newspaper for the first time in England to promote books and newspapers. In the mid of eighteenth century, the advertisement was considered as a respected profession and applied as a technique of sale (Murhem, 2016). The inclusion of picture in advertisement was applied in eighteenth century at England and Ireland (Cox and Dannehl, 2007). In 1825, the message of advertisement had conveyed in ordinary text but later on modified with centered heading and new fonts in 1835 (Murhem, 2016). In 1888, the magazine advertisement was a good source of promotion in USA as there were 15000 magazines with total copies of 28 million while the revenue was noted approximately \$ 240 million in 1929 (Applegate, 2000).

In 19th century, Thomas J. Barratt had created an advertisement campaign for a Pears Soap company in London with the additions of slogans, images and phrases, like one of his famous slogans as "Good morning, have you used Pears soap?" (Barratt, 1908). Due to the reason, Thomas J. Barratt is called the father of modern advertising and remained as a famous contributor till 20th century (Haig, 2005). Barratt also played a major role for recognizing Pears Soap branding and availability of products in target market. He continuously re-evaluated the market trend for changing tastes and fashions, such as he has mentioned in 1907 that, "tastes change, fashions change, and the advertisers have to change with them. An idea that was effective a generation ago would fall flat, stale, and unprofitable if presented to the public today. Not that the idea of today is always better than the older idea, but it is different – it hits the present taste" (Haig, 2005).

Gradually, the advertising grew around the world along with economic expansion and development. In June 1836, La Presse a French newspaper included a first paid advertising at very lower cost for its readers to increase profitability. In 1840, the modern day advertising agency established by Volney B. Plamer for the first time in Philadelphia. Plamer extended his business in 1842 by purchasing space in different newspapers at lower cost and resold it at higher prices to advertisers. Later on, N.W. Ayer & Son was founded and offered the services to prepare plan, create, and execute complete advertising campaign for the audience. In 1900, N.W. Ayer & Son had become the focal point of advertising and from that time advertising became as profession. It was the first and full-service agency for the advertising contents in the history. At the same time, Charles-Louis Havas, French based agency, started brokerage services of advertisement. Havas was a broker group of advertisement space in different newspapers and was the first group to introduce this concept in France. However, Havas was a not full-service agency for advertisement at that time (Stephen, 2007). According to Abdullah (2002), the first advertising agency in Malaysia (Malaya at that time) was established by Mr. J. R. Flynn Anderson in Singapore. After that, the advertising industry in Malaysia developed rapidly due to the entrance of local and international agencies. Grant International Incorporated was the first international advertising agency to get entered in Malaysia. In 1952, Malaysian Advertisers Association was established to look

after the advertising practices and to attract foreign investors. Additionally, between 1880s and 1920s the advertisers shifted their focus from the utility of products toward social concerns like having products as a social icon, status symbol and positioning (Schwarzkopf, 2011). In 19th century, the advertisers had focused their attentions toward design, layout and text of advertisement to prepare a multimodal message for target audience (Danesi, 2015). The study has noted that advertisers deeply paid attentions to the words of messages, phrases were set in blocks, used shorter sentences, typing font, the art of coining, invention of new slang forms to fit the text, use of visual images, neologisms and invention of slogans. However, during this period, advertisement got significant growth as the revenue of newspaper advertisement accounted \$30 million in 1880 and reached up to \$850 million in 1920 (Petty, 2015). Further, in 1906 the New York legislature defined some rules and passed a law to protect the “right of publicity” of anyone’s during his lifetime but a significant development in advertisement law of protecting new trademark was approved in 1946 (Petty, 2015). In 1910, the newspaper advertisement was a major source of spreading business information’s in USA as there were 2200 English language newspapers with total copies of 22 million and revenue less than \$250 million at that time (Applegate, 2000).

In United States, the concept of advertizing grew rapidly due to industrialization and production of goods and services. Due to the reason, industries recruited workers for marketing purposes to influence the buying behavior of population on large scale. In 1910 to 1920, the advertisers adopted doctrine policies to influence the consumers opinions and create desire to purchase the products, where Edward Bernays, played a major role in the development of modern advertisement as well as public relations (Ewen, 1976). While, tobacco companies started investment in advertising to sell their products by adopting Bernays technique to build positive association with tobacco smoking (Studlar, 2002). American advertising agencies applied the concept of sexual features in advertising to sell household products to women, specifically, a soap product with a message like “A skin you love to touch” by J. Walter Thompson Co, in 1911 (Pope, 2003). In 1910, the USA advertising expenditures rose with dramatic growth and the philosophy of truth-in-advertisement legally approved due to frauds in advertisement messages (Petty, 2015). In 1920, famous psychologists named as Walter D. Scott and John B. Watson applied the concept of psychological theory in the field of advertising where Scott assumed that “Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible” (Benjamin & Baker, 2004). According to Schwarzkopf (2011), in 1900, the network of internationally dominant advertising agencies was based in London and Paris till 1920s and 1930s but after that the network shifted towards New York and Chicago due to the power dynamics, and then shifted back in a stable equilibrium between London and New York in 1980s and 1990s. The study has claimed that London, New York and Amsterdam are the dominant nodes of international advertising agencies in the sense of ownership structures, numbers of international creative awards and mobility of personnel, clients and media. In 1920, American government played a significant role in the promotion and development of advertising, particularly, the secretary of commerce Herbert Hoover, who delivered an address to advertising clubs in 1925 with a message “advertising is a vital force in our national life”. While, In 1929, the president of United State Bureau of Foreign and Domestic Commerce, Julius Klein, highlighted the characteristics of advertising and praised that “advertising is the key to world prosperity” (William, 1993).

DIGITAL PHASE

In early 1900s, the development of radio provided a new life blood to advertisement. The conception of radio advertisement took place in 1920 where advertisers spent \$ 4 million in

1927 on radio advertisement in USA (Applegate, 2000). During 1920, a radio station was established to sell radio as well as other products to consumers and businesses found a new platform of advertising at that time. However, advertising grew rapidly with the development of radio station, where businesses got the opportunity to promote their products and the owner of radio stations got a chance to earn money. In 1934, the Federal Communications Commission (FCC) was established in USA to define the rules and regulation for radio advertisement and control the manufacturing, branding and labeling of commodities (Applegate, 2000). According to Pandey (2017), in 1921 at India the first radio station for broadcasting was established by the Times of India with the support of post and telegraph department which was further organized in 1927 by Indian Broadcasting Company Ltd. Later on, the responsibility was shifted to All India Radio in 1936. In 1920, the wide acceptance of print and radio advertisements among societies arose the conception of emotional and powerful language of speakers in celebrities, individual psyche and social evaluation (Danesi, 2015). At the same time, the conception of consumerism was raised and the development of electrical technologies provided new modes and media as the musical jingle was added to improve the advertisement efficiency to spread business information (Danesi, 2015).

In 1941, the very first advertisement on television was appeared during a baseball game in America, where, Bulova Company operated its advertisement in a cost of 4 dollar via local channel in the New York City (Stewart, 1941). In 1950, the proper television advertisement took place in USA, where advertisers spent \$170 million to spread business information through this medium (Applegate, 2000). In 1950, the television advertisement became popular, caught attentions of audience toward advertised products or services and led to the addition of cartoons and Hollywood celebrities in advertisement to improve its creativity (Frolova, 2014). In 1950, the DuMont introduced television network for advertising products of several businesses and became a standard in the United State commercial industry (David, 2004). The television was considered as one of the best advertising podium to influence the mind setup of consumers in the United State of America, where a dramatic growth of selling television set was noted from 1 million to 44 million during 1949 to 1969. This growth converted the mind of advertisers from radio to television platform to show the pictures and varieties of the products to influence consumers mind. These commercial advertisements had highly impacted the American society and its culture as consumers became able to see the products and its functions (Allan& Coltrane, 1996). With the passage of time, the television advertisement had keep growth and reached up to \$47 billion revenue at USA in 1998 (Applegate, 2000). According to Pandey (2017), the television was introduced in 1959 at India with the sponsor of UNESCO on experimental basis and further modified in 1965 for entertainment and information purposes in Delhi. However, the proper advertisement on television was introduced in 1976 at India. In 1964, the advertisement via television took place in the Malaysian society (Abdullah, 2002). In 20th century, the business advertisement got significant growth around the globe and is often known as the “century of advertising” (Frolova, 2014), as the industrial production revolutionized, multicolor printing, digital radio, television, satellite communication, computer, and internet have promoted the concept of advertisement around the world.

The development of internet and World Wide Web has explored as new medium for communicating business information's. Initially in 1970, US Government used internet as information sharing network among different departments (Janoschka, 2004). Likewise, many universities in United States used internet to exchange information with each other's (Boardman, 2005). While in 1990, the access to internet became able to general public in the United State and gradually extended to global world with the development of Microsoft Windows and Macintosh operating system (Boardman, 2005). Initially, web advertisement

took place in the form of one-to-one communication but now has become able form one to two and multi-way communication via internet. This development led the business world towards the conception of online marketing and advertisement. In online advertisement, visitors most often clicks on the business content and get access to further information's. In 1970, Richard Pollay in the University of British Columbia, started investigation in the social and cultural roots of advertisement and invited fellow researchers to pay special attention towards the historical background of advertisement (Schwarzkopf, 2011). Notably, in the twentieth-century, the advertising industry turned towards modern consumers' era, psychology and social sciences (Schwarzkopf, 2011). The study has noted that many researchers diverted focus in shifting advertising ideologies, techniques and industry practices between eighteenth and the twentieth centuries towards social, cultural and political context. The study has also noted that advertisement was associated with the branding in 1970s. In 20th century, the idea of customers association with one's lifestyle (role model), personal enhancement, and life events caught advertisers' thought to modify advertisement (Frolova, 2014). Gradually, the idea of adding effective components in advertisements to get improved its efficiency and the attraction of audience was arise and considered as the key of a successful advertisement, such as the physical presentation of advertisement, facts and figures of documentations, and the performance of service providing employees (Mortimer, 2008).

According to Janoschka (2004) the internet has now produced a public global platform that is open to share all kinds of information's, particularly, online advertisement and promotion to influence the mind of consumers. This idea is further supported as "online marketing has significant influence on the buying behavior of consumers, their preferences, decision making processes, buying experience in online atmosphere, usability, interactivity, trust and online marketing mix" (Sharma and Sheth, 2004). Digital advertising has attracted a wide academic interest (Aslam and Karjaluo, 2017). Janoschka (2004) has defined online or web advertisement as "Web ads, such as banners, buttons, and pop-up windows etc. are instruments of on-line advertising. The term 'web ad' is used to subsume different types of web ads that are composed of small text and graphic-based advertising places, formatted as four-sided figures and are located on or jump out of a web page. Web ads contain a short advertising message or body copy and often an instruction to click on them. They are aimed at informing users about the existence of certain web sites and persuading them to visit these sites". According to Schwarzkopf (2011), the world top online advertising agencies are based in Stockholm, London and Amsterdam. WPP (Wire and Plastic Products) group is the world largest advertising and marketing communication company which owns "300 advertising agencies, PR agencies, market research companies, direct marketing companies, media buying companies, and social media, interactive and search-engine agencies worldwide, is a British company and headed by a Knight of the Realm, Sir Martin Sorrell, and now have focus towards Mumbai and Shanghai". Terkan (2014) has counted the merits of advertising as: helps to publicize goods, reduce distribution cost, serve as a tool for competition, demonstrate demand, create awareness of new business and products, building brand image, and boost a business reputation. Additionally, the literature has also highlighted the security risks and threats of online advertising such as privacy hazards, social sorting, discrimination, malware distribution, misuse of users' data, data leakage, unauthorized collection of data and sharing it with third party, tracking profile, frauds and others (Jimenez, Arnaub, Hoyos and Forne, 2017), and these security issues have motivated researchers toward the privacy protection approaches and lead to provide users with transparency, control over the functions, browsing data and other radical blocking mechanisms.

The growth of investment in advertisement has continued around the world. The first web advertising was appeared with Hot Wired, Inc’s as innovative form of ad banner (Korgaonkar, Silverblatt and O’Leary (2001), where businesses spent \$20 million on online advertising in 1996 and reached up to \$336 million in 1997. According to Herrana and Sique (2017), “Procter & Gamble, AT & T, General Motors (GM), Verizon, and L’Oréal spent \$2.95, \$1.9, \$1.78, \$1.64, and \$1.34 billion on advertising in 2011. These same companies also spent \$773.8, \$535.5, \$593.4, \$342.4, and \$342.4 million on national advertising programs in the first quarter of 2014. At the same period, manufacturers such as General Motors, Fiat Spa, and Toyota Motor significantly saw dramatic increases of 55.8%, 38.8%, and 17.7%, respectively in their advertising expenditures”. Likewise, 13131 million euro in 2012 and 12067 million euro in 2013 were spent on advertising at Finland (Frolova, 2014). The expenditure of advertisement grew dramatically from \$66.7 billion in 1996 to \$108.5 billion in 2014 at USA (Chan, Narasimhana and Yoon, 2017). It has estimated that the revenue of social media advertising will increase from \$4.7 billion in 2012 up to \$11 billion in 2017 (Knoll, 2015). Notably, the businesses of all sectors around the world are constantly increasing their budget and investment in digital advertisement. For example, Schechter, Kaufman and Matthews (2015) have presumed a significant growth of spending in digital advertisement at USA. The investment in digital advertisement has affected the spending in other advertising platforms such as, newspapers, magazines, radio, outdoor, out-of-home and cinema. The study has expected a considerable growth in coming years from 2.6% annually in 2000-2014 to 3.2% in 2014-2022.

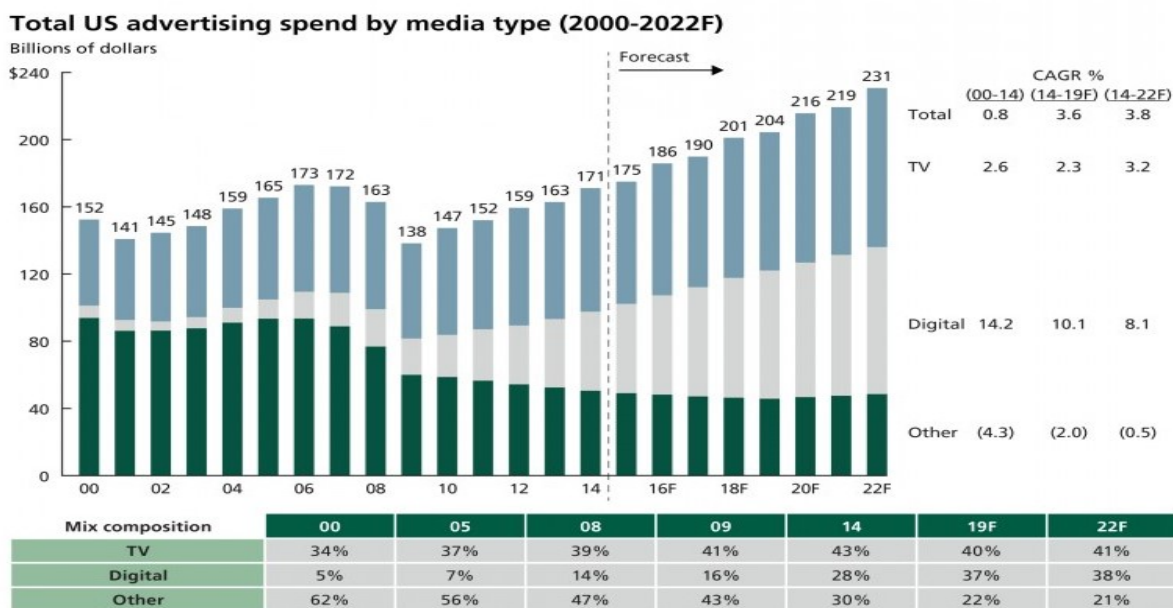


Figure 1: US Advertising spending per year by L.E.K Consulting (2015)

In the same manner, Schechter, Kaufman and Matthews (2015) have noted a strong growth in digital advertisement at UK. Likewise, a growth of 10 percent was noted in Latin America and moderate growth rate was projected for North America. Schechter, Kaufman and Matthews (2015) have also highlighted the growth of spending in digital advertisement around the world by forecasting from \$ 506 billion in 2014 to \$ 679 billion in 2019. The study has noted that the digital spending has strong positive correlation with the GDP growth in USA.

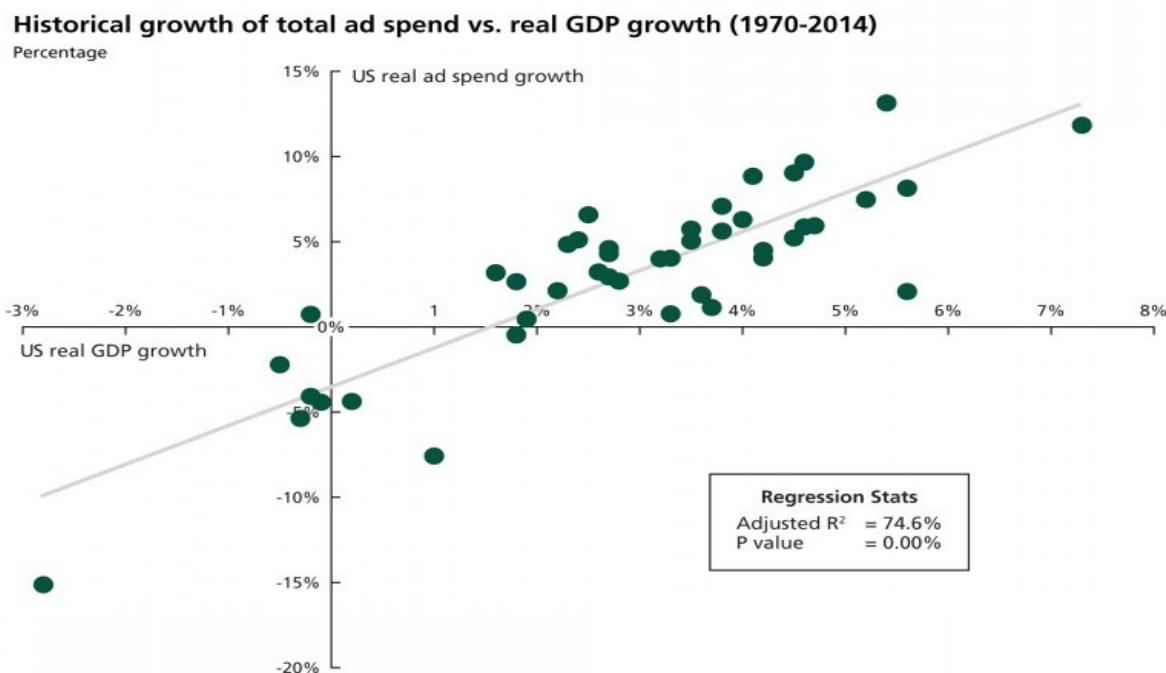


Figure 2: Historical Growth of Ad Vs US GPD Growth by L.E.K Consulting (2015)

Gradually, the social media advertising took place due to the development of internet. Social media is one of the fascinating technological applications and widely used in businesses promotion and communication. Richter and Koch (2007) have discussed the term “social software” in a little bit wide sense to highlight the concept of social media and included weblogs, social tagging and social networking application. Kim et al. (2010) have presented their views in term of Social Web Sites like “form of online communities, and share user-created contents” and also suggested as “union of social networking sites and social media sites”. Cox et al. (2009) have focused specifically on the term social networking and described it as “pages that contain user-generated content in various formats”. Therefore, social media has emerged as an internet based advertising platform and is highly dynamic and exciting. It has the advantage to convey the message to millions people in seconds around the globe. Social media is the latest marketing “buzz” and now companies are hunting to engage with target audience via this online platform. Social media is the rapidly growing technological innovation and the powerful marketing communication tool around the world (Duffett, 2015), has gained a wide popularity and acceptance among communities that causing many advertiser to revise their marketing strategies (Vinerean, Cetina, Dumitrescu and Tichindelean, 2013). Facebook is one of the well-known advertising platform (Elseminas, Wijanto and Halim, 2015), and has caught researchers attention to understand consumers response and building brand strategies (Ertugan, 2016). Social media has become one of the world leading marketing platforms around the globe (Coursaris, Osch and Balogh, 2016), such as Facebook had 2.5 million advertisers and 50 million small businesses in January 2016 (Thornhill, Xie and Lee, 2017). Alalwan, Rana, Dwivedi, and Algharabat (2017) have noted that Facebook had earned \$ 5.4 billion in 2014 through advertising and its growth rate was expected up to 58 percent. Social media advertising has the outstanding capabilities to understand the users’ behavioral response, individual characteristics and building brand (Boateng and Okoe, 2015). However, the term social media advertisement is a marketing singularity that takes place in online environment via social networking sites like Face book, Twitter, LinkedIn, YouTube etc.

FUTURE OF ADVERTISEMENT

The dramatic innovations and changes in the landscape of advertisement are creating non stoppable challenges for marketers and advertisers. The advertisers may not be able to decide about the future of advertisement due to rapid technological changes. However, several advertisers have presented their views about the future of advertisement. In 1988, the CEO of Saatchi & Saatchi Advertising had presumed about the future of advertisement that “the successful agency of the future will be built on the single principle of adding value for its clients. Value must be added in two key areas: in the basic operation—the creative product—and in the total range of service capabilities” (Applegate, 2000). Milton Gossett, who is the former chairman of Saatchi & Saatchi Advertising worldwide, has presented his views about the future of advertisement that “the advertising agencies will become integrated marketing communication firms and increasingly will become a part of conglomerate integration” (Applegate, 2000). The study has hypothesized that the computerized system and World Wide Web will be the primary sources of advertisement to reach targeted audience in more personal ways. Gradually, the advertising being a form of marketing communication is replaced by relationship-orientation and more interactive form of communication with consumers (Schwarzkopf, 2011). The study has presumed that researchers are increasingly investing their efforts in the history of branding and public relation. This trend shows that in future scholarly interest may shift towards the sub elements and parallel thoughts of advertisement. Now the landscape and structure of advertising has changed due to rapid technological innovation (Schwarzkopf, 2011), and the researchers may need new models and theories to get better understanding in advertisement. The study has presumed that in future, researchers may investigate the economic and business history of advertising in global context, relationship between capitalism, global media and advertising creation.

The future of advertising is not too clear as the rapid technological innovation may change the direction of advertisers. However, many advertisers and experts have presented their views about the future of advertisement, such as, Khansvyarova (2017) who is the head of digital marketing at SEMrush has presumed that there is “no doubts that the future of advertising lies in digital world. Traditional marketing channels have exhausted themselves and are now stepping back. In my opinion, the future of digital advertising is about personalization, multi-device targeting and building a unified user-centered ecosystem”. In the same way, Quintos (2017) who is the founder of Digital Ad Agency, has supposed that the “future advertising will be less intrusive (no pop-ups) and more engaging. Many brands still think digital is a megaphone where they read their messages. The future of advertising will be hyper relevant to the viewer and will come from multiple new sources. Advertising will show via digital maps, augmented and virtual reality technology” (Graham, 2017). Likewise, Starkie (2017) who is the president of Thornley Fallis Communications, has supposed that “advertising is going to start to look a lot more like PR (it already is). And PR is looking a lot more like advertising. And so is marketing, sales, promotions and even a little bit of HR. My point is that communications need to be integrated across the organization to be effective today. There’s no point in a Super Bowl ad buy with messages your employees, shareholders, channel partners or other stakeholders can’t get behind. The risk of social media backlash is too great. Also, there’s no point in developing loads of excellent social media content with the hopes it will be seen by customers”. Similarly, Levinson (2017) who is the CEO at Group Levinson Advertising has presented his thoughts as “the future of advertising must still be rooted in the fundamentals of salesmanship first, while utilizing the latest technology, second. It cannot place technology over business acumen and selling. In other words, the strategy for messaging won’t change from thousands of years of selling history”. The founder and president of “Ideas That Evoke” Kelly Ehlers (2017) has diverted

his conceptions towards the social networking sites and stated that “the future of advertising lies with social media and paid ads”. At the same time, Hill (2017) who is the CEO at Incitrio, has argued that “in the future, advertising and marketing will consist of intelligent marketing automation with a combination of semi-managed service and business intelligence”.

CONCLUSION

Advertisement is the interesting source to spread updated and motivated information among targeted audience. The philosophy of advertisement has been debated among researchers since back to 4000 BC as a key source to show business information and generally perceived as a paid form of non-personal presentation and promotion of goods and services. Literature has highlighted the conception of advertisement as the wall, rock painting and word of mouth back in the past thousands years ago. The ancient Egyptians have introduced the usage of papyrus to spread business information’s which leads to the development of paper and printing advertisement. The newspaper advertisements shaped the idea of promoting goods and services among targeted markets in proper way. The development of radio and later on Television provided foundation to the thoughts of digital ads and extended this conception to online advertisement with the development of internet. The internet development has established the trend of social media and online advertisement around the world. The advertising agencies are increasingly shifting their efforts toward digital channels and a highly growth is expected in the investment and adoption of digital advertisement to convey the business messages in more personal ways.

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