

26 Nov 2012

Advertising, from ME to YOU!

Exploring the chronological advancements of advertising industry, which started as business-centric messages and finally summed everything up to the consumers itself...

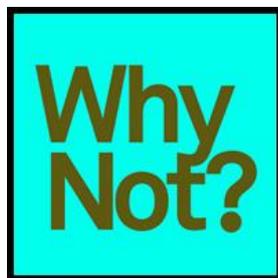
Since several centuries, advertising has been the sole mass-communication tool for various commercial and industrial products to be connected to the audiences. With the printing technology, promotions got a much louder voice as compared to the shouting vendors. Non-human forms of advertising started gaining popularity all over and gave rise to an entirely new industry called Advertising. Let's find out more about the interesting journey, this industry has gone through, since its inception...

Hey, it's ME!

It all started with ME. Yes, initially advertisements were as plain as textual information manuals that had descriptions of the manufacturers and the products. It was simply an attempt of getting the brand name recognised and famous in the markets. The competition was very less and advertising was a very rare thing in those times. The marketing struggle was limited only till stuffing the brand name into the minds of the audiences. The situation was such that becoming a known producer of some particular product across a locality was as good as being a monopoly over the market. Stylish typography, repeated wordings and bombastic illustrations with basic imagery of fancy shapes were the only ingredients one could play with. Lines like: "We are the one and only", "We are the best", "We are the most authentic" started coming up. But eventually, when many ME's started popping around; the trend shifted to a more persuading and motivating tonality towards the consumers.



Why don't you try it?



Advertising trend starting drifting from names to sales! Established names started fading away because of very less consumer engagement. A revolutionary concept (for those times) got very popular. Inspiring people to come forward and try the product started. Promotional banners started asking for public participation and giving feedbacks and reviews about the products began. This concept directly targeted at boosting sales through public-trials. As a result, many innovative ideas of free-trials emerged and many were too good to resist. The participatory model clicked very well and a whole new realm of consumer-oriented advertising was born. Though many rigid-minded brands still kept on talking about them; out of which, very less could survive the tumbling sales and dropping profits. But things were soon to change as system

got flooded with trial-advertisements and brand loyalty started suffering tremendously. So, a passively snooty approach of branding began where consumers were the followers and brands were the leaders.

Don't you have it?

Gradually, the convincing entreats and requesting advertisements started being treated as a sign of insufficient brand confidence and cheapness. The manufacturers started adding an attitude-factor to their brands. The advertisers started entitling substantial USPs (Unique Selling Propositions) to their products which could be easily identified and chased by the consumers. With highly advanced media like radio and



television; the brands started giving the consumers enough reasons to become fascinated by the products with attractive models and lucrative imagery. People blindly considered the visuals as reality and the advertisements started converting fascinations into addictions. Utilizing specific brands became a matter of pride and dignity for the users and very subtly became a matter of disgrace for the non-users. Higher product demands made way for the manufacturers to set prowling prices for the products and people didn't mind it as well. But as illusions don't last forever people started turning towards most factual and practical advertisements and began opting for affordably-priced versions available in the market. This is when many not-so-big brands got a breathing space and quality managed to survive against the lucrative promises and mindboggling imagery in the advertisements.

You really need it!



Since masses turned practical, companies had to fetch some way to keep their 'grand image' intact and funds flowing. This gave rise to compulsively compelling model of advertising. Graphical advancements and technology got exhausted and couldn't retrieve the lost faith of the deceived consumers. As a result, manufacturers did a lot of scientific consumer researches to generate concrete data about the products. The 'honest' results of the 'most authentically' extracted facts started appearing all over. The results were too good to ignore or refuse. Monopolistic days were back. Health and quality started dominating the advertisements. But as one rotten apple spoils all the rest; people got even more intense heart-breaks as the scientifically generated data also didn't turn out to be real enough! Many scandals and manipulative marketing strategies got unearthed. This time things got much beyond truth and false, right and wrong, good and bad. Everyone started developing their own ways to judge different products which exploded into variety of unpredictable preferences. Something really good had to be done in order to revive the lost clientele. This time, the game was going to get really big!

It's YOU

After the disheartening experience of fake scientific evidences and promises, consumers became completely unpredictable and even the best advertising strategies started failing miserably. Luckily; technology by now had started converting people into expression-freaks! Social media platforms like Orkut, Facebook and Twitter granted every opinion, a license to become a judgement. Right to express and influence on global media became so casual that everyone felt like the centre of the digital universe. Advertisers did, what was the most practical decision of all. They started adding fuel fire. A race of boosting and reinforcing the tendencies of personalising and dominating in the people began. All the products and even the business giants started dedicating all the success and achievement to the users. Products started getting pitched as the most selected and carefully picked entities for everyone! Manufacturers started making and advertising the products for classes rather than masses. Biggest of the film stars and celebrities started featuring the most economical products as well. Surprisingly, consumers have by far liked this 'special' feeling so much that still the world doesn't seem to see the underlying realities. However; all we can do, is wait for the next revolution in the global advertising ideology to unfold itself.

