

## ADVERTISEMENT- THE CHANGING FACET

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<b>Abstract</b>	<i>Advertising provides good returns as long as they are implemented in proper manner. It is a practice of delivering promotional contents to users in different manners of online and through digital medium. It includes different types of advertising techniques like- Guerrilla, Outdoor, print, Public service, OTC, advertising. In the time of pandemic the work is based from home. The golden opportunity is to the new advertising professionals during this COVID-19 time. This article discussed on changing trends of advertisements in modern era.</i>
<b>Keywords</b>	<i>Advertising Content, Guerrilla Advertising, OTC, Public Service, Marketing Strategies.</i>

The world economy today is thriving on NEEDS of human beings. These needs ranges from food items till the minute toiletry details. Companies and industries are dependent on the sales of commodities they generate.

What are the strategies of generating revenue from their products? Certainly they are dependent on the advertisement in influencing the market. Advertising applies to commercials aired on either TV or Radio, which are typically called spots.

### HISTORY OF THE ADVERTISEMENT

Various forms of advertising have been around for thousands of years. The Egyptians used papyrus to advertise goods and services. In ancient Rome and other parts of the ancient's world mosaics, pictures on sign or walls were used by businesses to advertise their wares. The earliest surviving printed ad in English was published in the year 1477 by William Caxton, English merchant, diplomat, writer and printer. This ad announces Caxton's edition of the "Sarum Ordinal" or "Pye", a list of rules for clergy at Salisbury on how to deal with the changing date of Easter. At the beginning of the 17<sup>th</sup> century printing advertisement was very common and was written by the merchant himself. La Gazette, the first French newspaper established by Theophraste Renaudot in 1631 contained personal ad for those seeking and offering employment, buying and selling goods and services and announcement of all kinds. In the 18<sup>th</sup> century illustrations began to appear in advertisements and advertising agents, as they became known, started writing and illustrating the ads. [1]

Advertising has evolved considerably and has now become a highly complex form of communication, over the years. Now days there are literally hundreds of thousands of ways that can be used by a business for delivering their message to their audience. The internet alone offers a vast number of options and most ad agencies are scrambling to take advantage of these modern methods to reap their benefits. [2]

The promotions typically last for a set period of time and are used to achieve a specific purpose, such as increasing market share or unveiling a new product. Consumer sales promotion is a marketing techniques that is used to entice customer purchase a product. A number of promotional techniques are commonly used by product manufacturers and sellers like providing free sample, offering free trial, giving free gifts, using special pricing, offering customer contests, Social Media

and Influencer Marketing, Using digital marketing etc.<sup>[3]</sup>

The modern advertising methods provide huge returns as long as they are implemented in the right way. Quite effective modern methods of advertisement like-

Digital or online advertising, which is a practice of delivering promotional content to user through various online and digital channels. It leverages mediums such as social media apps, affiliate programs, and website to show advertisements and messages to audiences.<sup>[4]</sup>

Mobile Advertising further is a type of advertising that appears on mobile devices such as smartphones and tablets that have wireless connections. Mobile advertising can take place as text ads via SMS, Mobile technologies used by companies such as Google & Facebook tailors mobile advertisements based on an individual's web browsing history, geographic location and data collected by shopping habits.

Guerrilla advertising is again a strategy of business marketing that incurs low costs but achieves optimal results, usually using some rather unconventional methods. The term came into being in 1984 from an American business writer Jay Conrad Levinson. More often than not, it is marketing campaign that have used guerrilla marketing that go viral online and social media<sup>[5]</sup>.

Print advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Outdoor Advertising is yet another advertising done outdoors, that publicizes one's business products or services. Outdoor advertising includes billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted (public display signs) on the exterior of one's own brick-and - mortar location.

Public Service Advertising is again different technique where ram's horns, town criers, church bell, and evens' word of mouth is used. In modern times, the mass media provide an important role in calling on citizens to act in their best interests and those of society. Many such messages are delivered as public service advertisement.

One of the recent terms which have been used is "Over -the -Counter" (OTC). One can buy stuff like medicines for minor problems at the store without a prescription.<sup>[6]</sup>

At the time of preparing this manuscript, the Corona Virus Pandemic (COVID-19) is spreading in the world. India has taken early action to limit the spread of COVID-19 ordering a 54-day nationwide lockdown in three phases from 25<sup>th</sup> March 2020 to 17 May2020. People are sitting at home either for the restrictions or "working from home" mode. As said earlier, because the market is thriving on NEEDS, and business transaction has to carry on, the companies and industries are shifting the paradigm from the traditional ones to electronic based approaches.

Out of the aforesaid mediums of advertisement, the literate public can digest the print media mode of advertisement. But for the digital advertisement there has to be an acquired knowledge of the use of internet and IT. A bit of short coming is observed here, for which the advertisement companies have yet to explore how to create awareness on it.

## **CONCLUSION**

As a conclusion one can say that time has got bifurcated between PRE COVID and WITH COVID. In such a scenario, the new avenues in advertisement have thrown opportunities to young advertising professionals who can write new rules, adapt and innovate, as they are the future of advertisement.

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