


❖ Advertisement - any public notice, as a printed display in a newspaper, short film on television, announcement on radio, etc., designed to sell goods, publicize an event, etc.

❖ Advertising- the industry that produces advertisements to be shown on television, printed in newspapers, magazines etc.



Advertising timeline

Advertising: A Timeline

The Egyptians invent **outdoor advertising**, carving public notices in steel.

2000 BC



Advertising timeline

1661



The first product branding is developed, for Dentifrice Tooth Gel.

1776

At the dawn of the American Revolution, political ads appeared encouraging enlistment.



1957

The birth of the **longest-running TV ad jingle** occurs with Mr. Clean, which is still used today.



1963

David Ogilvy ushers in the **modern advertising age** with this quote: "The consumer isn't a moron; she is your wife."



1970

The **birth of the infomercial** takes place, selling homes in San Diego.



1980



Calvin Klein sparks **controversy** with a sexy ad featuring 15-year-old Brooke Shields saying, "Want to know what gets between me and my Calvins? Nothing."

1981

The network **MTV** launches, advertising music artists 24/7; consumers tune in for advertising message instead of a by-product.



2002



The **most expensive ad campaign** is purchased by Pepsi. The 90-second Britney Spears commercial costs \$7.53 million.

2006

YouTube launches as we see the birth of video advertising, including **in-video ads**, **participatory video ads**, **pre-roll ads**, and more.



2006



Twitter's real-time, global community makes viral marketing/advertising fast and free.

2007

Facebook introduces the concept of behavior-based advertising by specifically targeting users' **social interactions**.



2008



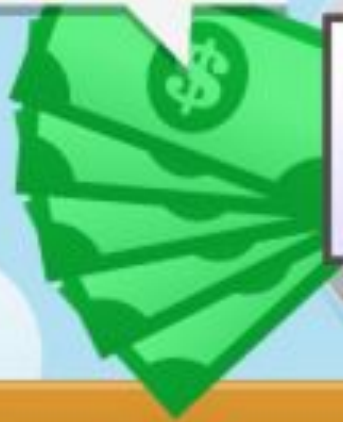
In-text advertising appears, matching double-underlined keywords within sites' content to relevant ad bubbles.

Viral advertising overtakes traditional modes as an ad campaign with the **Old Spice Guy** receives 30 million views the most successful of the year.



2010

2011



Online advertising becomes a clear **No. 2** in terms of **budget priority** for advertising worldwide, typically at the expense of print and radio.

```
graph TD; A((Forms of advertising)) --> B[TV/Radio]
```

Forms of advertising

TV/Radio



Forms of advertising

Online

TV/Radio





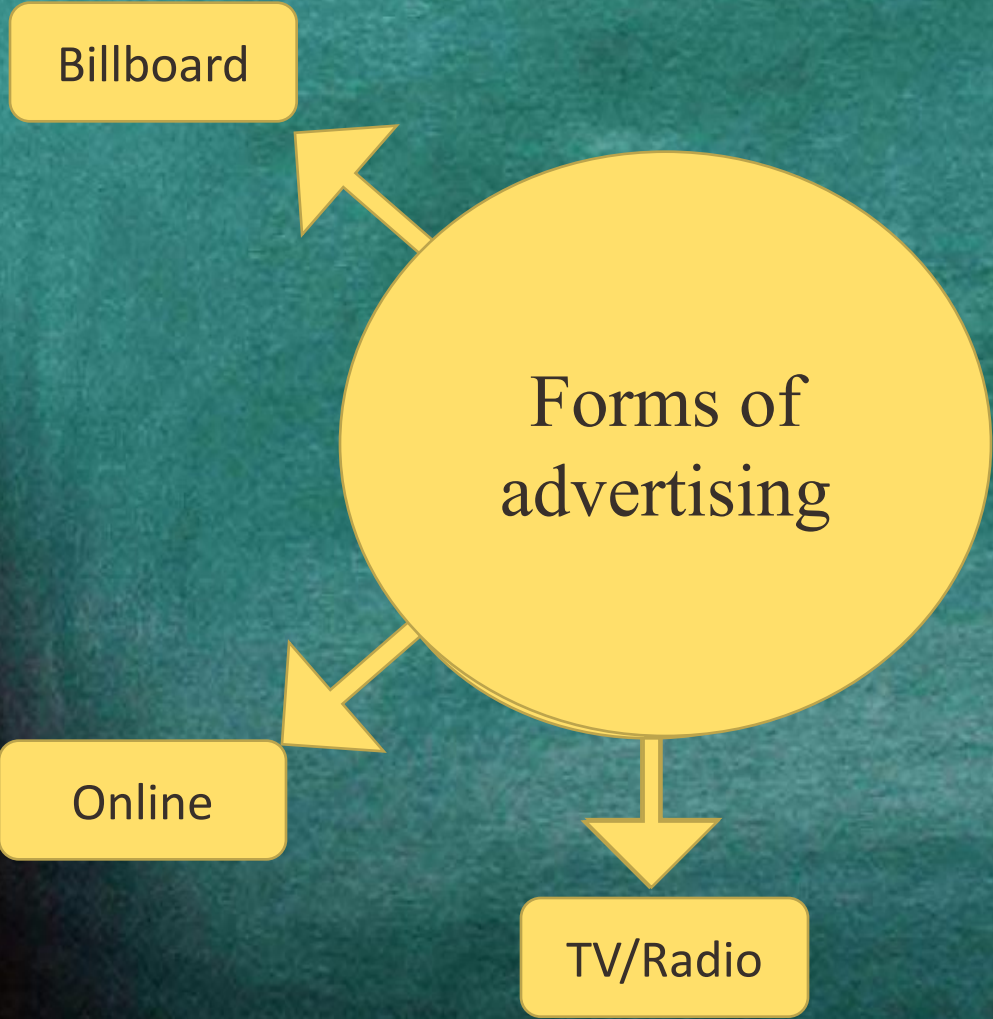
ONLINE ADVERTISING

media research new media advertisers
sites search sales users web content money mobile tablets
demographics pay viral marketing

privacy website click specific
effective email client cost per social use
cookies engage profile banner ads
targeting affiliate behavior



The Online Alternative™



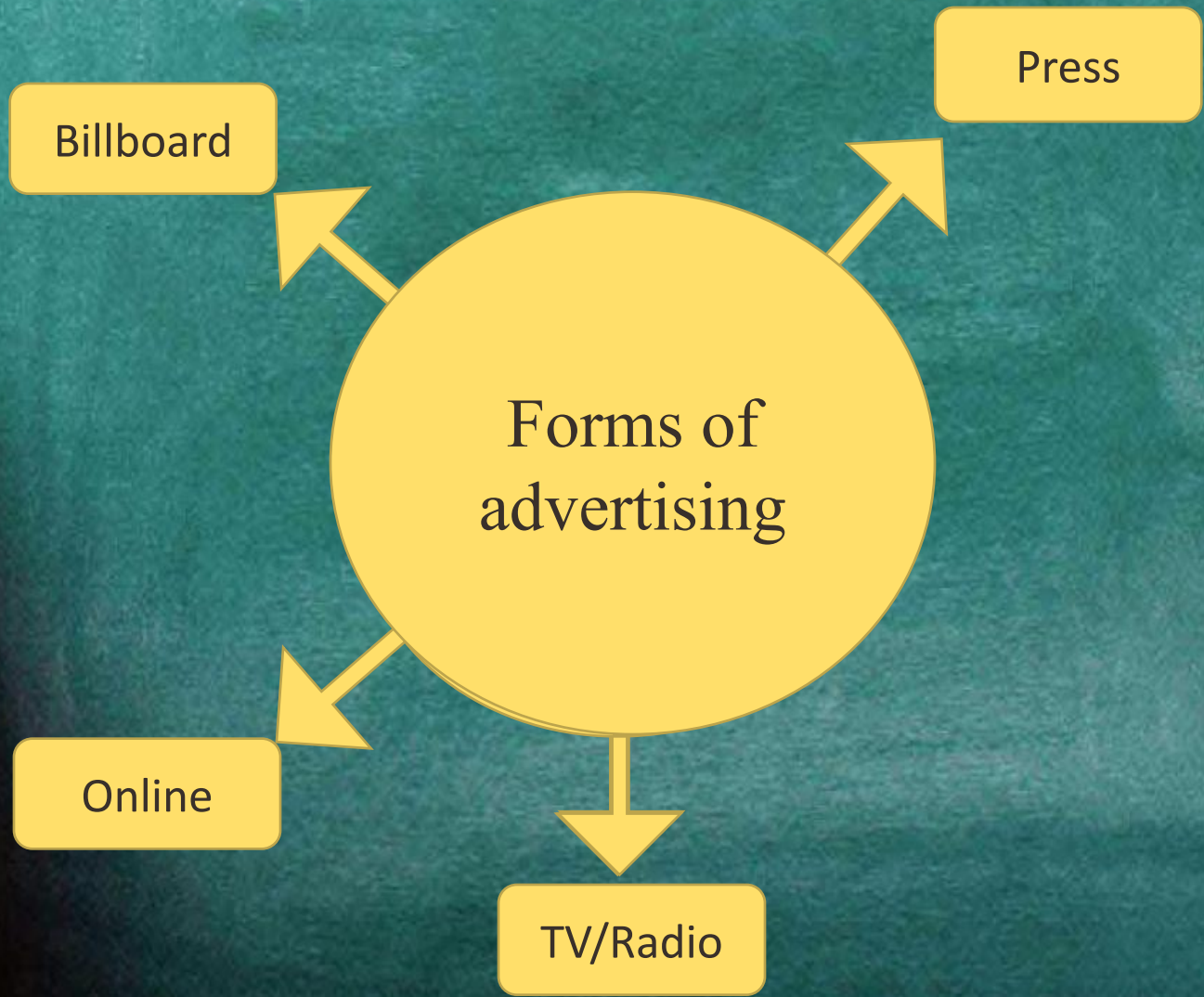
Billboard

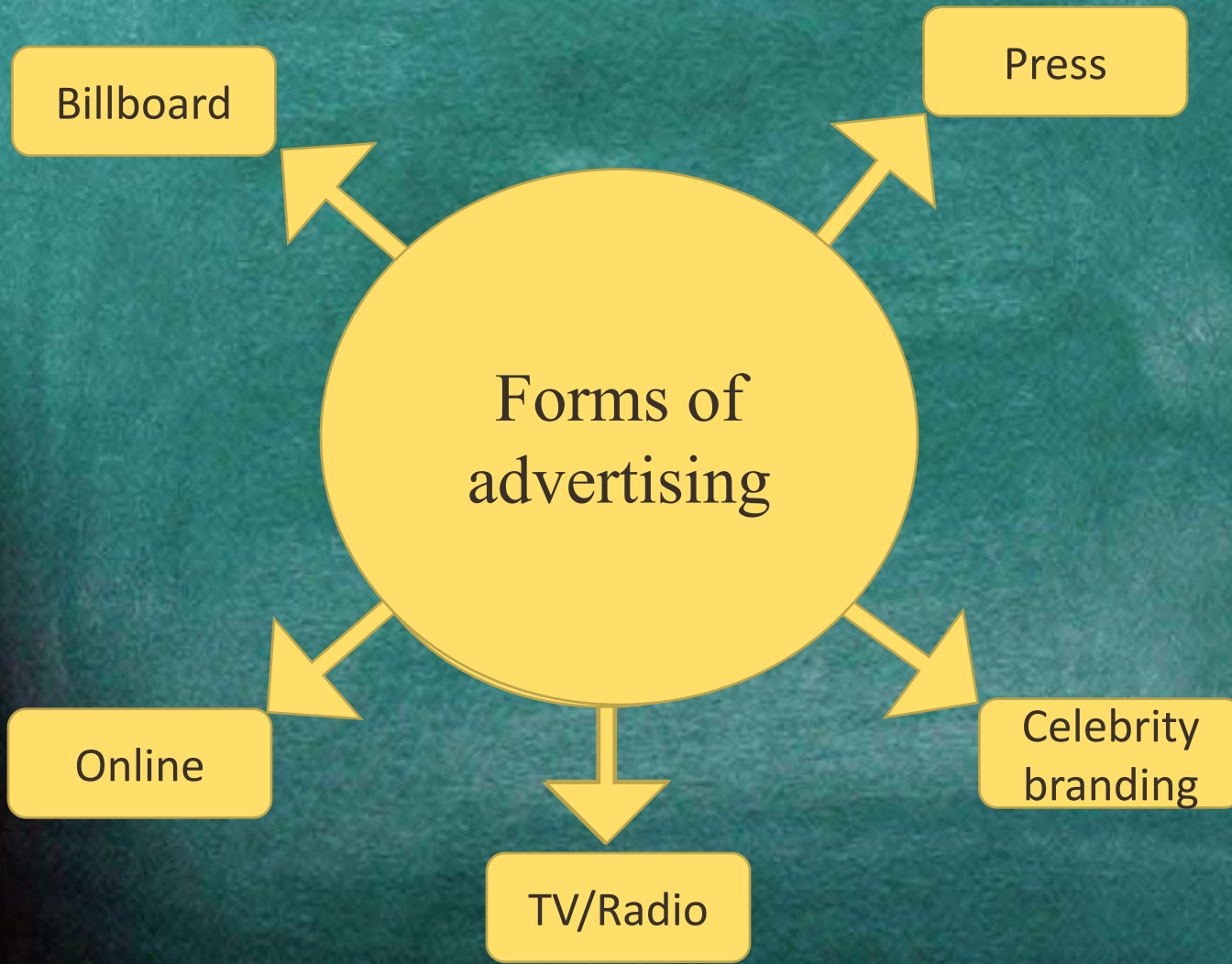
Forms of advertising

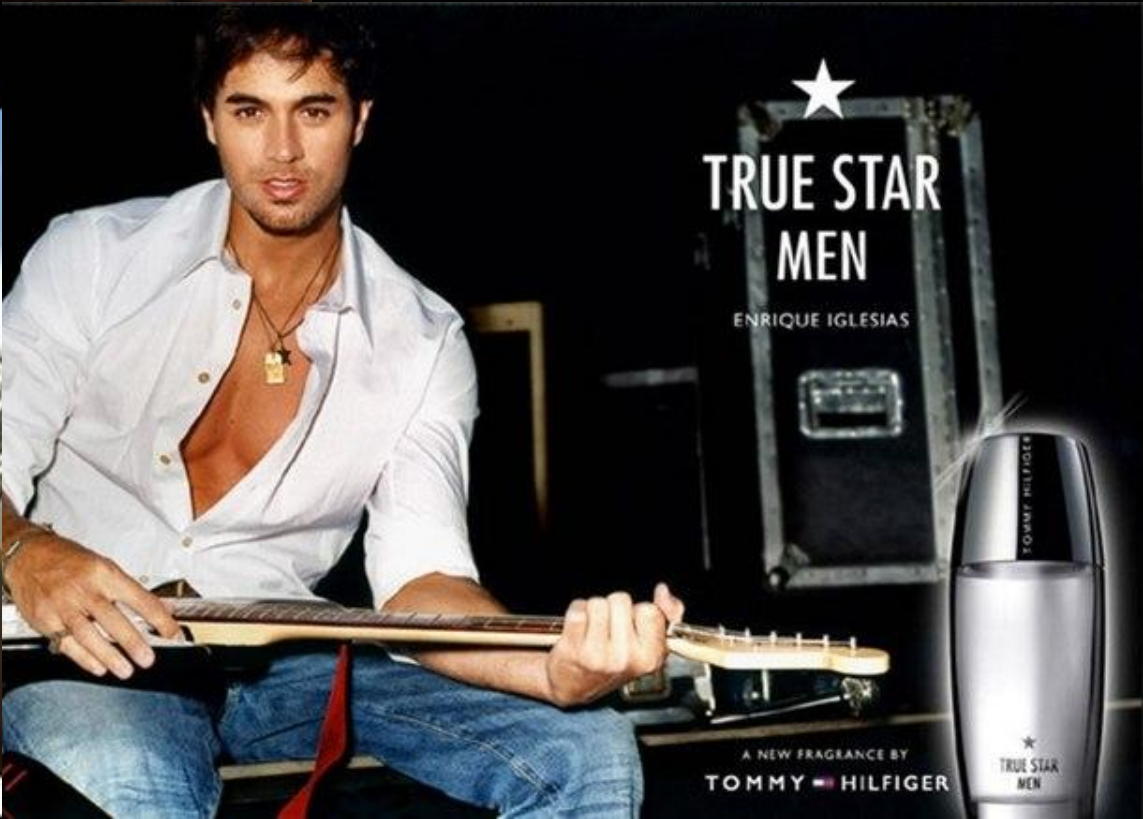
Online

TV/Radio

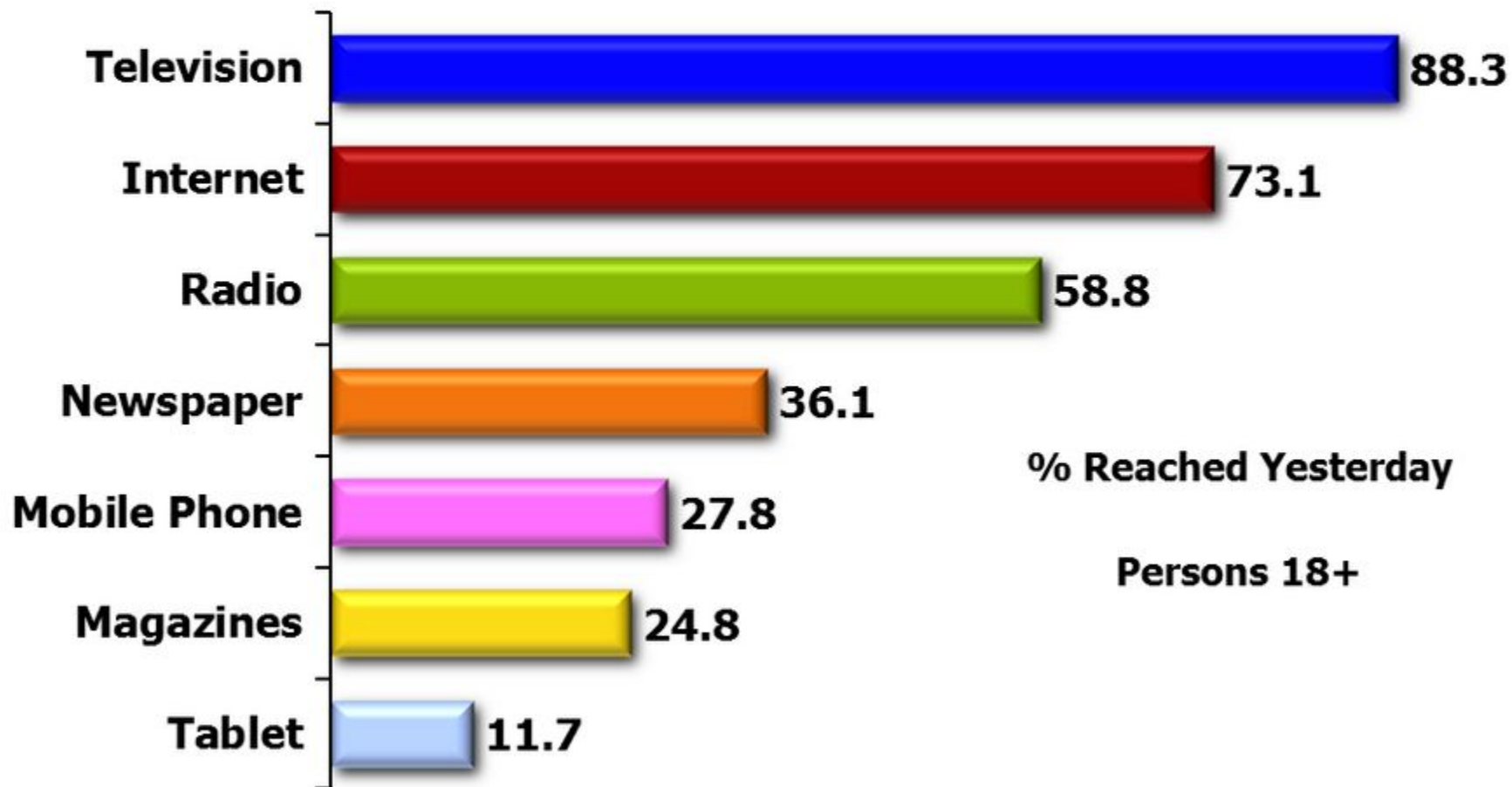








Television Reaches More People Each Day than Any Other Medium



Two approaches of translating

```
graph TD; A[Two approaches of translating] --> B[Global Standardization]; A --> C[Local Adaptation];
```

**Global
Standardization**

Local Adaptation

Standardization versus Adaptation

⊕ Globalization (standardization)

- ⊠ Developing standardized products marketed worldwide with a standardized marketing mix
- ⊠ Essence of mass marketing

⊕ Global localization (adaptation)

- ⊠ Mixing standardization and customization in a way that minimizes costs while maximizing satisfaction
- ⊠ Essence of segmentation
- ⊠ Think globally, act locally

English

Russian

Analytical

Synthetic

Semantic
Equivalent

“She’s born with it, Maybe it’s “Maybelline””.

«Все в восторге от тебя, а ты – от
«Мэйбеллин»».

Call to action



Using the verb

Apple

“Think different”.

«Думай иначе».

NESCAFE

“Awaken your
senses”.

«Пробуди свои
чувства».

Product



Slogan

M&M`s

“Melt in your mouth, not in your hands”

«Таёт во рту, а не в жару»

Kit Kat

“Have a break...Have a Kit Kat”

«Есть перерыв... Есть Kit Kat»

**Metaphor,
epithet, allusion,
antithesis**



**To convey a
linguistic
framework**

**Equivalent
variant**

CITIBANK

“Smart money knows where to go”.

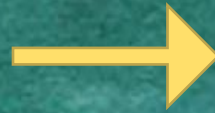
«Умные деньги знают, куда пойти».

Duracell

“No battery is stronger longer”.

«Ни одна батарея не работает
дольше».

**Semantic
development
and
transformation**



**Add
lexicological and
phraseological
means**

Wella

“Hair comes alive in our”.

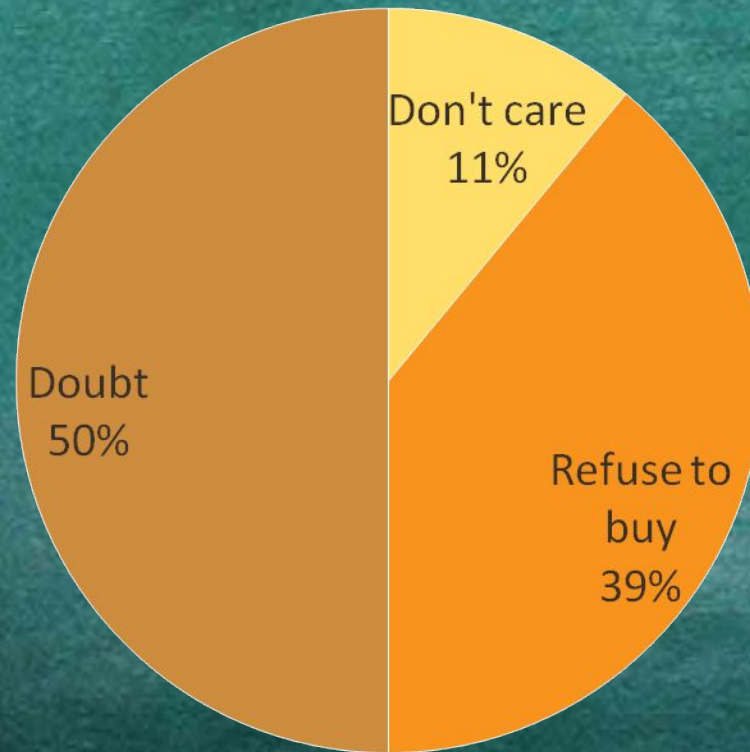
«Искусство пробуждать красоту волос».

Ariel

“The colours bright and fresh”.

«Цвета яркие и сочные».

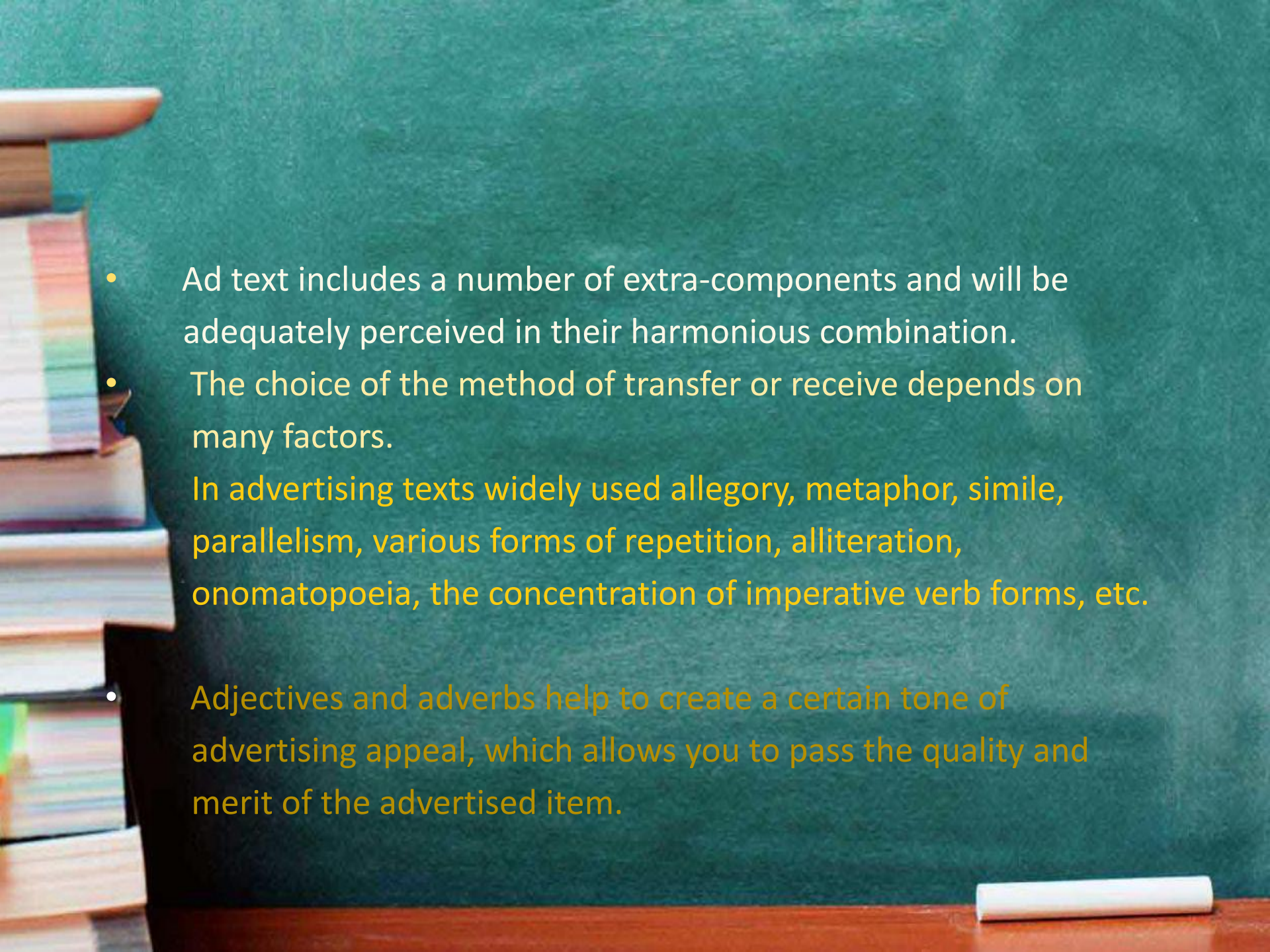
What are you doing when see a bad advert



<p>Years ago when the adventures of TWIX unveiled their bar, the tension between them reached a breaking point literally, so they divided the production between two separate factories, each factory took up a vastly different approach.</p>	<p>Давным-давно, создатели Твикс, разорвали отношения, буквально поделив батончик на две палочки! Поэтому было принято решение разделить производства. Каждый восхищался своим творением, а постройку бывшего партнёра считал заурядной!</p>	<p>Addition, transliteration, modulation, syntactical assimilation, antonymous translation.</p>
<p>LEFT TWIX flow with caramel on cookie.</p>	<p>На левую палочку Твикс-карамель лилась волнами.</p>	<p>Analogue, descriptive translation, transliteration</p>
<p>While RIGHT TWIX cascaded caramel on cookie, LEFT TWIX bathed in chocolate, while RIGHT TWIX cloaked in Chocolate.</p>	<p>А на правую – струилась! На левую палочку шоколад наливался вертикально, а на правую сверху – вниз!</p>	<p>Analogue, descriptive translation, transliteration</p>
<p>Both bars as different as the vastly distinct men who invented them.</p>	<p>Абсолютно разные создатели, совершенно разные фабрики – и такие разные палочки!</p>	<p>Addition, descriptive translation</p>
<p>To this day sharing nothing but a wrapper and an ill designed driveway.</p>	<p>Ничего общего кроме обертки и узких ворот!</p>	<p>Analogue, descriptive translation</p>
<p>Try both and pick a side.</p>	<p>Попробуй обе и реши: на чьей стороне ты.</p>	<p>“Semantic equivalent”</p>

<p>Торговая марка “Фрэнк Лайман” успешно продается в Европе, США, Канаде, ЮАР, Австралии, Новой Зеландии, странах Ближнего Востока, России, странах СНГ и др.</p>	<p>The Frank Lyman design trademark successfully is on sale in Europe, the USA, and Canada. The Republic of South Africa, Australia, New Zealand, the countries of the Middle East, Russia, CIS countries, etc.</p>	<p>Transliteration, analogue, syntactical assimilation.</p>
<p>Женщина в одежде от “Фрэнк Лайман” уверена в себе, немного бунтарь и хочет быть неповторимой.</p>	<p>The woman wearing Frank Lyman design is sure of herself, a little bit rebel and wants to be unique.</p>	<p>Transliteration, analogue, syntactical assimilation.</p>
<p>Она очаровательна, соблазнительна и привлекательна.</p>	<p>She is charming and audacious.</p>	<p>Syntactical assimilation</p>



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- Ad text includes a number of extra-components and will be adequately perceived in their harmonious combination.
 - The choice of the method of transfer or receive depends on many factors.

In advertising texts widely used allegory, metaphor, simile, parallelism, various forms of repetition, alliteration, onomatopoeia, the concentration of imperative verb forms, etc.

- Adjectives and adverbs help to create a certain tone of advertising appeal, which allows you to pass the quality and merit of the advertised item.