

Facts about advertising.

Ice cubes in beverage advertisements are typically made of acrylic so they won't melt under hot photography lights or move around. Bubbles are made by adding detergent, and water is added so light will filter through better



- By the time a person in the United States is 65 years old, he would have seen an estimated two million television commercials



- A York University study revealed that U.S. pharmaceutical companies spend twice as much on advertising as they do on research



- Many researchers argue that advertising is the most powerful art form on Earth



- Over \$15 billion a year is spent in advertisements directed toward children in the U.S



- The first advertisement widely believed to be the first to feature a homosexual couple aired in 1994 when an Ikea ad featured two male companions shopping together for furniture



- Most watches displayed in advertisements are set to 10:10 because the hands of the watch frame the watch brand name and they make a smiling face.



- Fast food companies (soda, fast food, and cereal) in the U.S. spent about \$1.6 billion in advertising in 2006.



- The average child in America watches over 40,000 television commercials in a year, or over 100 a day.



- In 2000, U.S. Internet advertising revenue was \$8.1 billion. In 2011, that figure jumped to \$32 billion. In 2013, the figure is expected to reach \$42 billion



- Life was the first magazine to make \$100 million per year in advertising



- In 1938, radio surpassed magazines in generating advertisement profits.



- Interpublic, WPP, and Omnicom Group are the top three largest advertising companies in the world.

WPP

The logo for Interpublic Group (IPG) consists of the letters 'IPG' in a bold, blue, sans-serif font. The 'I' and 'P' are a lighter shade of blue, while the 'G' is a darker shade.

Interpublic Gro



OmnicomGroup

- Before the printing press, advertisements were often vocal announcements. The invention of the printing press in 1440 ushered in the advent of modern advertising.



- Most Victoria Secret models in advertisements are a size 2, with a 34"-36" bust, 23" waist, and 34"-35" hips.



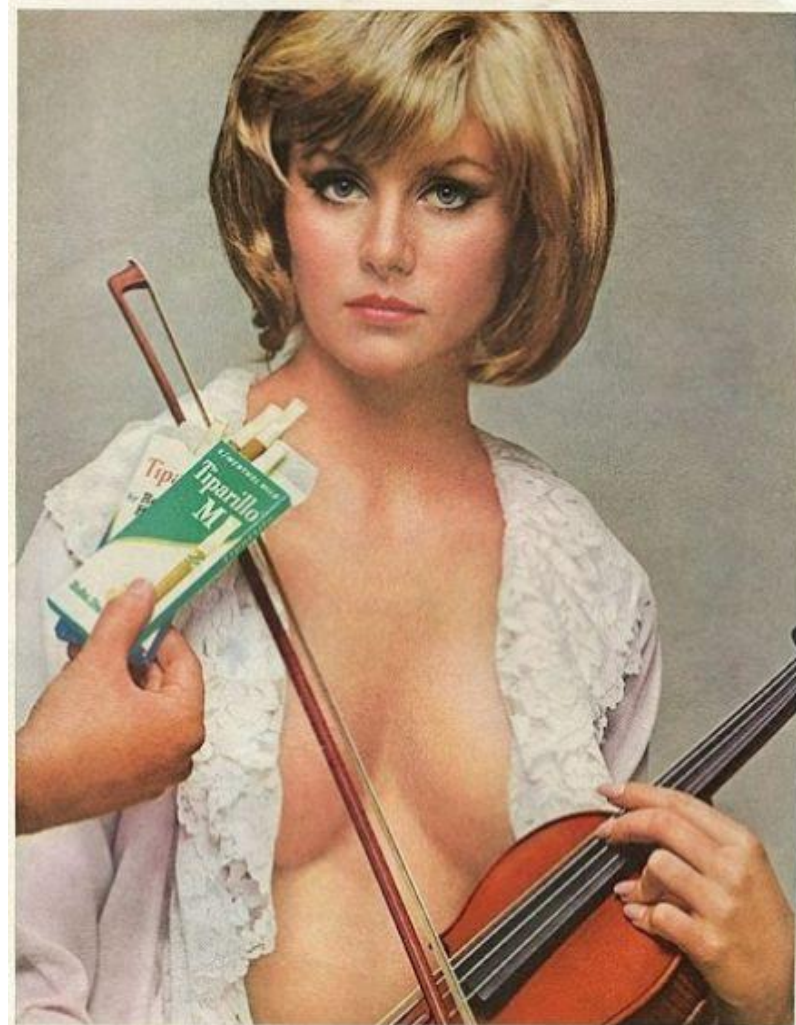
- Advertisers are expected to spend \$4 billion on Facebook in 2011, of which \$2.19 billion will come from U.S advertising



- Ronald McDonald was first introduced in 1963. In 2010, the advocacy group Corporate Accountability International argued that the clown has hooked kids on unhealthy food for nearly 50 years, creating an epidemic of diet-related diseases



- Using sex to sell a product is not new. Advertisers have used sex to sell products since the early days of modern advertising. For example, pictures of naked women were placed in tobacco ads in the 1800s.



- More than \$500 billion a year is spent on advertising worldwide



- In fashion advertising, women are often pictured lying on bearskin rugs, wearing furs and feathers, or dressed in tight-fitting leather clothing. Some researchers criticize these kinds of ads because they feature women as “prey”.



thanks for your
attention.