World informational sources

ADVERTISING

Advertising *is a sort of informational sources used to encourage an audience to continue or take some new action.*

May be considered as a form of communication.

Здесь
может быть
Ваша
реклама

- *Advertising messages* are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs and websites and text messages.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Coca-cola advertising from 1890's

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, skywriting, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, doors of bathroom the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Television advertising / Music in advertising

- ***TV networks charge for commercial airtime during popular TV events.***

- *Virtual advertisements may be inserted into regular television programming through computer graphics. virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events.*

Infomercials

- *An infomercial is a long-format television commercial, typically five minutes or longer. Infomercials describe, display, and often demonstrate products and their features.*

Radio advertising

- *Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device.*

Online advertising

- *Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.*
- *Examples of online advertising include Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.*

Product placements

- *Covert advertising* *is when a product or brand is embedded in entertainment and media.*
- *For example, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films.*
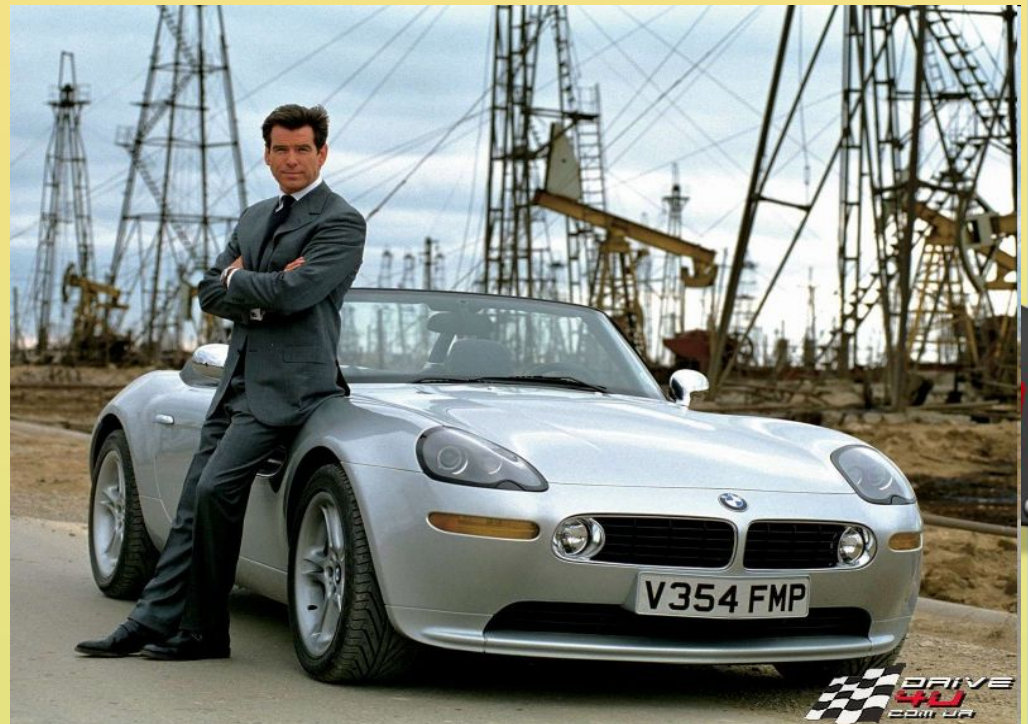
Press advertising

- *Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal.*

Billboard advertising

- **Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and traffic.**

Coffee cup advertising

- *Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia.*

Street advertising

- *This type of advertising creates outdoor advertising on street furniture. The media became an effective tool for getting brand messages out into public spaces.*

Celebrity branding

- *This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.*
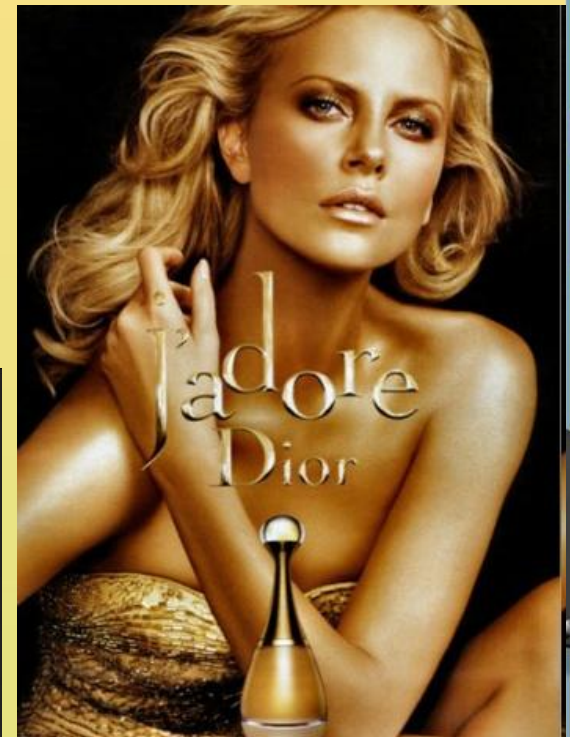
- **The purpose of advertising – to convey information from the advertiser's message to the target audience.**

- **The task of advertising – to induce the target audience to action (the choice of goods or services, implementation of purchase, etc.).**