

Advertising

Interesting Facts

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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 the Earth



Over \$15 billion a year is spent in advertisements directed toward children in the USA



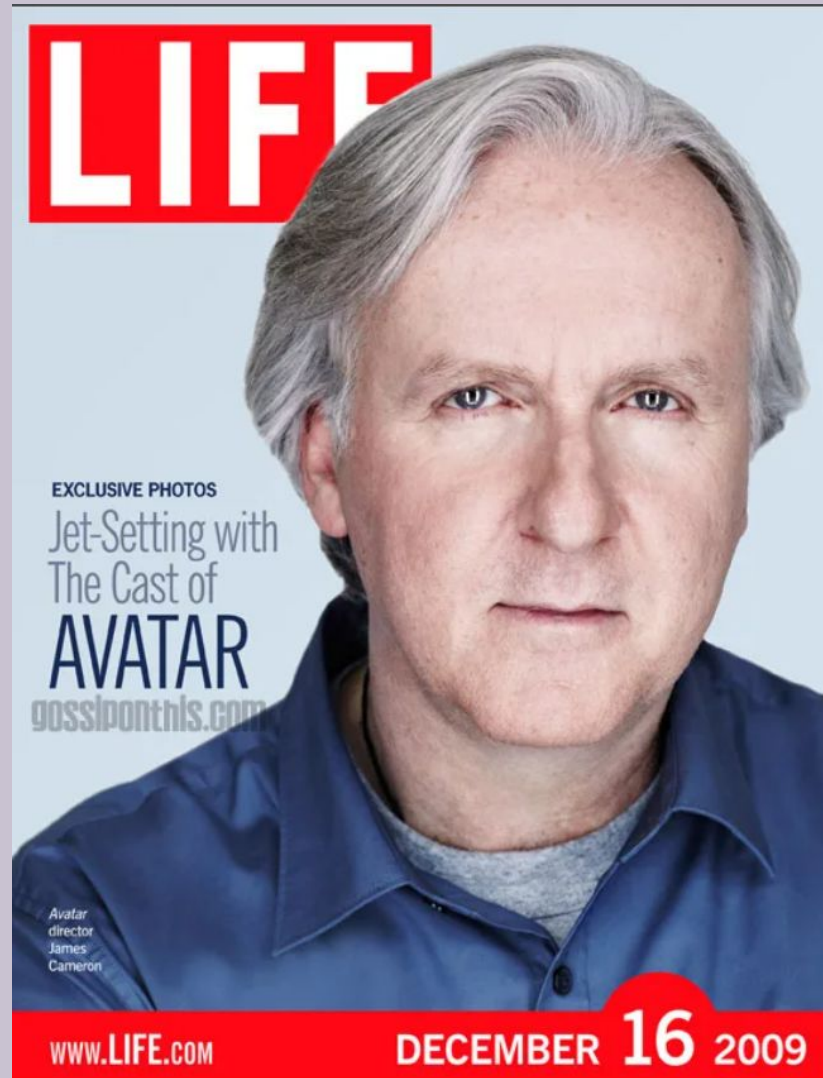
The first advertisement widely believed to be the first to feature a homosexual couple aired in 1994 when an IKEA ad featured two male companions shopping together for furniture



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



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



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



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”

