

Advertising

How does a new product, service, or artist become known? Through advertising – a form of propaganda that introduces information about products, services, companies, or ideas to influence consumers' buying behaviours through persuasive messages.

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The earliest known advertisements were around 3000 BC in ancient Egypt, in the form of a notice board at the citadel of Thebes. Nowadays, advertising is a huge industry and is one of the major investments in the creation of any new product or service. Modern advertising uses every imaginable form of media – radio, newspapers, internet – and extends to advertising on buses, packaging, and posters as well as the timeless methods of spreading information through word of mouth and public performances.

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The most successful advertising strategies are those that are timed to the market – meeting a growing need or in sync with a popular trend. Advertising is an indispensable part of not only product development, but also market maintenance. Indeed, some of the largest advertising campaigns are not for new products but for old ones, to keep them in the public eye, such as Coca Cola, KFC, and even Manchester United.

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What is advertising?

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Where do you see advertising in your everyday life?

What advertising campaigns can you remember?