**Selling a message**

Throughout history people have looked for ways to convince others to buy or do something. Today we look at the art of advertising and travel back in time to where it all began.

**A LONG HISTORY**

Advertising has existed since there have been products to sell. In ancient times it was often very simple. Sellers drew attention to their products by inscriptions on the walls of their shops and signs hanging above shop doorways.

**EARLY DAYS**

The first known advertisement is believed to have been in Ancient Egypt. The ad, found in Thebes, offered the reward of a gold coin for a slave who had run away. The Ancient Egyptians were an enterprising civilization. They used papryus to advertise their wares, and lost and found ads have been found in Ancient Egypt, Greece and Rome.

In Ancient China early advertisements took the form of posters, calligraphy signs and oral messages such as word of mouth. In Europe, many potential buyers of goods and services could not read to overcome this, some would use images such as a boar for a cobbler, rather than signs.

**BEFORE 1900**

In medieval times, towncriers and minstrels walked along the streets singing or calling out products for sale at the weekly market. The invention of printing in the 1400s changed how sellers advertised their products to possible customers. One of the first printed advertisements was a small poster advertising a book for sale in 1472. Woven tapestries began carrying advertisements as far back as 1652. Advertisements began appearing in newspapers in England in the 18th century. Ads for books and medicines were also common. The French newspaper, Le Prose, is believed to be the first to include paid advertising in its pages. Soon all newspapers were charging for advertisements, allowing them to extend their number of readers and increase profits.

With the Industrial Revolution — the transition from handmade products to those made by machine in the 18th and 19th centuries — came the need to advertise goods and services. Before this the craftsmen were usually known to those people wanting to buy goods and only small amounts of products were made. Once mass production of goods such as soap and clothing began, the links between buyers and sellers were broken. Manufacturers began looking for people to buy the items they made.

It was during the later part of this period that advertising agencies developed and billboards became common.

**SINCE 1900**

In the early part of the 20th century companies started using publicity campaigns to advertise their products and other techniques, such as soap operas, were introduced. Soap operas, or soaps, began in the 1910s as a radio or television serial drama. The name soap refers to the soap and detergent ads which were originally shown during the shows. The idea was to advertise products to people listening at the time, mainly housewives.

Advertising continued throughout both World Wars I and II, with governments often using advertising posters to attract recruits to the war effort or to agree or disagree with government policies.

**DO YOU KNOW?**

Before 1900 goods sold in shops usually didn’t draw the crowds people had made them — the manufacturers. People buying products usually looked for good-quality products at a reasonable price. Most foods were sold in bulk from barrels and hogsheads. Food manufacturers then got the idea of branding their products by putting them into packages. Some of the first products to be advertised in packaging were coffees, chocolate and tea. Today, the majority of products use packaging to advertise to consumers.

**DESIGN AN AD COMPETITION**

Create an ad for a chance to win great prizes. The Design an Ad Competition is for intermediate ideas, use persuasive language and show off your creativity as you prepare an ad for a real company.

**HOW TO MAKE AN AD**

- **Marketforce’s Brendan Lewis** said regardless of the situation, the key in designing advertising is to try to meet what your target audience is trying to say.
- **Define the most relevant message** that you need to reach and meet the objective.
- **Define the media channel** or form of communication that will most effectively and efficiently reach your target audience through time and space.
- **Define the single most important thing** (proposition) you want to say to your target audience — against the needs and wants.
- **For developing a creative solution that presents the idea in a creative way**.
- **Create the ad and send it**. To the appropriate media.
- **Work out, evaluate whether the ad is too technical or too bad against the objectives.**

**STAND-OUT SLOGANS**

Some of the most memorable ads create slogans or ideas which stick in people’s minds. Some of the most famous seen in Australia are:

- **WEET-BIX**
  - Aussie kids are Weet-Bix kids
- **AAMI INSURANCE**
  - Lucky you’re with AAMI
- **Rhindra and Ketut**
  - CANCER COUNCIL VICTORIA
  - Slip, Slop, Slap
- **YELLOW PAGES**
  - Not happy, bat
- **WOOLWORTHS**
  - The fresh food people
- **CABDURY FAVOURITES**
  - What to bring when you’re told not to bring a thing
- **NUTRI-GRAIN**
  - Ironman food

**FUN FACTS**

- More than $702 billion a year is spent on advertising throughout the world.
- The cost of a 30-second ad during the US Super Bowl 2016 was $4.5 million.
- In the US more than $21 billion per year is spent on advertisements directed at children. Most foods advertised to children include sugar-sweetened beverages, dairy-based products and sweets.
- Fast-food companies often create brand characters to encourage children’s specific, for example:
  - Ronald McDonald
  - Captain Tastee O’Dlink
  - McDonald’s for a Christmas parade in Canada
- **Picture: Getty Images**

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**Picture: Getty Images**

Jean-Claude Van Damme between two trucks. Mr Lewis said regardless of the situation, the key in designing advertising is to try to meet what your target audience is trying to say.

Mr Lewis has seen is for Volvo trucks. It is called ‘Epic Split’ and features John Claude Van Damme between two trucks. Mr Lewis said the advertisement clearly demonstrated the benefit of the product.