

TRADITIONAL MARKETING: THE START OF THE ADVERTISEMENT ERA

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ABSTRACT

Though the first step taken in the introduction of advertisement was by the Egyptians which is dated back to the ancient steel carvings in 2000 BC, the actual first print was published in the year 1472, when William Caxton printed ads for a book and tacked them to church doors in England. The era of Advertisement started in the early 1900s, as it became a popular movement in radio and television. Talking about the radio initiating the advertisements, it first hit in the year 1922, when the radio host H.M. Blackwell created his own “indirect direct” method, which consisted of a 10-minute talk about the virtues of living a carefree life at the Hawthorne Court Apartments in Jackson Heights, Queens. The actual cost for a 10-minute time slot was \$50. The next millennium milestone in the evolution of advertising came on July 1, 1941, when the first legal and continental commercial popped up on TV screens on WNBT. This advertisement was about Bulova Watch Company and though the advertisement was for just a couple of minutes, TV viewers felt way more optimistic and people started to open their wallets for such things. Thus, this period was called the “**Golden Age of Advertising**”- a time of big ideas and huge personalities during the 1960s through the late 1980s. This research article shall talk about the various changes the age of Advertising has brought in this globalized society and how it has had an impact on the modern generation.

KEYWORDS

Evolution, Phases of Advertising, Advertising, Advertising agencies, Ethical principles, Rogue Advertisements, Social Upliftment through advertisement, Online Advertising.

INTRODUCTION

Advertising plays many roles in contemporary India. For the 300 million or so middle-class and luxury consumers, it offers a glimpse of a worldly good life filled with commodities of all sorts. According to a commercial for the *Times of India* newspaper, there are two India’s—one that eagerly anticipates the forces of change and the other that holds onto deeply ingrained traditions. India, as an independent nation, is barely 60 years old. As a civilization,

its age exceeds 5,000 years. How its billion citizens fare economically in the next few decades will influence the global economy. In managing brands and targeting consumers, advertising must understand and contend with the social and cultural diversity of India. After years of controlling and closing the economy to foreign influence, the Indian government liberalized the economy in 1991. The years since have witnessed rapid change at virtually every level of society and culture. Multinational corporations have moved in, imported goods have become widely available, and consumption has become rampant. Today Indian advertising has the enormous job of speaking to one of the world's most diverse populations. English is the only common language throughout all of India, but it is unknown in many sectors of the population. Television, radio, and newspapers rely on more than two dozen languages, thus limiting the communicative reach of many advertisements to certain geographic regions or some sectors of society. When addressing India's elite, advertising uses English. In northern India, Hindi is widely used in ads but it is not useful in southern India where it is seldom spoken. Some advertisements combine English and Hindi in a mixture known locally as *Hinglish*. Nike, which had never targeted the cricket market previously, asked its Indian agency, JWT, to make a commercial for the 2007 Cricket World Cup. The commercial was an enormous success for the brand in India. It departed from the style of Nike's competitors, which typically use cricket-celebrity endorsements. When traffic comes to a standstill on a busy street, a wild game of cricket breaks out reflecting the unorthodox way cricket is played all over India. It captures the energy and tenacity of the common player and the passion of the fans. Wherever, whenever, however, Indian cricketers "Just Do It." The commercial was named "Best Commercial of the Year" in an Indian competition. It continued to work for the brand beyond the disappointing World Cup competition because Nike had not placed its hopes on national cricket celebrities but rather showcased the "stars" of improvised Indian cricket. This article shall be divided into chapter whereby the first chapter shall talk about the evolution of the advertising industry, the second would speak of the social changes brought by the industry, the third consists of the advertising taglines having an impact on the mindset of people, the fourth consisting of the various online advertising activities.

BACKGROUND

Whenever the topic of advertisement is in action, the main point to be noted is that it is not a concept that has emerged recently. It dates back to the time of the Egyptians in 2000 BC, who

invented outdoor advertising by carving public notices in steel. After this period comes the period of Ancient Greece in 750 BC, who created the first sonic logo, which is basically to produce sound effects when the ladies of the night tap their nails into their shoes. After this comes the main print ad which was in the year 1472, in England for the handbill announcements which dealt with the sale of prayer books. At the dawn of the American Revolution, political advertisements saw an encouraging enlistment. This was seen as a great opportunity not only for the customers but for individuals as well. It was during the year 1892 Direct Marketing was born when the sears had sent out 8,000 handwritten postcards and had received back 2,000 orders. Another different type of advertisement development was seen in the year 1911 when the slogan “*sex sells*” was used by the Woodbury Soap Company. In the year of 1917, the famous American Association of Advertising Agencies was founded. The first official TV commercial ran for Bulova Watch in the year 1941; and the company had paid \$9 for a 20-second spot aired before a baseball game, which was considered a very important development towards the industry as many had the passion for watching baseball, which eventually led them to watch the TV commercial. The evolution of Indian Advertisement started in the 19th century by Thomas J. Barratt also known as the “father of modern advertisement” by creating effective campaigns for company products by using slogans, images, and phrases. The footprints of the history of Indian advertisement was started much before independence from Britishers but came into focus and developed after independence and since then have seen many different phases. Evolution of Indian Advertising is divided into four parts by Anthropologist William Mazzarella as follows; **a)** The **first phase** of the evolution of Indian Advertising was started after the independence i.e. from 1947-the 1960s, **b)** The **second phase** started in the early 1960s-1980s, **c)** The **third phase** (1980s) turned away from creative and innovative advertising toward creating efficient marketing channels that would have a wide impact throughout the country and **d)** The **fourth phase** of the evolution of Indian Advertising started in the early 1980s and still exists. This phase is characterized by a synthesis of effective marketing mechanisms and a high level of creativity. Although India is home to outsourced call centres and has its version of Silicon Valley centred in the city of Bangalore, computers and the Internet are not used by a large portion of the population. The more conventional advertising media of TV, radio, magazines, and billboards remain far more common.

EVOLUTION OF THE INDUSTRY**EVOLUTION OF ADVERTISING INDUSTRY IN ENGLAND:**

The history of the advertisement industry is almost connected to the evolution of humankind and its technical progress. According to historians and investigators, the initial steps of advertising dates back to the *ancient empires*, where for example, Egypt. In Egypt, the Egyptians used *papyrus* (this is a material prepared in Egypt from the stem of a water plant), for the promotion of slaves' sales and rewards. In Babylon, the description of salesmen, shoemakers, and clerks, were inscribed by using dirt scripts. Meanwhile, in Greece, people used callers known as "*used street callers*", who announced loudly about the arrival of the ships and their cargo of metals, wine, and species. Again, in Rome, a different type of advertising media was made. The Paintings. For example, a goat meant milk stores, and a bakery could be identified with a mule that has a mill on its back. Now coming to *the Middle age*, this era saw the rise of the printing press. During this period, as many couldn't read, so the usage of signs and images was dealt with a lot. If a blacksmith, a cobbler, miller, or a tailor passes by, then they would use images associated with their trade, such as a boot, a suit, a hat, a diamond, a horseshoe, a candle, or even a bag of flour. Around this era, Gutenberg's printing press (1438) began the era of mass communication, which had printed material that in turn could be mass-produced. A Londoner had printed the first English Newspaper in 1622 and the first ad had appeared in 1625. That 1622's first newspaper was the Weekly News, by Nicholas Brown and Thomas Archer. Other newspapers of this time were the Mercurius Britannicus, in 1665 and La Gazette from Paris by Théophraste Renaudot in 1630. Those were considered beginners of modern advertising, even though the first newspapers announced appeared in 1650 in the Several Proceedings in Parliament; it was about offering a reward for returning twelve stolen horses. Now speaking of the *Modern Age*, in England, line advertisements in newspapers were very popular in the second half of the seventeenth century, often announcing the publication of a new book or the opening of a new play. The Great Fire of London in 1666 was a boost to this type of advertisement, as people used newspapers in the aftermath of the fire to advertise lost & found, and changes of address. These early line ads were predominantly informative, containing descriptive, rather than persuasive language. It was around these facts that in the 17's century appeared the first law for controlling advertising content because false advertising and so-called "quack" advertisements became a problem. The first newspaper was published in 1704 in the United States (USA).

On its pages, it promoted itself as a vehicle for advertising. Later, in England, The Spectator, by Joseph Addison and Richard Steele published the advertisement of a dentifrice well accepted by nobility and high class. Once technological advances enabled the mass production of soap, china, clothing, etc., the close personal links between buyer and seller were broken. Rather than selling out of their back yards to local customers, manufacturers sought to market a long way from their factories, sometimes on the other side of the world. This created a need for advertising. Manufacturers needed to explain and recommend their products to customers whom they would never meet personally. Manufacturers, in chasing far-off markets, were beginning to compete with each other. Therefore, they needed to brand their products, distinguish them from one another, and create mass recommendations to support the mass production and consumption model.

Newspapers provided the ideal vehicle for this new phenomenon, advertisements. New technologies were also making newspapers cheaper, more widely available, and more frequently printed. They had more pages, so they could carry more, bigger, ads. Simple descriptions, plus prices of products, served their purpose until the mid-nineteenth century when technological advances meant that illustrations could be added to advertising, and colour was also an option.

Advertisers started to add copy under the simple headings, describing their products using persuasive prose.

EVOLUTION OF ADVERTISING INDUSTRY IN INDIA

Dattaram, the first agency, was founded in 1905 and it released the first ad for West End Watch Co. in Mumbai, in 1907. The history of the advertisement in India dates back to the 1930s when the foundation of the professional advertising business was led by two major English companies, J. Walter Thompson and D.J. Keymer's Lintas India in 1939. In the year of 1930, the lead developer of radio in the media for advertising had become a hit to the entertainment industry. Leela Chitnis became the first Indian film actress to endorse Lux soap, in 1941. The advertisements for cinema promotion started during the year of 1950s and it was the era of the media boom. The door darshan had brought in a major qualitative change in Indian advertising as it developed the concept of brand building and it became a

commercial hit. But the only problem was that the door darshan was just available for a certain amount of time. And then came the development of the 24hr movie channels pay channels. Gradually the FM radio also came into the picture. In the year of 1957, our Indian Government had launched Vividh Bharati. During the era of the 1980s, India started to adopt western advertising as it gained a lot of popularity in the public sector advertising as the expansion and diversification of the agencies were made. At the same time, a council was formed regarding the advertising policies known as *the Advertising Standards Council of India (ASCI)*.

SOCIAL CHANGES BROUGHT IN BY THE ADVERTISEMENT INDUSTRY

The rise of social media and the impact of digital evolution on business are attracting worldwide attention to unapproved advertising. The practice known as rogue advertising, also identified as unsanctioned ads, *scam ads*, *spec creative*, *ghost ads*, *fake ads*, or *chip-shop ads*, has existed in secret for many years in the advertising industry. When advertising agency professionals (known in the industry as "creatives"), produce unapproved rogue ads designed to earn individual industry recognition and awards, advertising ethical principles are violated. Rogue ads encompass many forms of advertising that subvert the advertising strategy and true intentions of representing the client and the brand or service. Talking about rogue ads, it means ads that were neither approved by a client nor any broadcast. Rogue ads have such egregious violations because they typically lack client authorization, lack legitimate public exposure, and/or failure to abide by award contest rules. To attract attention, rogue ads typically use internationally recognized brands. Leading U.S. companies such as Coca-Cola, Ford Motor Company, Gap Inc., Hanesbrands, Inc., McDonald's, Unilever, and Yum Brand's Pizza Hut have all been "victims" of rogue ads. In many cases, these companies either had no knowledge of the advertisements, did not realize what the advertisements would entail, or did not know of the rogue ad submission to an industry award competition. In one example, the Nike swoosh logo was depicted with the slogan, "Just Do Shit" and in another example, a rogue ad promoted the sale of Pizza Hut Auschwitz's "Holocrust Pizza"¹. In 2007, in India, three published Hanes ads featured racist words and anti-gay slurs². An unsanctioned 2013 advertisement for the Ford Figo depicted former Italian Prime Minister Silvio Berlusconi

¹ Rupal Parekh, Amid Ford Figo Flap, U.K. Awards Show Applauds Scam Ads, ADVERT. AGE (Mar. 27, 2013), <http://adage.com/article/agency-news/amidford-figo-flap-u-k-awards-show-applaudsscams-ads/240559/>

² Neha Thirani Bagri, India's Ad Industry Shaken after Ford Figo Controversy, N.Y. TIMES, (Apr. 1, 2013, 4:19 AM), <http://india.blogs.nytimes.com/2013/04/01/indias-ad-industry-shaken-afterford-figocontroversy/>

smiling from the front seat of the car while gagged and bound women were in the trunk³. 2012, unsanctioned, an ad for Kraft Foods' Oreo cookies showed a breastfeeding baby,6 holding an Oreo cookie with the slogan "Milk's favourite cookie⁴" Another unsanctioned ad, for Unilever's Kibon ice cream, showed spoons chasing a ball of ice cream similar to sperm fertilizing an ovule. It is in this first category of rogue ads (unapproved ads and unaware clients) where ad content is usually offensive, discriminatory, or highly inappropriate.

Common threads pulled from the controversies raised by rogue ads include a feigned ignorance of the impact of modern technology, as well as a disregard for law and ethics. New technologies are changing how business is approached, conducted, and viewed by consumers and the public. Digital technology and social media sites make ads available on a global basis for repeated viewing and private and public archiving. The issues presented by rogue or "scam" advertising reflect how society is rapidly changing in response to modern technology. Whereas in the past only industry participants in the pursuit of these "awards" knew about this practice, today's digitally connected world allows for instant information dissemination - it takes just one viewer to alert the world to a "rogue" or "scam" ad by posting it on the internet, where over 3 billion worldwide users were predicted by the end of 2014⁵. Once a rogue or "scam ad" becomes available on the Internet or various social media sites, there is no way to "put the horseback in the barn." Advertising agencies and, in most cases, unaware clients, must publicly explain what happened and offer apologies, such as with the Unilever and Ford rogue ads. Agencies and creatives can avoid these scenarios by following proper legal procedures, ethical practices, and instituting appropriate checks and balances.

TAGLINES AND POSTERS AFFECTING THE SOCIETY IN BOTH NEGATIVE AND POSITIVE WAY

ETHICAL ISSUES IN ADVERTISEMENTS

Now coming to the ethical issues of such rogue ads, they give rise to many ethical issues, including misappropriation of a client's intellectual property, discrimination, cultural

³ Scam Ads: Here's Why Ford, JWT India Are in a Mess, CNBC TV- 18 MONEY CONTROL (Mar. 28, 2013, 10:54 PM), http://www.moneycontrol.com/news/cnbctv18-comments/scam-ads-heresfo rd-jwt-India-area-mess_844246.html

⁴ Laurel Wentz & Claudia Penteadó, Is the Ad-Awards Race Crushing the Client? ADVERT. AGE (Apr. 1, 2013), <http://adage.com/article/agency-news/ad-awards-race-crushingclient/240640>.

⁵ Internet well on way to 3 billion users, UN telecom agency reports, UN News Center (May 5, 2014), <http://www.un.org/apps/news/story.asp?NewsID=47729#.VBmgrvldUno>

insensitivity/indifference, and egoism in the context of advancing one's career interests at the expense of the employer/agency reputation. Advertising professionals must understand that every aspect of the business is now available for public scrutiny and commentaries, thanks to the global connectedness of the Internet. The world assesses rogue creatives and their rogue ads through the lens of global ethics. Actions and excuses that perhaps worked 20-30 years ago are no longer accepted by a global society that makes instantaneous judgments about agencies and creatives after viewing an offensive, degrading and/or discriminatory photo/video/still/cartoon, etc. Rogue ads threaten the integrity of the advertising industry and increase consumer distrust of ad agencies and their client companies. Currently, the public does not perceive the advertising industry as highly ethical. According to a 2013 Gallup survey⁶, only 14% of respondents rate the advertising industry as high or very high on honesty and ethics (just above car salespeople, members of Congress, 53 and lobbyists). Rogue ads create additional distrust of an industry that already is subject to negative perception.

SOCIAL ISSUES IN ADVERTISEMENT

In addition to the ethical implications, there are also many social and cultural issues raised in rogue ads. Many rogue ads are racist, discriminatory, and generally offensive. Insensitivity to cultural, social, and historical issues is characteristic of many rogue ads. Rogue ad creators often reveal a shocking indifference to the impact of the ad content on the viewing public. Rogue ads have referenced the Holocaust in "humour" (The Pizza Hut ad), specifically targeted socially repressed groups such as the lesbian, gay, bisexual, and transgender (LGBT) community (the Hanes and Flora margarine ads), slyly referenced social issues such as violence against women (the Ford Figo ad)⁷, or made light of the 9/11 terrorist attack on the U.S. (the WWF ad). Rogue ads go beyond "proactive" creativity into the realm of globally reprehensible behaviour. Unfortunately, some advertising professionals continue to defend the practice of rogue ads. They claim public overreaction, misunderstanding, ignorance, lack

⁶ Honesty/Ethics in Professions, GALLUP (2014), <http://www.gallup.com/poll/1654/honestyethics-professions.aspx>.

⁷ Before the Ford Figo ads submission to the 2013 Goafest Abby Award Competition, several brutal rapes and deaths of women occurred in India. The Ads drew global outrage at the cultural and social insensitivity to violence against women. The Ads were withdrawn from the competition, but it appeared the Ads were entered with proof of publication and a client approval letter. However, it is unclear whether the client (Ford India) was aware of the Ads' content due to general approval letters. See Vishal Mehra, Lighten Up! Ford, Others Are Overreacting to Figo Fiasco, ADVERT. AGE (Apr. 1, 2013), <http://adage.com/article/guest-columnists/ford-overreacting-indian-scam-ads/240638/>.

of general knowledge, and/or failure to understand cultural implications on the part of the creatives. These viewpoints speak to the prevailing industry attitude of tolerance of this practice, disregarding unethical ads, socially offensive ads, and culturally offensive ads. The advertising industry must make clear to agencies and individual advertising professionals that social responsibility is not just something for which agencies create public relations pieces. Social responsibility is also a set of values that every agency must adopt and incorporate into their corporate policies and corporate governance initiatives.

CASE STUDY

In one of the articles, it was studied that despite a recent surge in tobacco advertising and the recent advertising ban (pending enforcement at the time of this study), few studies are describing current cigarette marketing in India. This study sought to assess cigarette companies' marketing strategies in Mumbai, India. A two-week field study was conducted in Mumbai in September 2003, observing, documenting, and collecting cigarette advertising on billboards, storefronts, and at point of sale along two major thoroughfares, and performing a content analysis of news, film industry, and women's magazines and three newspapers. It was seen that of the four major cigarette manufacturers, ITC and GPI were the most visible tobacco advertisers in Mumbai. Of the ITC brands, we observed advertising for the recently launched Wills Insignia in the super-premium segment, Wills Classic/ Milds, Wills Navy Cut, Wills Silk Cut, and Gold Flake/Lights in the premium segment, and Bristol in the "bingo" (plain segment cigarette brand competing with bidis and sold in mini-packs of 10) segment. GPTs major advertised brands included Four Square in the premium segment and Red and White in the bingo segment. Tobacco companies have adopted various strategies to target children and adolescents indirectly since the sale of tobacco products to minors became illegal in May 2003. Marketing to minors occurs at many levels. Point of sale marketing is probably the most prominent strategy in India, where retail outlets for tobacco range from the street side peddler to convenience stores to specialty stores. The street-side peddlers abound in India; they usually sell all forms of tobacco products, in addition to confectionery goods, fast food, drinks, etc. Thus, their customers are of all ages and both sexes. Frequently, tobacco products are placed next to candies. Poster's advertising cigarettes are displayed prominently at low heights. Both tobacco product and promotion placement at these retail outlets are easily accessible to minors.

Since they have a proper idea about the mindset of minors and young people, tobacco companies have adopted various strategies to target children and adolescents indirectly since the sale of tobacco products to minors became illegal in May 2003. Marketing to minors occurs at many levels. Point of sale marketing is probably the most prominent strategy in India, where retail outlets for tobacco range from the street side peddler to convenience stores to specialty stores. The street-side peddlers abound in India; they usually sell all forms of tobacco products, in addition to confectionery goods, fast food, drinks, etc. Thus, their customers are of all ages and both sexes. Frequently, tobacco products are placed next to candies. Poster's advertising cigarettes are displayed prominently at low heights. Both tobacco product and promotion placement at these retail outlets are easily accessible to minors.

ONLINE ADVERTISING

Back in the mid-1990, the Internet medium caught corporations' attention. They sought to tap the power of the Internet to communicate with their customers and to present and promote their products and services. It is commonly accepted that online advertising started when a web magazine, Hot-wired, sold a banner ad to a telecommunications company, AT&T, and displayed the ad on its webpage for the first time, in 1994. It has made great progress since then. Throughout the past decade, online advertising boosted its growth. Its eclipsed radio advertising in 2007 and by 2011; online advertising was projected to surpass television revenues'. It became a key economic driver in the Internet economy, by funding many websites and services as well. Today it is difficult to surf the Internet without seeing online advertising⁸. As the variety and audience of online advertising increased, different legal issues arose and the necessity to set a legal framework for this area inevitably emerged. In the online advertising industry, there are actors. On one side there are the advertisers that want to reach consumers, on the other side there are the consumers who may or may not be receptive to receiving advertising messages and in between there, are the intermediaries. This trilateral relation often gives rise to legal issues regarding consumer protection", privacy, and trademark infringement".The need for consumer protection in online advertising emerges from misleading and deceptive advertising acts and practices. Like advertisements through traditional mediums such as newspapers or televisions, online advertisements can also

⁸ J. D. Ratliff & D. L. Rubinfeld, Online Advertising: Defining Relevant Markets, available at <http://www.law.berkeley.edu/files/AdvertisingMarket Paper Final.pdf>

mislead consumers both by what they say, and what they fail to say". In essence, online advertisements may harm consumers by deceiving them into entering non-welfare transactions. The application of general consumer protection rules to online advertising is conducted by the courts' and other authorities' interpretations and implementations in different jurisdictions. Often there are both self-regulatory and statutory means to regulate and oversee online advertising practices. The increasing use of information technology and the Internet ensures that data protection remains one of the most important and relevant laws that online businesses are required to comply with. The Internet is all about the transfer of information. Not only is the Internet used to disseminate information, but also to collect it. One of the main reasons for the preference of online advertising is its targeted approach to consumers. However, this targeted advertising requires obtaining personal information and data, thus it also leads to privacy concerns. For example, in 2001, privacy litigation was brought against the online advertiser DoubleClick Inc. (now owned by Google) in the United States, alleging that the use of web cookies violated three federal laws. A federal District Court noted that the cookies placed on users' computers were used to gather information about the user and to provide that user with the online advertising it will be interested in. However, the court held that DoubleClick Inc. only gathered information concerning a user's activities on an affiliated website and that it did not access information on a user's computer. Although the court interpreted the use and placement of cookies as interception of electronic communications, it emphasized the user's "consent" and the purpose of the interception. As such, the court dismissed the users', i.e., the plaintiffs', claims regarding violation of privacy provisions. As the rapid growth of online advertising continues, inevitably there will be new legal issues arising. Therefore, there is a need for certain uniformed principles to be accepted collectively. A variety of different approaches causes unpredictability and uncertainty. In an ever-evolving environment such as the Internet, at least fundamental uniformity is required, to maintain reliability in online transactions and prevent infringements and/or unfair or deceptive acts and practices. Online advertising should be treated beyond national policies due to its comprehensive nature as it is attempted in the European Union.

CONCLUSION

As seen from the above discussion, it can be prominently seen the various ways traditional marketing has helped the advertising industry and why it is very important in the growing economy of our globalised world. Though online advertising has made a great impact on our

global economy, still many people in the rural, also in urban areas, prefer seeing advertisements rather than blindly going and purchasing any product. From the above case studies also it can be seen how the advertising agencies are wrongly misusing their power of advertisement in such a way that it is affecting the young generation's mind. Though many changes have been made in the advertisement industry, still many changes are yet to be made. When we talk about the future of the advertisement industry in India, the main point to note is that it is a never-ending era and fashion as it shall continue for ages. The only change our advertisement industry has to make is that the privacy in online advertising shall be made stricter than before, as all the works and business are being done online.

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