

**Integrated Marketing Communication**  
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**Lecture – 21**  
**History of Advertising**

Welcome, friends, welcome to this session on Integrated marketing communication, a vibrant subject which you would have realized by now. I am not sure if I have been able to make it as vibrant as it should be, but the subject nevertheless is beautiful, and I have always been describing it as a mesmerizing kind of a subject. Today or this section, instead, is almost history.

The history of Integrated marketing communication is about, where it started, how it started (more or less) and then the association of everything concerning the brand, brand attitude, and then a little about the advertising world, advertising agencies, their history, and so on. So, we are learning history for now because it is important, I take you there for a short while.

It is important you realize how it started happening and that Integrated marketing communication should focus on the development of brand attitude or functions we have thought of until now. Because after this, I will be moving towards planning, and we will be becoming more specific and deciding which kind of advertisements we should go for.

And then subsequently, we would be moving into modes, as I told you. So, let us entertain ourselves with some historical accounts in Integrated Marketing Communication first and then start realizing how it is related to brand-building at last.

So, you see, the rise of advertising has always been associated with the rise of capitalism, the rise of business perspective, and so on but the rise of capitalism has been an ongoing process. If you read about the historical journey of Integrated Marketing Communication or Advertising, you will realize that when capitalism got impetus.

Then also, advertising accompanied capitalism, and today, it is again getting impetus; for the past few decades, you have realized that capitalism has gone towards globalization and so on. So, it has taken a globalized shape, and advertising and Integrated marketing communication accompany that. So, I would not say it rose because of capitalism or accompanied by capitalism.

Because capitalism, or let us say capital infusion in the economy, raised the demand and not only to generate the demand as we have seen already, but to match the demand with the supply with

the goods available, or bringing in the goods and making the customer aware, all through Integrated marketing communication which has been playing a tremendous role. So, do not feel that I want to say that capitalism rose once, it is rising, and Integrated marketing communication is continuing.

And it brings in competition for resources, competition all through, I will not go into that specifically, but we know that every product is competing for space. And there is resource and product competition altogether, and when demand and supply situation come in, then goods and services must be accompanied by their messages.

So, capitalism and advertising go hand in hand. Historically, whenever these kinds of situations have come in (look into the period and eras when it happened, how it happened) you would realize that there are spurts which are accompanied by lots of Integrated Marketing Communication infusion and that can be fetched through any of the statistical databases wherein you would realize the ad spend has arisen.

So, then came industrial revolution, in fact it is still happening, economies of scales, they are going larger now, we all know specific countries have become hubs for production and industrial development in due course of time and people are moving from this place to that place just for increasing the production levels.

Today, we have reached a situation wherein organizations or manufacturing happens at the seconds of speed; one finished product is out at very seconds. So, again, a different kind of industrial revolution has been going on. Although, I am talking about industrial revolution, which came in late 1800s and then went all through in 1900s and so on, and we will see the dates further.

So, mass production happened along with maintaining relationship with demand, because you are producing so much you want to tell people what you are producing and how people should be consuming that. Because consumption would never happen to the desired levels if awareness levels were not there, we all understand that Integrated marketing communication plays a specific role in that.

In due course of time, because competition from all the sides was coming in for organizations, (take one industry to understand this) and you would realize then, they specifically required their positioning and recognition in the minds of the customer, and then the emergence of branding came in as a requirement, as a need and then came rise of modern mass media.

And it is happening once again; whatever historically we have been looking at in due course of

time, it is happening once again. So, I do not know if it is periodical or just because of technological changes, globalization, whichever way you want to look at it, or the production processes we have initiated, we have established that somehow things are back; capitalism is also on a different trajectory, and we have many start-ups now.

Rise happened in every sphere; industrial development also risen. And branding again has taken a different kind of trajectory, wherein many efforts are being spent by organizations to brand themselves, in the service sector, in the product and service sector, which we discussed in the last few sections. I broke things into scenarios, product and service organizations with product and service, and so on. You remember I talked about Patanjali and so on.

Although I should be talking about the whole world, dividing it into continents, and coming to India, I do not want to put you through a very long journey of historical perspective. If you want to understand that so profoundly, you should refer to some classic books. My favourite, which you can refer to, is Semenik, Allen, O'Guinn, and Kaufmann.

So, there you will find a chapter specifically on this along with other chapters. Also, they are excellently popular chapters associated with the history of advertising and Integrated marketing communication. Well, I have been focusing on the USA now, but other countries specifically participated more intensely after a particular stage. However, the industrial revolution got impetus in Europe also at the same time.

But USA was aggressive; this part of the world was also aggressive, but USA was very aggressive, and they produced a lot of products and goods. Today, we find 'N' number of brands belonging to the USA, although Europe has again participated well. So, I would be focusing slightly more on this country. And then, as I said, you can think in terms of Russia, this part of the world, Japan, France, and Italy also have been fashion hubs.

So, their different kind of advertising in the brand promotion has always been taking place in due course of time. The United Kingdom has been pursuing different kinds of the industrial revolution before anyone else I remember. But we are talking in terms of relationship to integrated marketing communication.

So, there was a stage pre-1800s, advertisements appeared in the form of handbills and newsbooks. So, people used printed handbills to tell people about organizations, institutions, and products. They used to write, and they used to print or, or they used to tell people, and those were distributed; that is a very common practice now as well.

At the place where I am sitting, local shopkeepers insert handbills, and they are people,

representatives, they distribute those handbills everywhere you go. In fact, I was passing by Delhi to go to airport, in pre-COVID stage, and when I passed by a newly constructed building, there was someone distributing the handbills as well as brochures about the building.

Since 1800 till today, handbills are widely common, and they are continuously flowing. This particular thing is accompanying us, and I will discuss support media later. Then, I will be talking about these kinds of elements briefly once again. So, early ads resembled today's classified advertisements; the text was there, the description was there, and so on.

And I remember someone said that classifieds are practically cash rolled onto your doorstep. So, classified ads have a particular value, wherein you want specific information, and you will find it there. But in those days, technological support was not there because there was a lack of ways and means to print beautiful pictures or photographs and merge those things.

So, classified advertisement was the most crucial method. Then as I mentioned, industrialization era came, and daily newspapers started growing because people were looking forward to lots of news; what was happening around? Which of the organizations is coming up? What policies are being developed by the government and so on? What is happening nationally, internationally? and so on.

Daily newspapers started becoming more stronger, and you will find so many names if you search the history of newspapers. As transportation had given an impetus to the flow of news, railroads started coming in, because news was physically carried those days.

It is not like today that we punch in, and the news flows. If I am not wrong, writers utilized pigeons for shifting news which was locally printed from one place to another. So, that was historical when they used to transport pigeons on trains, and those pigeons were flown back from that place to this place news hanging on their necks.

I remember an Indian movie wherein the message was sent in by the actor to the actress through a pigeon, basically in a popular song. At one point of time, advertising was considered an embarrassment by some people. I will not go into that because it was new, and people did not know how to receive it.

Probably the reason was people did not know how to project the right kind of advertisement, but that was the initial phase. Today, advertising has come a long way wherein you cannot think of developing a brand without integrated marketing communication. Remember Dove, an excellent example of a product reaching the customers just because of integrated marketing communication.

People say that integrated marketing communication has worked for this product to take it to the levels and the heights where the customers were involved at largest of the levels through interactive advertising, numerous TV advertisements, newspaper advertisements, marketers utilized almost everything. You'll understand when you refer to the story.

Dove is a success story in terms of utilizing integrated marketing communication to build brand equity.

So, from 1875 to 1918, people were becoming more aware of consumer culture, they wanted to purchase more things; they went for stage shows and movies. And as they were enjoying, they were spending money. As products like soft drinks and wafers were made available, you wanted to tell people. So, the situation was many products were available in the market, and you have to tell them.

So, here advertising itself becomes an industry because you have a large number of players here, and they are playing particularly different kinds of roles. We will see in subsequent sections how the advertising industry played this role. The 1920s made things more exciting wherein advertising or communication became an accepted mode, and products could not do well without communication.

You could not expect products to do fine without communication because if you did not communicate with your competitor, the competition rose from all sides in all the industries. And you see there; you bring in models. Also, you are going for visuals and photographs. But, if you watch those advertisements, newspaper advertisements and billboards, you will realize.

Pictures or sketches or symbols or those kinds of things, they have started flowing in by that time and stars who were recognized models and other recognizable figures from the society and entertainment were entering the advertisement field. And the rise of social classes was also playing a role. Still, I would not go into specific details about that individually.

I have not been motivated to talk about class differentiation or such similar things. Still, as I said earlier, it is a reality that one can think of class differentiation with the modern marketing perspective for segmenting the market, not just for any other reason. I will discuss these kinds of things in ethics of Integrated marketing communication later, wherein I will denounce how we should not be de-marketing society.

Then suddenly came in the Depression era. Nowadays, you have lot many documentaries related to recession and economic depression. I think the latest documentary that is now available in

Netflix is Inside Job, which talks about recession in 2007- 2008 and then there have been several other movies like Too Big to Fail and Wizard of Lies, and many things related to 2007 and 2008 depression.

This depression era came between 1929 to 1941. Though there have been several depression eras, but they were not so globally spread. 2007-2008 depression and COVID had long repercussions.

Although I should not say, it brought in economic depression and it compelled several economies to receive back and fight hard. So, we have yet to know what kind of repercussions it has brought, and we will go through that data later. We might also wonder what kind of role Integrated marketing communication would play in bringing out companies from these kinds of depressions or, let us say, COVID-like situations.

So, as we discussed, that depression was brutal, big businesses got a beating, and advertising turned to harsh, anxiety-created ads. Advertisements started pouring in because they were related to the social-cultural change the economies were going through. And that was the time when radio became a very massive mode of communication. To remember, radio has been massive mode till recently. Today, it has taken a different kind of shape in the form of FM, which has been popular for the last three decades in India, but universally FM has been very popular all through this world.

Through late 80's or, let us say, all through the '80s and '90s, FM got a huge impetus. Universities started putting up their channels on radio which were managed by students in those days, in fact they still are doing that.

Almost every university institution had its FM channel, and they played songs, discussed things etc. So, radio has been occupying a very different kind of place. Shortwave has played a beautiful role basically, and so has the advertising associated with that. Mediumwave was definitely for middle-range and this range decided the kind of message to be reached to a specific customer within that particular kind of range.

So, the media reach matters a lot, and I will be referring to that in subsequent sections. Next, World War 2 came in, and I will not be discussing that too much. But, again, there was a time when some economic depressions were pocketed. Depression was there, but products linked with patriotism and those kinds of things started coming in.

There have been eras along with the rise of this advertising or Integrated marketing communication wherein specific modes have become popular and many times specific subject

areas too became popular because of their acceptability during that period. For example, sometimes science, sometimes patriotism, sometimes sports and sometimes something related.

World started passing through some peaceful things in '60s to 70's; the industrial revolution along with advertising started expanding and increasing with the support of continuous consumption. And advertising emerges as an icon of culture fascinated with consumption.

So, people were happy those days; advertising supported entertainment, songs, music prevalent that time. Departmental stores were opening, people used to go on weekends and that was also the period when many countries started discussing working days; six working days to be reduced to five working days.

And people planned their holidays. All along advertising was rampant. It was like you are going to a department store, you are looking at a billboard; you have a newspaper, you have good television channels, black and white TV was ubiquitous (colour was coming in). That was the time when it was getting incepted.

So, it was vibrant. And then towards the '80s, women took a particular role in the society. Even though they always have played a specific role in the society, a very great and the contributor role, which has been acknowledged time and again, but that was a time when advertising was rising where women were being an icon within those advertisements. War was also the mainstay of that period.

Advertising utilized women as an iconic resemblance. So women, sportspersons, homemakers, office goers, and the working class were all shown in different advertisements. So, that's when women's era started. Looking at the situation, several products converted their objectives towards focusing on women.

I remember a sports company specifically started focusing upon women, which was male-dominated; I would not specifically go into that example and details. And some channels started focusing on women; entertainment and movies became prominent with women-related subjects and so on. And that was when all these things started coming up.

The regulation in the US was becoming stronger, and Federal Trade Commission and National Advertising Review Board became active.

Then came the designer's era, MTV, Late night infomercials became prominent. MTV created a new kind of a thing for this period, wherein people were watching it and participating in that. They were utilizing different kinds of messages to be infused within the channel. The whole

scenario and late-night infomercial programs started flowing in throughout which became specific programs educating customers about the products and customers used to watch these programs because they wanted to know about newer products.

And then E-Revolution came in wherein web revolution, web-based advertising became popular. Then web-based advertising started complementing the traditional advertising and today we see that web is leading the show.

I should indicate that was the time whole of the advertising world was being supported by several kinds of advertising agencies, and this was when they started becoming consolidated as far as their service orientation goes.

And 2000 onwards, consumer empowerment and branded entertainment got a massive speed or impetus, I should say. Although, as I said earlier also, except 2007, 2008 and 2009 wherein recession affected the whole world. But then again, advertising, Integrated marketing communications started, bringing us all out from there.

So, essentially, lots of creativity was brought in by Integrated marketing communication. All over the world, USA was leading, and Europe was also effectively participating in that. The consumer was being made part of the communication and direct communication was being done between agencies and consumers.

This brought the element of co-creation. Co-creation is not only relevant for products or services, but co-creation has also been very prominent in terms of advertising and Integrated marketing communication, wherein communication has been generated around consumer with the help of the consumer as such. Then direct communication has given a powerful impetus to this kind of methodology.

So, ads were mutually co-created. This period brought co-creation element and digital media, especially mobile communication, the internet became prominent, very influential, and part of our daily lives. Today, you would not find people without mobile phones.

Today, you would not find people not watching their mobile phones. Today, you would not find people not watching whichever video is coming their way. And today, you will not find any organization which does not have specific data about what and when their customers are watching their advertisements. Today, you have such interaction of the customer and the company, through the agencies or the technical support that mobile communication and internet is providing in a way.

For example, internet service providers and ad agencies are working in coherence, and everyone



knows what this specific customer is watching at this particular moment. And what should I be throwing at him right now? I told you once when I was talking about this earlier, keep your mobile phone beside you, keep saying specific words, say Japan 5 times, ten times, 12 times, 15 or 16 times you would have a message related to Japan.

You would have a video related to Japan; an airline would tell you that a direct flight from India to Japan is available. So, that is how they are in touch with you. And suppose you are a loyal customer for a particular kind of product or a satisfied customer for a particular kind of product. In that case, they already have your database and your profile.

They know that if you are sticking with them, or when are you wandering off. How do they know? because you are surfing through, you know search engines, you are surfing through web platforms, you are searching through aggregators, you are searching through online shopping portals, and they immediately know where their customer is going. So, observe this, see it happening around you.

And I will be coming back to you with a short history of advertising in India. This is interesting, which is intriguing because after that, only we will be able to build up our perspective on how overall advertising, through its historical development, has contributed to brand attitude and portfolio development. And we will realize how it is now strategically used for this kind of advertisements. So, till then, goodbye. I will see you in the next session.