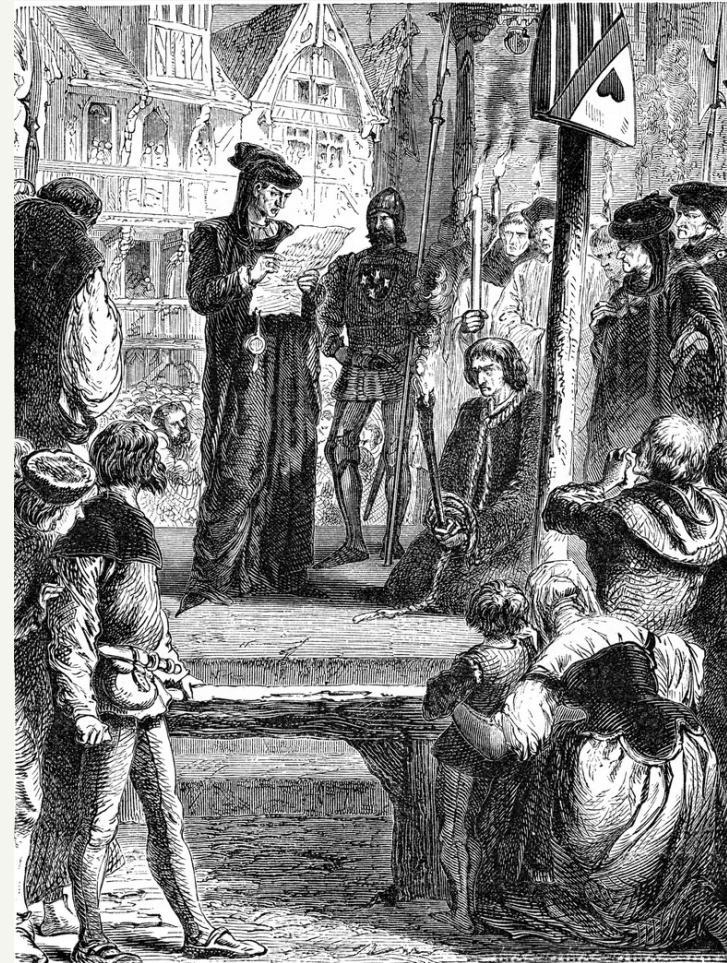


BRIEF HISTORY OF ADVERTISING

Centurion C Priyatna, Ph.D



What started it?



The Beginning 1700 - 1900

The First newspaper advertisement published in U.S 1704

In 1800, billboards come to existence

Sears the first company on direct advertising, mail campaign in 1892

No. 2. No. 1.

The Boston News-Letter.

published by Authority.

From Monday April 27. to Monday April 29. 1704.

London being from Denmark, 24. to 26. 1704.

Letters from England being in the Copy of a Sheet lately Printed here, intituled, *A Friendly Advice to Scotland.* In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom, and of the Protestant Religion. This Letter takes Notice, That the Kingdom in that Nation, that they watch more anxiously than formerly, and that of late many Scores of Packs & Trains are come thither from France, and gone to the North, to the Highlands & other parts of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the Privy-Council.

It likewise observes, that a great Number of other ill-affected persons are come over from France.

From all this he infers, That they have hopes of Assistance from France, otherwise they would never be so impudently and he gives Reason for his Apprehensions that the French King may send Troops thither this Winter, &c. Because the English & Dutch will not then be at Sea to oppose them. &c. He says that he will have them, the Scouts of Justice beyond Sea being over. &c. The Expedition gives him of a considerable number to join them, may encourage him to the undertaking, with fewer Men, if he can but find over a sufficient number of Officers with Arms and Ammunition.

He concludes in the self of his Letters to and fear the English Prospects of the Proceeders being a Protest, and that he will govern as according to Law. He says, that being laid up to the Religion and Politics of France, he is by Education a Head Enemy to our Liberty and Religion. That the Obligations which he owes his Family are not

RINGLING BROS. BARNUM & BAILEY

COMBINED SHOWS

THE GREATEST SHOW EARTH

NEW JUNGLE CIRCUS A COMPLETE BIG TRAINED ANIMAL SHOW GRATUITOUSLY ADDED

THIS BOOK WILL BE SENT FREE

to any address. Write us a letter or postal card and say "Send me your large Catalogue" and we will send it FREE.

SEARS, ROEBUCK & Co.

CHICAGO

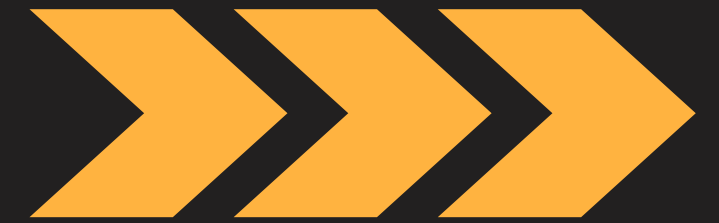
CAPITAL STOCK FORTY MILLION DOLLARS

REFERENCE BY SPECIAL PERMISSION
FIRST NATIONAL BANK, CHICAGO
CORN EXCHANGE BANK, CHICAGO
CHASE NATIONAL BANK, NEW YORK
NATIONAL SHAWMUT BANK, BOSTON

PLEASE SHOW THIS CATALOGUE TO YOUR FRIENDS AND NEIGHBORS

SEE THE YELLOW PAGES IN BACK OF THIS BOOK.

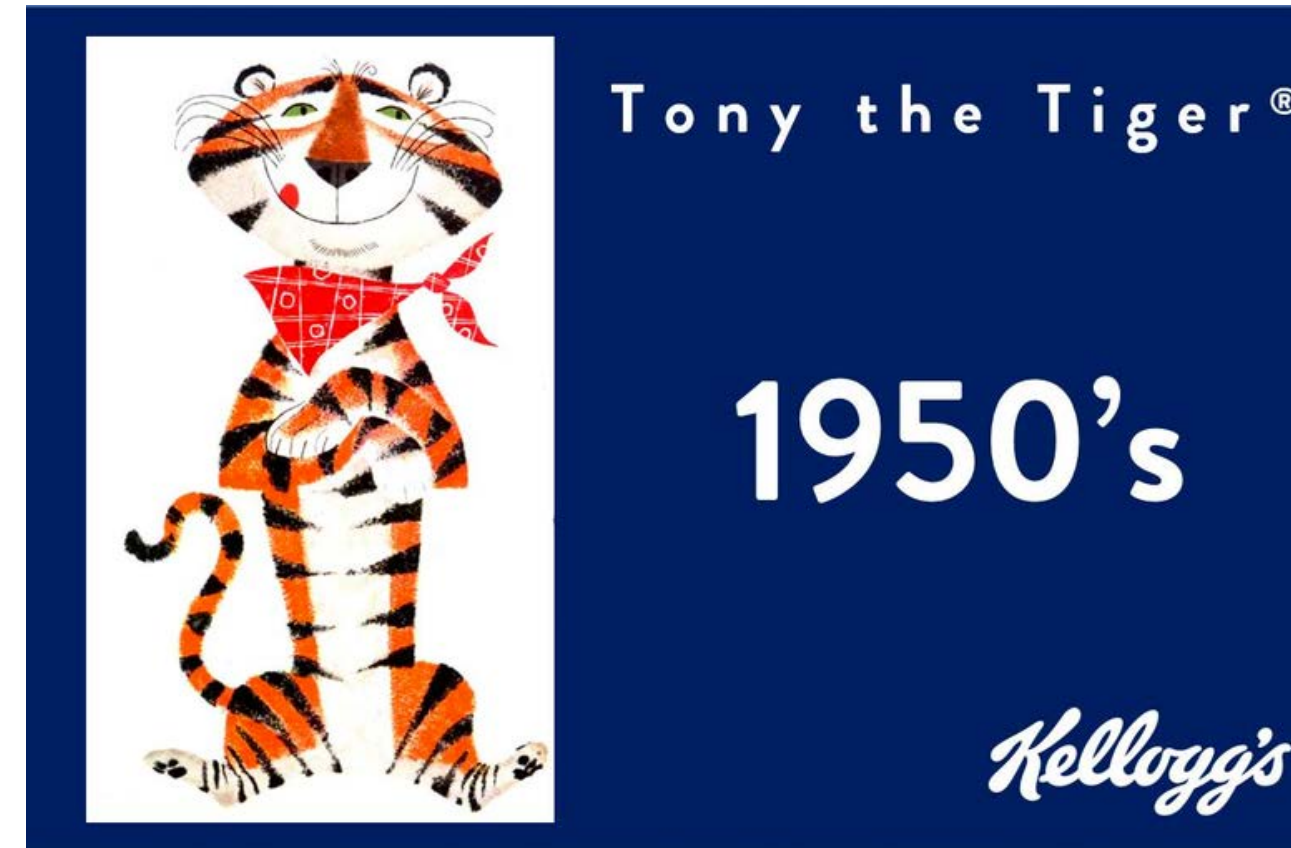
GOLDEN AGE OF ADVERTISING 1900 - 2000





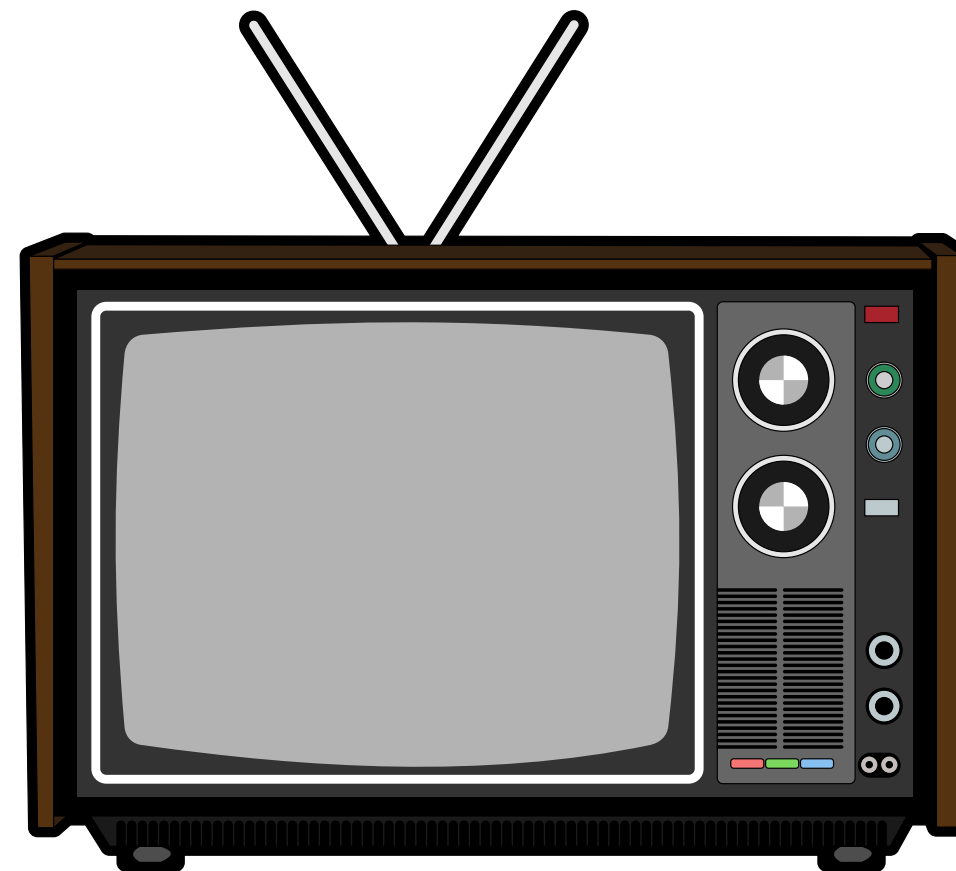
TELEVISION

The first television commercial airing in 1941. Bulova Watch Company aired the first TV commercial, which was ten seconds long and seen by 4,000 people in New York.



RADIO

Radio advertising was launched in 1922 and was a big hit, allowing businesses to convey their unique selling propositions (USP) directly to consumers. Advertisers started paying radio stations to broadcast advertisements to their listening audience.



CHARACTERS

In the 1950s, brands started introducing characters just for advertisements to resonate with their audience. For example, Kellogg's introduced cartoon mascot Tony the Tiger to promote Frosted Flakes breakfast cereal.

Bulova TV Commercial



Example of advertisement in old Indonesia



MOBIL REKLAME KELILING DARI PERUSAHAAN ROKOK "BAL TIGA NITISEMITO"

Untuk memamerkan hadiah-hadiah yang diberikan kepada para pembeli rokok kreteknya,
M. Nitisemito membuat mobil etalase yang berkeliling ke seluruh Indonesia

TEMBACO SHAG VAN NELLE
NOE PANGRAOS-RAOSNA.



OELAH NJĒSĒP BAKO ANOE PAIT!

PARANTOS LANGKOENG TI 75 TAHOEN
LAMINA NJARĒSĒP IEU BAKO.

TOKO ROTTERDAM
DI MANA-MANA AJA.

ONLINE ADVERTISING 2000 – PRESENT

The first online display ad was created in 1994 when advertisers created a banner ad to drive customers to website landing pages.



MOBILE ADVERTISING

2008 – PRESENT



The first mobile ad was introduced to consumers in early 2000.

In 2000, Google developed Google AdWords (now Google Ads) which allows businesses to target ads based on Google search history and user browsing preferences.

Facebook penetrated the ad market with more than 2.2 billion users in 2008. Social media marketing came into existence, motivating other social destinations like Orkut and Twitter to adopt and adapt.

Google acquired YouTube in 2006, introducing video ads to businesses. Now YouTube has one of the highest viewer rates. In 2012, Facebook bought Instagram and in 2013, Instagram ads were launched.

Today, ads are everywhere, ranging from over the top (OTT) platforms such as Hotstar to mobile games like Subway Surfer.



25

Fascinating YEARS
OF DIGITAL ADVERTISING





1994

The Banner Era

HotWired, part of **WIRED** magazine releases banner ads on the information board. The banner ad had a

← **Click-Through Rate of 44%.** →

Have you ever clicked your mouse right **HERE?** → **YOU WILL**



The HTTP Cookie

is invented that helped track user behavior.

1995

YAHOO! is launched and becomes the **primary search engine** for the web.



1996

The Introduction of Flash 1.0

That became a robust framework for web advertising.



The term **content marketing** is introduced at the American Society for Newspaper Editors.

1997

Pop-up ads

are discovered and are found to be good at grabbing users attention.



GOOGLE

1998

The word 'Google!' in its multi-colored font, enclosed in a decorative purple and white frame with stars on either side.

Google Search Engine

is introduced. This proved to be a game-changer that, to this day, leads the digital advertising industry.

Advertising Networks

paved the way and connected advertising to websites.



1999

GoTo.com brings the concept of

Pay-For-Placement searches.

This shifted the advertisers attention towards paid search and Pay-Per-Click Advertising.



2000

Google
AdWords



Google AdWords is born.

This invented a sorted **Pay-Per-Click** Advertising model.

This is also when mobile advertising made its debut.



2001



The dot com bubble bursts

This expanded from the **mid-1990s to 2000** which lead to a small recession.



2002

The first Ad-blocker is invented
It is released as a browser extension




2003

LinkedIn launches
a social networking channel for professionals.

Google Acquired AdSense
this year that was initially operating under the name "content-targeted advertising."

2004


Facebook is launched
and delivers its first advertisement called "Facebook flyers"




2005

YouTube launches and has a noticeable impact on advertising.

Broadband came in and offered enduring connectivity with much faster performance.





2006

Digital ads become hyper-targeted

and Facebook focuses on user interests and demographics.



Twitter is introduced with the concept of **140-character tweet** and made hashtag a popular word.

#



2007

Google Acquired DoubleClick

for \$3.1 billion, a software that transformed the online advertising industry.



iPhone is introduced

and brought a major hype in the mobile advertising industry.



2008

The **term digital agency** was coined

with the aim of offering unified branding, social media, public relations, marketing, and more.



iPhone app store releases

followed by the release of the iPhone 3G, giving marketers a chance to be creative.



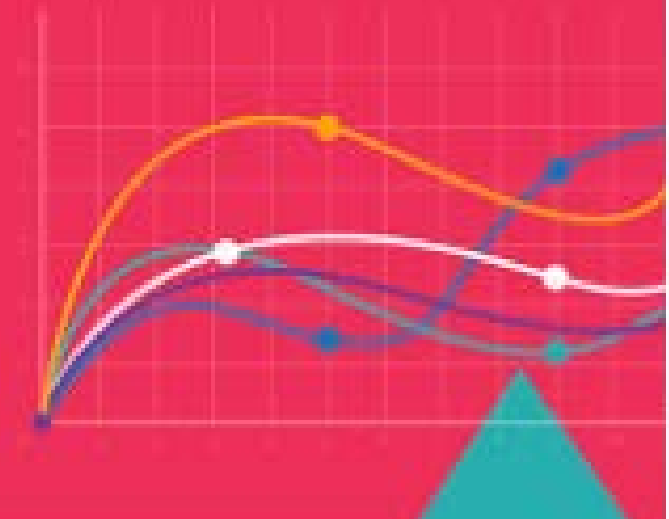
Google

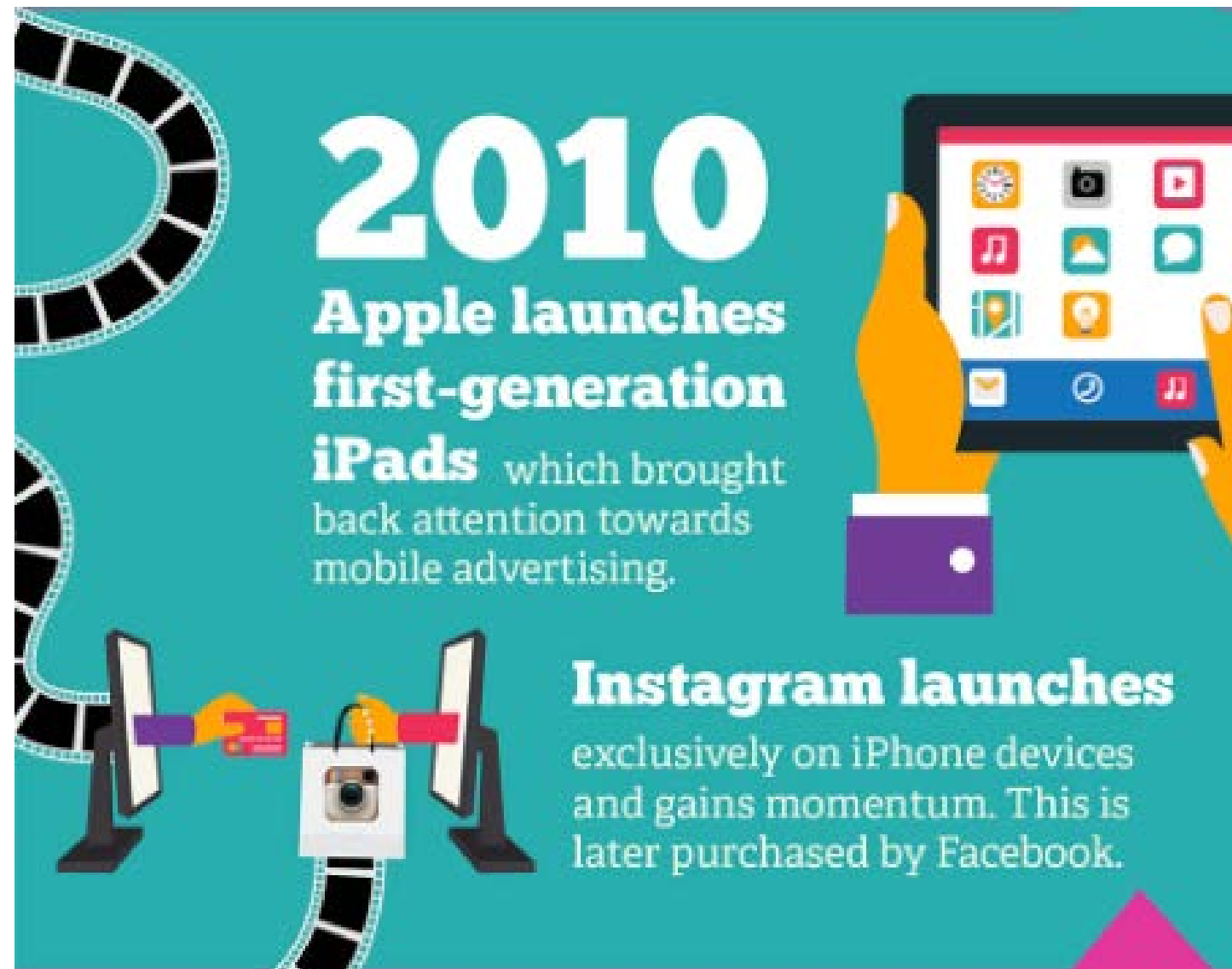


2009

Google introduces Instant to support real-time search engine results.

The **display ad impressions** on the web grew even during a crushing recession period and **Influencer Marketing** also started this year.





2010
Apple launches first-generation iPads which brought back attention towards mobile advertising.

Instagram launches exclusively on iPhone devices and gains momentum. This is later purchased by Facebook.



2011
Snapchat launches this year. Its broad use of videos with augmented reality features makes its popularity go higher..

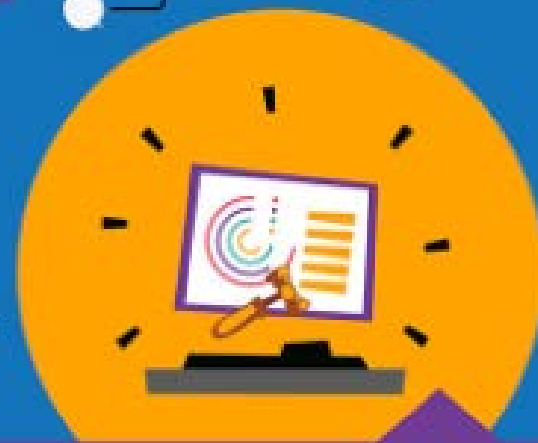
2012 The Internet of Things (IoT)

comes into the picture and influenced marketing and advertising.



Real Time Bidding (RTB)

makes way for the demand-side platforms (DSPs).



2013 Real-time marketing

becomes a buzzword.



Instagram releases promoted posts

that allowed users to run ads while promoting previously shared posts on Instagram.

2014

Focus shifted from mobile to in-app mobile advertising

due to an increase in the use of smartphones.



Speech recognition technology comes to the fore with the introduction of Amazon's echo.

2015

Mobile traffic overtakes web traffic

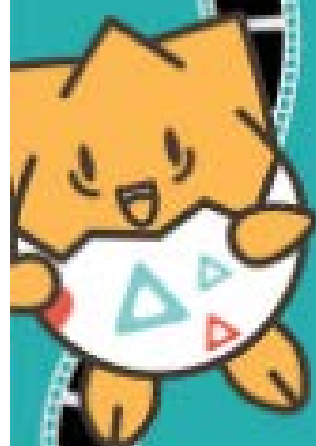
for the first time. Video content consumption also went high.



2016

Pokemon-go gains attention

with 45 million users. The game changed the way marketers viewed augment reality. .



2017

Ads.txt is introduced by the IAB that improved the transparency of the programmatic system for buyers.

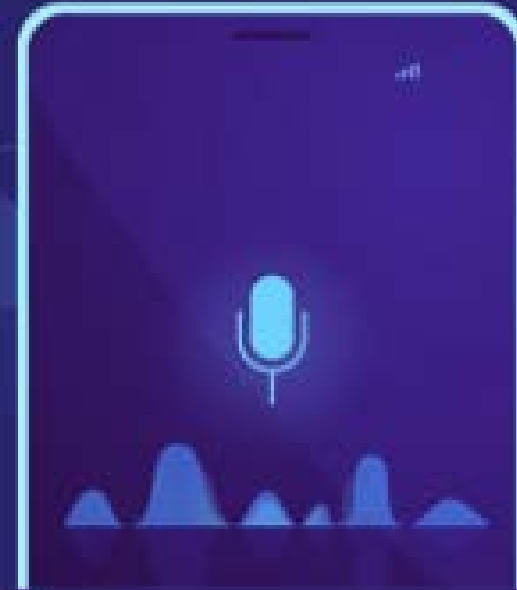
Digital advertising accounted for more than half of the U.S ad agencies' revenues, which is approximately double than that of 2009.



2018

Voice technology releases

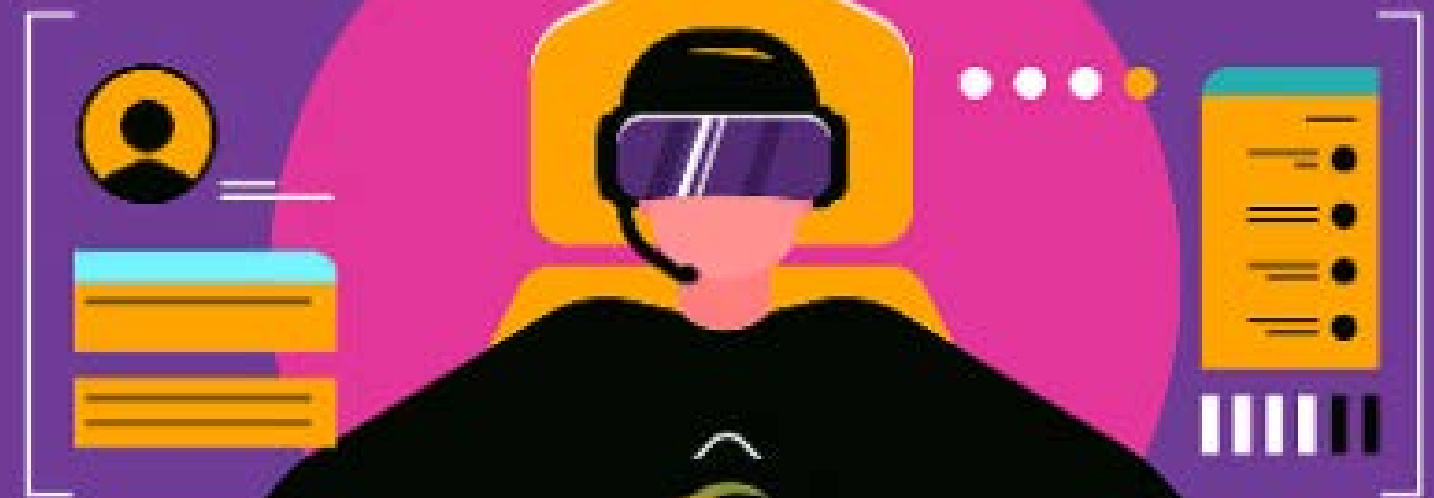
and devices like Alexa, Cortana, Siri, and Google Now were adopted as smart speaker devices.



The **GDPR** goes into effect in May - that changed the way businesses collect, store, and use customer data.

The increasing use of **IoT**, **artificial intelligence**, and **Virtual Reality** helped deliver more relevant and personalized advertising.

2019



What Now?

Metaverse:

The metaverse is a concept of a persistent, online, 3D universe that combines multiple different virtual spaces such as **Augmented Reality (AR)** & **Virtual Reality (VR)**. The metaverse will allow users to work, meet, game, and socialize together in these 3D spaces. **A future iteration of the internet.**

Virtual Reality



Augmented Reality





Thank You

any questions?