

# Marile momente ale advertisingului

Alexandru Ticaloiu



# Nu era nevoie de advertising

Pentru ca...

Supravietuirea era pe primul loc

Productia industrialala lipsea

Oamenii facea barter

Oamenii nu stiau sa citeasca





# Inainte sa avem advertising trebuie sa avem...

APRIL 7, 1894.]

Scientific American.

223

An Encyclopaedia of Useful Technical Knowledge. A great Labor, Time, and Money Saver for Practical Men.

Price \$2.00.

Free of Postage to Any Address in the World.

## THE English and American Mechanic.

AN EVERY-DAY HANDBOOK FOR THE WORK-SHOOP AND THE FACTORY.

Containing several thousand Receipts, Rules, and Tables indispensable to the Mechanic, the Artisan and the Manufacturer. By R. Frank Van Cleave. A New, Revised, Enlarged and Improved Edition. Edited by R. W. Edwards, M. E., Author of "Kinematics for Practical Engineers and Amateurs for Engineers and Physicists." Illustrated by 50 engravings. One volume, 200 pages, (new, closely printed); the matter covering an extremely wide range of useful technical information for all classes of mechanics and other practical men.

Send a circular of 21 pages, enclosing the full Table of Contents of this valuable book, and by mail free and free of postage to one our its shipping part of the book also will furnish to give his address.

**HENRY CAREY BAIRD & CO.,**  
Incorporated in Pennsylvania, Bookbinders & Engravers  
310 Walnut St., Philadelphia, Pa., U. S. A.

## SANITARY SOAP VASE

PREVENTS disease, waste, pollution of soap, clogging of waste pipes, stains of marble, uncleanly soap dish. AFFORDS each user fresh, dry soap.

The Only Glass, Shaking, and Self-closing Soap Dish.

**W. H. RANNIE,**  
Rochester, N. Y., U. S. A.

## SANITARY NOTES AND BEAMS.

Presidential address read by A. L. Gibbs, M.D., before the Section in Hygiene, Climatology, and Demography of the Pan-American Medical Congress, Sept. 1, 1893. Contained in SCIENTIFIC AMERICAN SUPPLEMENT, No. 3233. Price 5 cents. To be had at the office and from all newsdealers.

## BULL'S-EYE

THE NEW KIND OF CAMERA.  
Illustrated in SCIENTIFIC AMERICAN, March 24th, p. 187  
LIGHT PROOF FILM CARTRIDGES.  
NO DARK ROOM REQUIRED.  
Best and Most Practical Camera in the World regard-  
less of price. Prices, \$24 to \$125.



**\* THE "MUNSON" TYPEWRITER. \***  
This machine is an "evolution," the outgrowth of years of experience and the best results of scientific work. Its principles appear at once to the educated mechanic. It is light, small, compact, easily operated, with universal key board.  
**INTERCHANGEABLE STEEL TYPE WHEEL.**  
changeable and easily kept in order. 30 type mechanisms. Weight, with carrying case, 16 pounds. Special wheels for different languages.  
Highest Model Awarded, World's Fair, Chicago, 1893. Send for circular to  
**The Munson Typewriter Co., 162 S. La Salle Street, Chicago, Ill., U. S. A.**

## FINEST ROCK EMERY MILL STONES.

Next to Diamonds in Hardness and Durability. Made to Fit Any Mill Frame without change.



These substitute with unsurpassed rapidity; are more durable than other stones as they are harder, never glaze; grind everything. Most Rapid Grinder known.

Send for Circular.  
**STURTEVANT MILL CO., Boston, Mass.**

## ARMSTRONG'S PIPE-THREADING

**CUTTING-OFF MACHINES**  
Both Hand and Power.  
Saves 100 times.  
Water, Gas, and Steam Fitters' Tools, Thread Pipe Vices, Pipe Cutters, Saws and Cuts universally acknowledged to be THE BEST. Send for circular.  
**Armstrong Mfg. Co., Bridgeport, Conn.**

## Scientific Book Catalogue

RECENTLY PUBLISHED.  
Our new catalogue containing over 100 pages, includ-

## THE SIMPLEX TYPEWRITER

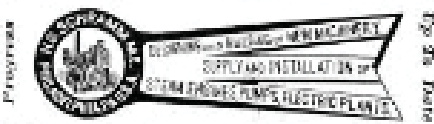
**\$2.50** **\$2.50** GUARANTEED  
to do as great work as any high priced machine. Specially adapted for use in private correspondence. Built to meet the express demand on receipt of \$25. Includes manual case, ink stand.

Address Simplex Typewriter Co., 21 E. 15th St., New York

SCIENTIFIC AMERICAN SUPPLEMENT. Also desired back numbers of the SUPPLEMENT. A SUPPLEMENT may be had in this office for 25 cents. Also to be had of newsdealers in all parts of the country.

## Study Electricity at Home

by our correspondence method. Terms low. Experiments free. Circulars free. Scientific Monthly, Class 5, 11.



**SCIENTIFIC AMERICAN DYNAMO.**  
Description of a plain short-wound dynamo of simple construction, capable of supplying a current of from 10 to 25 ampere, independent lamps, or of being used as a 4-h.p. motor. This machine was constructed especially for the benefit of the readers of the Scientific American, by Mr. W. S. Bishop, of New Haven, Conn. It is designed to meet the wants of mechanics and amateurs who desire to construct a simple dynamo for their own use, but who do not care to enter into the subject scientifically. With 24 illustrations. Contained in SCIENTIFIC AMERICAN SUPPLEMENT, No. 3245. Price 5 cents. To be had at this office and from all newsdealers.

## HE IS DEAD

To be read aloud, also with dramatic accompaniment, or with dramatic help, in the home and in the hall. BY DR. H. H. HALL, M.D., U.S.A. (10 pages of solid information. Sent on request. Circulars free. Price 5 cents. To be had at this office and from all newsdealers.)  
**HALL, M.F.H. & Co., Boston 25, New Haven, Ct., U. S. A.**

**NOTICE TO INVENTORS AND OTHERS WHO** desire to submit small items to be considered for the Naval Service.—NAVY DEPARTMENT, WASHINGTON, D. C., March 15, 1894.—The Department hereby publishes that on August 1, 1894, a Naval Board will convene at the Naval Torpedo Station, Newport, R. I., for the test of Machine Rifle systems for adoption for the Navy and Marine Corps. The tests will be for the selection of a breech loader with magazine adapted to the caliber and ammunition already decided upon by the Department, and only such arms will be considered as are submitted subject to the specifications and tests laid down in the circular which will be furnished upon application to the Bureau of Ordnance, Navy Department, Washington, D. C. Persons wishing to submit arms must deliver them to the Inspector of Ordnance at the Naval Torpedo Station, Newport, R. I., on or before August 1, 1894. **H. A. FERRISS,** Secretary of the Navy.

## Adjustable Band Fasteners

For **TANKS** REPAIR  
The Best in the World.  
The Winship Mfg. Co. will never build a tank without using the fastener. We make a specialty of Washington, Pitt and Louisiana Pressure Tanks. For circulars and prices address, mentioning this paper.  
**THE WINSHIP MFG. CO.,**  
Cor State and Herson Streets, BACINE, WIS.

## IMPROVEMENT OF THE DYNAMO.

Full particulars of the great engineering work of modernizing the course of the Dynamo class engine by adding to it a series of 12 radial vanes of 30 castings and increasing the efficiency through its body. With 20 illustrations. Contained in SCIENTIFIC AMERICAN SUPPLEMENT, No. 3243. Price 5 cents. To be had at this office and from all newsdealers.

## WATER MOTORS

**GAS ENGINES & VENTILATING FANS**  
The best motor in the world for driving all kinds of light machinery, saws, pumps, cranes, etc. Available for lowering church organs, running printing presses.







Nume - Coca-Cola

Logo – Sigla, desenul care iti reprezinta brandul

Slogan – Just do it

Elemente grafice – panglicile rosii Coca-Cola

Forme – sticla Coca-Cola

Culori – rosul Coca-Cola

Sunete – o melodie sau doar un sunet – clopoteii Coca-Cola de sarbatori

Mirosuri – mirosul inconfundabil dintr-un Mc Donalds

Gusturi – KFC si-a inregistrat reteta de 11 ierburi si condimente folosite pentru prepararea puiului

Miscari – miscarea pe verticala a usilor Lamborghini



100% NATURAL FLAVOURS

BRITAIN'S FAVOURITE APPLE PIE\*

Mr  
**KIPLING**

*Exceedingly good...*

**6 BRAMLEY APPLE PIES**

MADE WITH SCRUMPTIOUS  
PIECES OF APPLE

Each pie contains

Calories	Sugars	Fat	Saturates	Salt
232	19.2g	8.4g	2.9g	0.20g
12%	21%	12%	15%	3%

of an adult's guideline daily amount

Serving Suggestion





copyright 2017 - juan schwaninger - theguyonline

**YAHOO!**

Prescurtari si abrevieri facute in timp – HP, eBay, GE, IBM, Skype sau Yahoo

Cuvinte derivate din latina sau alte limbi – Atari, Lego, Reebok, Sony, Volkswagen

Metafore care ilustreaza misiunea companiei – Amazon (mare ca raul), Blackberry (butoane ca semintele), Facebook (lista de oameni), Nike (sprijina victoria) sau Reebok (rapid ca o antilopa)



Shoes for Tomorrow







IMPORTED FROM DETROIT





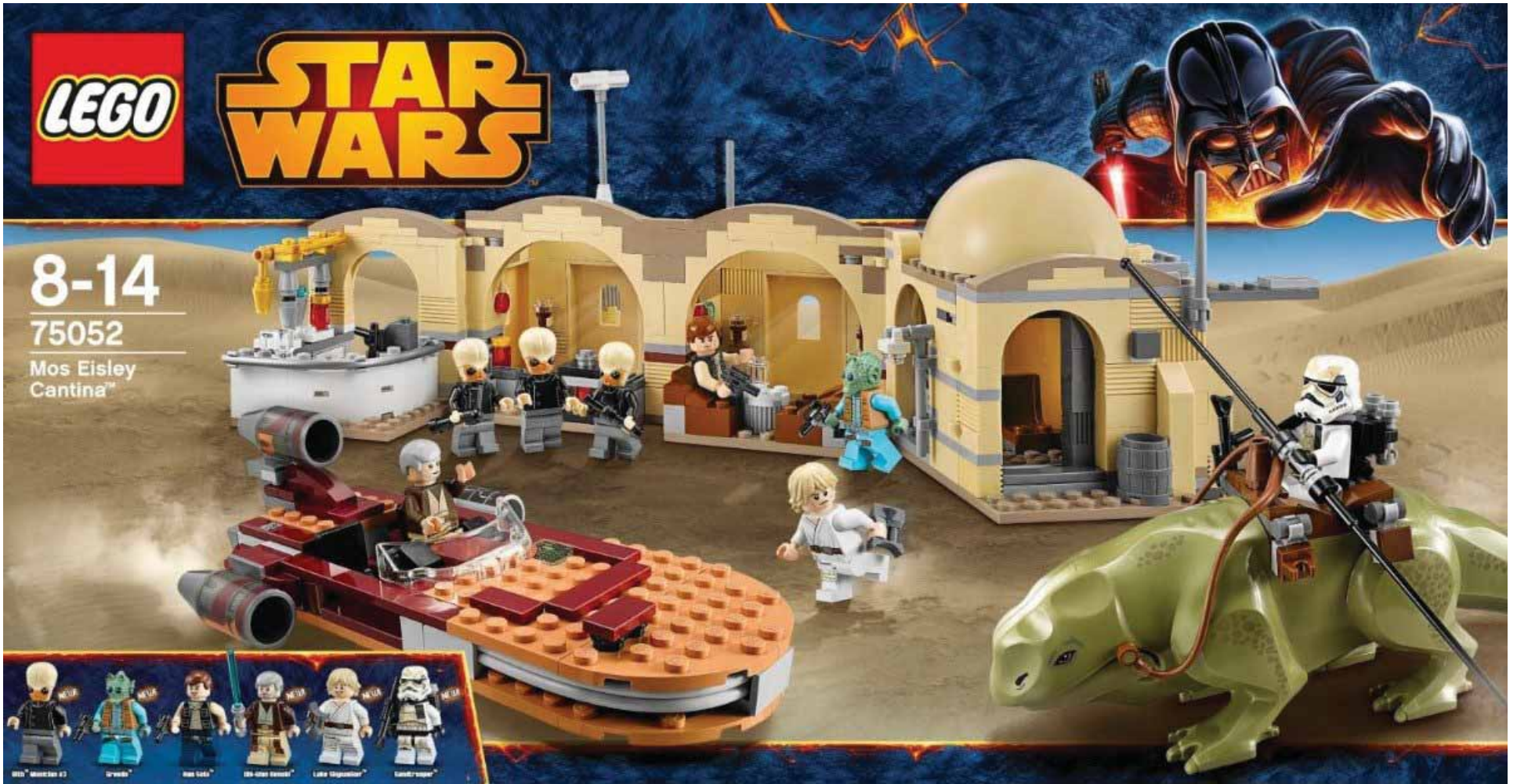


# STAR WARS

8-14

75052

Mos Eisley Cantina™



# Ce este advertisingul?

Totalitatea procedeeelor prin care un mesaj, un produs, un serviciu sau o idee sunt promovate catre public.

Advertisingul este publicitate.

# ATL si BTL

ATL	BTL
Audiente largi	Indivizi cu nevoi si preferinte specifice
Genereaza NOTORIETATE	Genereaza VANZARI
Evaluare dificila prin research calitativ si cantitativ	Evaluare usoara prin cresterea vanzarilor
Durata medie si lunga, efecte in timp	Durata scurta, efecte imediate
Efectele dureaza	Efectele dispar rapid
TV, radio, presa, online, OOH	Promotii, caravane, direct mail/email
	Cupoane, discounturi, cadouri la cumparare, concursuri cu premii, evenimente

# TTL

TTL

Social media, evenimente – ce pot ingloba atat elemente ATL cat si BTL









# Ted is coming.



**R** RESTRICTED  
UNDER 17 REQUIRES ACCOMPANYING  
PARENT OR ADULT GUARDIAN  
CRUDE AND SEXUAL CONTENT,  
PERVASIVE LANGUAGE, AND SOME DRUG USE

MRC

REGENCY

1083








Cine face advertisingul?





**BUY OUR  
PRODUCT**  
*(we're on a billboard).*



Now I know what to do the  
next time my parents die... \*

If you are inheriting someone's  
**IRA/401K/529 or Annuity**





If it were a lady, it would  
get its bottom pinched.

If this lady was a  
car she'd run  
you down.



The beautiful 127 Palio.

**FIAT**



**ADVENTA LOWE - is a winning team!!!**



**TEL. 044 495-28-65**

**FAX. 044 495-28-61**

**That's why we save  
all the real creative  
for our clients!!!**



ADVENTA LOWE

EVERY TIME  
YOU MAKE A BAD AD,  
A BUNNY COMMITS  
SUICIDE.





EVERY TIME  
YOU MAKE A BAD AD  
A UNICORN  
**DIES.**

# Marile momente ale advertisingului

3000 i.e.n. – prima reclama

1100 i.e.n. – cel mai vechi brand Chyawanprash

1440 – Guttenberg inventeaza presa tipografica

1472 – primul poster pe usa unei biserici in Anglia

1650 – primul anunt intr-un ziar

1704 – Boston Newsletter publica anunturi imobiliare, vanzari-cumparari, etc.

1730 – Benjamin Franklin foloseste headline-uri si ilustratii in ziarul sau

1758 – advertiserii sunt asa de multi incat sunt necesare promisiuni fantastice pentru a atrage atentia – False Advertising

1841 – prima agentie de publicitate apare in Philadelphia

1867 – primele billboard-uri si reclame tranzit

1896 – este autorizata trimiterea de corespondenta publicitara in SUA

1900 – Universitatea Northwestern preda publicitatea ca materie

**MRS WINSLOW'S**

THE MOTHER'S FRIEND FOR CHILDREN TEETHING



**SOOTHING SYRUP**

A DELIGHTFUL EXPERIENCE TO GO THROUGH—The FATOFF Treatment—that infalling corpulency reduces—involves nothing BUT cleanly, cooling, refreshing external applications, a delightful treatment from A to Z!



**FATOFF**

Works Marvellous Transformations—relieves indigestion, both when applied externally and internally, restores normal action to all treatments, gives skin desired by all treatments, leaving soft, firm, smooth and uncorrupted.

FATOFF May Be Used in Your Hot Bath

Applicable for expert treatment of your knee-neck, glass or teeth.

Directions located in plain sealed wrapper will see you convinced.

PREPARED BY DR. W. H. BURNETT, 111 Broadway, N. Y. C.

By address: W. H. BURNETT CO., 411, Nassau Street, N. Y. C.

**BURNETT'S**

STANDARD PERFECTLY PURE HIGHLY CONCENTRATED FLAVORING EXTRACTS

JOSEPH BURNETT & CO., BOSTON, MASS.

THE BEST HAIR DRESSING

**COCOINE**

It kills Dandruff, promotes the Growth of the Hair, cures Scald Head and all Irritation of the Scalp.

JOSEPH BURNETT & CO., BOSTON, MASS.

Produce minune continand cocaina,  
opium si codeina

# Marile momente ale advertisingului

1900 – apare brandul Pepsi

1902 – Unilever si JWT incep cea mai lunga relatie din istoria advertisingului

1905 – prima campanie nationala Gillete

1906 – primele reguli referitoare la false advertising

1908 – publicitate cu avionul si lansarea modelului T de la Ford

1911 – Primul produs, Crisco este lansat de JWT pentru P&G. Primul cod al advertisingului referitor la adevar in mesaje

1913 – primele tigarete in pachet branduit – Camel

1920 – valoare piata advertising SUA – 3 miliarde

1922 – primul spot radio difuzat – 100 dolari pentru 10 minute

1928 – apare apa de gura Listerine, recomandata ca remediu pentru raceala





Primul ad senzual



He says of the best  
 cigarettes in the world. While he  
 may say that, he also says  
 that the best cigarette in the world  
 is the one that  
 is the best in quality,  
 in flavor, and in a friendly  
 way. He says that he  
 has tried many others, but  
 he has found the one that  
 is the best.

*According to a recent National survey:*

# MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Doctors are the most intelligent and health-conscious group of people in the world. Their health depends on the quality of the cigarettes they smoke. The quality of the cigarettes they smoke depends on the quality of the tobacco used in them.

The best tobacco in the world is the one that is the best in quality, in flavor, and in a friendly way. The best tobacco in the world is the one that is the best in quality, in flavor, and in a friendly way.



Your "T-Smoke" Will Tell You...

**1. The Taste...**  
**2. The Feel...**  
 It's the only cigarette in the world that has a taste that's as good as the smoke.



**CAMELS** *Camel Cigarettes*

U. S. Senator Gerald P. Nye says:  
 "I enjoy the comfort a light smoke  
 gives my throat"



"I have smoked Luckies of and on ever since my first year in the Senate 12 years ago, and I have always enjoyed their taste and the feeling of relief and soothing which results from my throat. I have done a great deal of public speaking, on the floor of the Senate, over the radio and at conferences. Naturally this results in a strain on the voice. So naturally, in smoking, I have to think of my throat - and I have found that a light smoke is actually on my throat."

*Gerald P. Nye*

GERALD P. NYE  
 U. S. SENATOR FROM IOWA

In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, reported their personal preference for a light smoke.

Senator Nye's statement verifies the wisdom of this preference and so the leading artists of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. You, too, can have the throat protection of Luckies—a light smoke, free of harsh harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on your throat.



THE FINEST TOBACCO—  
 "THE CREAM OF THE CROP"

A Light Smoke  
 "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGHS

©1934 American Tobacco Co. Inc. - N.Y. N.Y.  
 MADE IN U.S.A.

Ad No. 7-11  
 1934, 1935, 1936, 1937

# Marile momente ale advertisingului

1929 – Mare Criza – bugetele de publicitate sunt taiate

1930 – primul serial radio Clara Lu'n Em. Colgate Palmolive devine sponsor. Serialele se numeau soap operas pentru ca erau sponsorizate de producatori de sapun interesati sa atinga cu mesajul lor gospodinele. In acelasi an apar 50

1936 – Life, prima revista ce va atinge 100 milioane/an din publicitate

1937 – Lucky Strike plateste cu 1000 dolari/pers senatori pentru a recomanda tigarile ca protectie pentru gat

1938 – apare sloganul DeBeers "A diamond is forever"

1940 – reclamele incep sa fie testate pe consumatori

1941 – primul spot TV – ceasurile Bulova

1947 – brandurile sunt protejate sub Lanham Trademark Act

When you ride **ALONE**  
you ride with Hitler!



Join a  
**Car-Sharing Club**  
**TODAY!**



**I WANT YOU**  
**FOR U.S. ARMY**  
NEAREST RECRUITING STATION

KEEP  
THESE  
HANDS  
OFF!

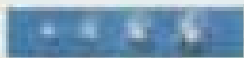


**BUY the way VICTORY BONDS**



**Water is forever. Inspiring your love.**

Nothing says "I love you" like a diamond. A diamond is a symbol of love, commitment and forever. It's the perfect choice for a wedding ring, an anniversary gift or a special gift for the one you love. A diamond is forever. Inspiring your love. Forever yours.



There's nothing more beautiful than a diamond. A diamond is a symbol of love, commitment and forever. It's the perfect choice for a wedding ring, an anniversary gift or a special gift for the one you love. A diamond is forever. Inspiring your love. Forever yours.

**A DIAMOND IS FOREVER**

# Marile momente ale advertisingului

1950 – Comander Whitehead si Hathaway Man ai lui David Ogilvy devin personaje celebre datorita reclamelor

1955 – Marlboro Man lansat de Leo Burnett

1958 – sunt interzise reclamele subliminale

1960 – prima echipa copy-art in campania Think Small pentru VW

1963 – adurile Pepsi Generation incep razboaiele Cola

1967 – prima reclama TV McDonalds

1970 – apare telemarketingul

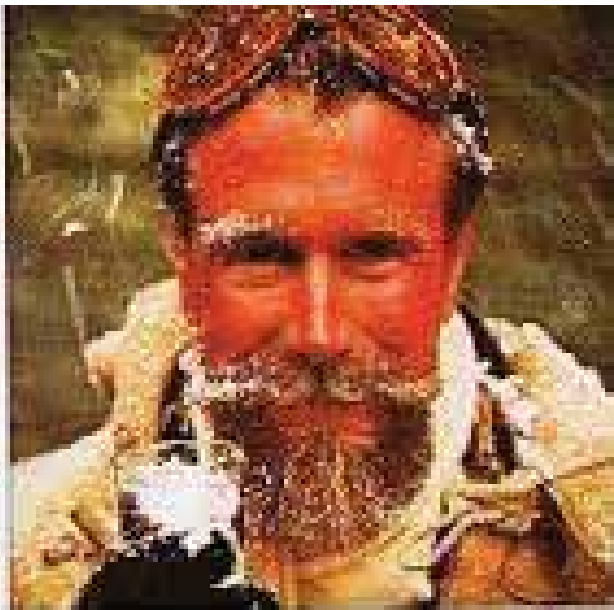
1971 – sunt interzise in SUA reclamele la tigari. Apare economia atentiei – consumatorii sunt bombardati de informatii deci sunt mai putin atenti. Apare pozitionarea

1980 – apar mega agentiile prin inghitirea celor mici



"Dovunque sia bevuto il Schenker's Beer  
Dove bevuto Schenker's Beer, dove bevuto  
Schenker's Beer, dove bevuto Schenker's Beer."

Il Schenker's Beer è una birra  
che si beve in ogni parte del  
mondo. È la birra che si beve  
in ogni parte del mondo.  
È la birra che si beve in ogni  
parte del mondo. È la birra  
che si beve in ogni parte del  
mondo. È la birra che si beve  
in ogni parte del mondo.



"Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?"

Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?  
Will you have Schenker's Beer?





# Marlboro

You get  
a lot to  
like

-filter  
-flavor  
-flip-top box



There's still traditional flavor in the new way to smoke. Smooth taste of Lights tobacco comes full strength. Smooth-tasting, thin taste right in your throat. While the rest doesn't get to the way. Makes Flip Top Box Lights even smoother than our other world class tobaccos.

© 1997 B&W T Co. All rights reserved. 100 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

# Marile momente ale advertisingului

1981 – apare caller ID pentru telefoane – asa puteai descoperi telemarketerii

1984 – apare prima reclama TV Apple Macintosh regizata de Ridley Scott. Actionarilor companiei nu le-a placut asa ca a fost difuzata o singura data

1985 – Coca-Cola lanseaza New Coke cu indulcitor. America protesteaza si produsul este abandonat

1990 – o recesiune determina advertiserii sa mearga pe mana promotiilor nu a reclamelor

1993 – internetul are 5 milioane de utilizatori

1994 – primul spam mail este trimis de o firma de avocatura

1995 – Yahoo si Altavista sunt lansate ca motoare de cautare

1997 – Ask.com e lansat

1998 – un om normal vedea aprox 3000 mesaje publicitare pe zi. Sunt lansate Google si MSN

# TIME



*Coca-Cola*  
TRADE MARK REGD.

ໂອໂອ-ໂອໂອ  
TRADE MARK REGD.

كوكا كولا  
TRADE MARK REGD.

*Koka Kona*  
TRADE MARK REGD.

ኮኮ ኮላ  
TRADE MARK REGD.

コカ・コラ  
TRADE MARK REGD.

可口可乐  
TRADE MARK REGD.

*كوكا كولا*  
TRADE MARK REGD.

코카·콜라  
TRADE MARK REGD.

Coke  
TRADE MARK REGD.

# Marile momente ale advertisingului

2000 – primul ad prin sms

2003 – Myspace e lansat

2005 – Youtube si Google Analytics. Apare Facebook pentru studenti

2007 – apare Iphone. Apare Twitter

2011 – peste un trilion de pagini online – 417/pers

2011 – valoare piata advertising SUA – 497 miliarde dolari. Peste 1700 statii TV in SUA si 14700 statii radio

2012 – apare Pinterest

2013 – Instagram are 160 milioane de utilizatori

2014 - 100 ore de video sunt uploadate pe youtube in fiecare minut. 400 milioane de tweeturi zilnic. La fiecare 2 zile, publicam cantitatea de informatie creata de la inceputul omenirii pana in 2003.

# Super reclame

Coca Cola - Hilltop

<https://www.youtube.com/watch?v=1VM2eLhvsSM>

Apple

<https://www.youtube.com/watch?v=OwT6mgXsZvU>

Got milk

<https://www.youtube.com/watch?v=OLSsswr6z9Y>

Pepsi vs Coke

[https://www.youtube.com/watch?v=qy4\\_XKYo0rQ](https://www.youtube.com/watch?v=qy4_XKYo0rQ)

Real Men of Genius

<https://www.youtube.com/watch?v=lsC3ni7A88M#t=58>

Evolution

<https://www.youtube.com/watch?v=9OjkEOdZj3A>

Alka Seltzer

<https://www.youtube.com/watch?v=bxjb2UJZ-5l>

Honda

[https://www.youtube.com/watch?v=\\_ve4M4UsJQo](https://www.youtube.com/watch?v=_ve4M4UsJQo)

