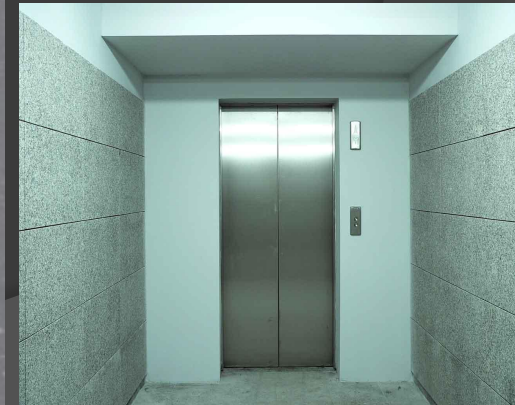
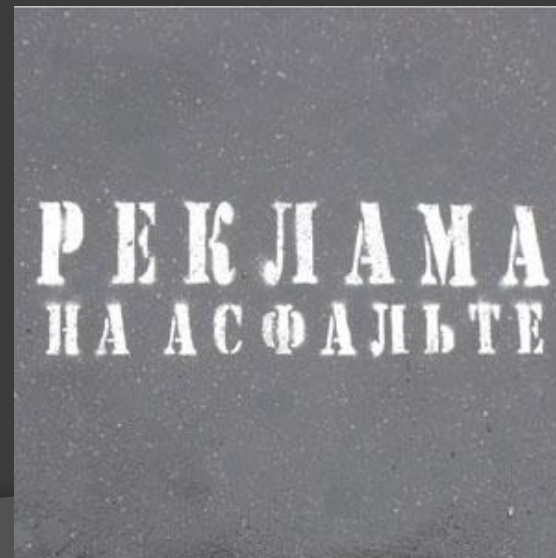


Alex Volhovski, 10-A, gymnasium №11 by K.A.Trenyov
Coach Nadtocheeva L.F.

ADVERTISING

Why I chose this topic?

- Advertising occupies considerable space in our lives.



My problem:

to explore:

- ◉ history of advertising
- ◉ its effectiveness in our time
- ◉ the cost of the advertisement in the media
- ◉ attitude towards advertising
- ◉ how to advertise
- ◉ interesting Facts
- ◉ psychological techniques that are used when creating different types of advertising
- ◉ advertise records

Research methods

- ◉ descriptive
- ◉ historical

What is advertising?

- *Advertising is information about a product, distributed in any form or in any way to promote the product and profit.*

ADVERTISING

History of advertising begins BC. Ancient Egyptians on papyrus gave "announcement". So they sold their slaves. The text "advertising" slaveholders described the character, ability, physical capacity of the one they sold.



A first public ad appeared in ancient Rome. They are written directly on the walls. City dwellers can learn, for example, where and when will be the next gladiatorial combat or the sale of slaves, livestock, and some items. But then ad was so much that the then government began to deal with offenders.



As time went on - Trade
developed

Advertising in the USSR






**Летайте
самолетами
АЭРОФЛОТА!**

- In the 2000s, it took quite a lot of momentum. Now it appears at every turn, in all public places. For advertising began to build a business that brings in big money.


Money matters. Radio.



Minutes of commercials - 21
UAH.



Developed the
infomercial - 150
UAH.



Classifieds 30
words - 250
UAH. / 6 days



Charity advertising - 2
cop.

Money matters. TV.

A green rounded rectangle with a white border, containing the text "Up to 2 minutes - 200 UAH".

Up to 2 minutes - 200 UAH

A blue rounded rectangle with a yellow border, containing the text "17.00 – 23.00".

17.00 – 23.00

A red rounded rectangle with a blue border and a folded corner effect at the bottom right, containing the text "Up to 2 minutes - 150 UAH".

Up to 2 minutes - 150
UAH

A blue rounded rectangle with a yellow border, containing the text "23.00 – 17.00".

23.00 – 17.00

Records advertising

The most expensive advertising



Morning

500 000\$

Evening

400 000\$

The largest fee for shooting in advertising



Longest advertising



• Advertising (an organization that promoted) should have a slogan, motto. It should be clear, concise and contain only a few words.

- The slogan used in advertising should "play" on the emotions on feelings. It aims to intrigue consumers to leave some mystery, which will be known after the man proreklamovannoho use the services of the institution.

- ◎ For a person to remember the name of the product, it must be repeated about 3-5 times.

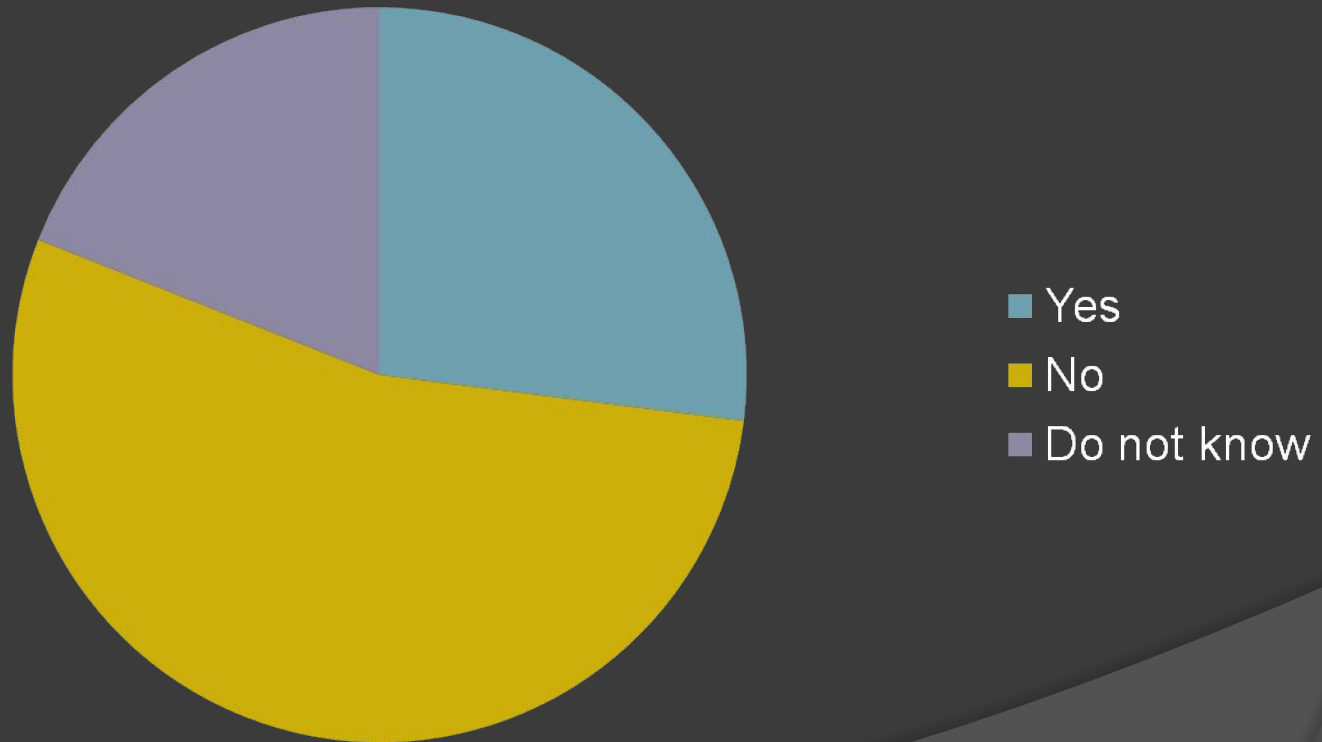
- ◎ To increase the likelihood that the advertising work, should be of interest to the viewer / listener / reader. First - an interesting story, the second - the story, the third - the text.

- Truism - it's common knowledge that sounds like an axiom; generalization. Truism should be such that you had any doubt that the phrase is not correct. Examples truism:
 - "Everyone loves lollipop"
 - "Good Housewives chosen Losk"

~~NO~~

Social survey

Does advertising encourage you to purchase a particular product?



- I have explored :
- history of advertising , its development in different historical periods , particularly in the ancient history of the world revolutionary Ukraine , USSR and in our country since independence
- its effectiveness today. I had a social survey online, the results of which concluded that the effectiveness of advertising
- the cost of the advertisement in the media . I did a search operation and to determine the value of advertising on radio and television
- attitude towards advertising
- how to advertise
- Interesting Facts about advertising
- psychological techniques that are used when creating different types of advertising
- Advertise records that were set in different times by different people , companies and advertising

THANK YOU FOR
ATTENTION!