CHAPTER - II

HISTORY OF ADVERTISING – AN OVERVIEW

This chapter is devoted to give an overview of the history of advertising in general, in India and in Kerala. Section I of this chapter makes a brief review of the history of advertising in general. Section II gives a resume' of the history of advertising in India while Section III gives a brief account of the history of advertising in Kerala.

SECTION – I

ORIGIN OF ADVERTISING

The origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travellers to a tavern situated in another town.

As much as some three thousand years ago Papyrus sheets were used in Thebes in Egypt for announcing the reward for return of runaway slaves. The first advertisement was somewhat in the form of stenciled inscriptions, which were found on earthen bricks prepared by the Babylonians.
about three thousand years before Christ. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building which contains a corner stone or stone tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in hand stone and with it each brick was stamped while the clay had been in its soft stage. The kings who did this had advertised themselves to their subjects which could be read in hieroglyphics.

In medieval times a simple but effective form of advertising was very popular. Merchants employed the so called "town criers" who shouted the praises of the merchants' wares and the arrival of trade-ships. Printed advertising played no big role until the invention of the printing press by Johannes Gutenberg in 1445. Now the printers and later the merchants used little flyers to advertise their products. These flyers often contained characteristic symbols of the guild members and the tradesmen and were also used as a poster on walls. This form of advertisement lasted for a very long time.

In the olden days, advertisements were more passive and extremely limited in scope. The earliest forms of advertisements were sign boards and writings on the walls of prominent buildings. Sampson (1874) in his History of Advertising, which was first published in 1874, points out that "signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisements and they go back to the remotest portions of the world's history." These early signs were, for the most part had been made of
stone or terra cotta "and set in to the pilasters at the sides of the open shop fronts". Later, signs were hung over the walks and above the entrances of shops. Some of them had been extended entirely across the streets.

In the 1880s a new era of advertising began: New methods of manufacturing led to greatly increased outputs and decreased costs for the producers of consumer goods. The products at that time could be packaged at the plant itself. Moreover, the telegraph network came into existence and a network of rail - roads, had also crisscrossed the continent. All these were the factors, which allowed a nation-wide distribution and nation-wide advertising. This state necessitated the growth of advertising agencies and dictated their activities. The most widely advertised consumer products at that time had been the patent medicines.

Broadly speaking the history of advertising might be divided into six periods or stages as follows:

a. Pre-printing period, prior to the Fifteenth century.
b. Early printing period from the Fifteenth century to about 1840.
c. Period of expansion, from 1840 to 1900.
d. Period of consolidation from 1900 to 1925.
e. Period of scientific development, from 1925 to 1945; and
f. Period of business and social integration from 1945 to the present.
a. Pre-Printing Period

The 'Town crier' was the first means of supplementing sign advertising during the Pre-printing period. The 'criers' had charters from the Government and were often organized in a sort of union. Their numbers were usually restricted. In the province of Berry, in France, in the year 1141, twelve 'criers' organized a company and obtained a charter from Louis VII giving them the exclusive privileges of town crying in the province. The Power of commercial criers grew until they were able in some instances to obtain an edict from the ruler of the land forcing shopkeepers to employ a 'crier'.

b. Early Printing Period

The invention of the printing press and the revival of learning meant much to business. It had led to the production of advertisements in large quantities for wide distribution. The first printed English advertisement was a 'handbill' or 'poster' announcement written by William Caxton in 1472. A copy of that advertisement is exhibited in Plate No. I and the changing styles of advertisements in Kerala from early periods to the present time are shown in Plate No. II.
PLATE I

FIRST PRINTED ADVERTISEMENT

(An image of the first printed advertisement is shown, featuring the text and layout typical of early printed advertisements.)
PLATE - II

CHANGING STYLES OF ADVERTISEMENTS IN KERALA FROM EARLY PERIODS TO THE PRESENT TIME

A.
A Typical Advertisement of a Health Tonic appeared in Nazrani Deepika on May 17, 1905

B.
An Advertisement of a Tablet which can be used for Fever, Asthma, etc. appeared in Nazrani Deepika (August 29, 1905)

C.
Advertisement of a Laxative

D.
An Advertisement of a Washing Soap

(appeared in Lokavithi Malayalam monthly in October 1949, pp.2-3)
E. Advertisement of a Health Tonic and a Tooth Powder
   (in Grama Swaraj, Malayalam monthly in June 1980)

F. Advertisement of Wrist watches
   (in Cinema Mazha, Malayalam monthly in Nov. 1963)

G. Styles of Advertisements of Films in Kerala during 1950s and 1960s

H. Styles of Advertisements of Textiles in Kerala during the periods 1975-1980
J.

Styles of Modern Advertisements appearing in both the print and electronic media in Kerala during recent years
The Translated version of the same which was made by Dr. Edward Pousland of Woreester Junior College would read as follows: "If anyone, cleric or layman, wants to buy some copies of two or three service books arranged according to the usage of Salisbury Cathedral and printed in the same desirable type in which this advertisement is set, let him come to the place in the precincts of Westminster Abbey where alms are distributed, which can be recognized by a shield with a red central stripe (from top to bottom), and he shall have these books cheap." The same advertisement was also followed by another warning message as: 'Please don't tear down this notice'. By the middle of the Seventeenth Century, weekly newspapers, called 'Mercuries', started to appear in England. The printing press was then being used in a fashion, which led to the gradual growth and development of advertising by providing a practical, readily available medium to deliver advertising messages to the literate portion of the public. Many of the early newspaper advertisements were in the form of announcements of a pure informative nature. Beverages, Cosmetics and patent Medicines had a prominent place among the advertisements appeared in media. Well-known among early advertisers were the importers of products which were new to England. For instance, the first offering of coffee was made in a newspaper advertisement in 1652, followed by an offering of chocolate in 1657 and of tea in 1658.
England was the Centre of advertising growth during the first half of
the early printing period. It also began to develop in America in a significant way
in the 1700’s. Early American advertising, however, was largely devoid of the
exaggeration found in English advertisements. By comparing patent medicine
advertising in these two countries up to 1750, James Young (1961) says: “While
the English proprietor sharpened up his adjectives and reached his vitriol, in
America, with rare exceptions advertisers were content merely to list by name
their supplies of imported English remedies.”

In general, the growth of advertising during this period, paralleled
the increase in population and in the number of periodicals and newspapers in
circulation in both Europe and the United States. However, in 1712, England
levied a tax on newspapers and advertising, which retarded the growth of
newspapers as well as the advertisements in newspapers. It caused the
bereavement of such a leading publication as ‘Addison’s spectator’. During that
time the tax on each advertisement, regardless of size, amounted to 84 cents at
its peak. In England the taxes on both newspapers and advertisements were
abolished in 1853. The circulation of newspapers in the United States, where no
tax was imposed, was much greater than in England during this period.
Consequently more advertisements advertisers had emerged in the United
States when compared to England. Printed advertising was generally in use until
the end of the Eighteenth century.
c. Period of Expansion

This period includes, roughly, the sixty years between 1840 and 1900. It was during these six decades that the great changes, which had a vital influence on the business of advertising, were witnessed in the United States.

By 1840, railroads in the United States were recognized as an efficient means of transportation. This had led to the broadening of markets and had resulted in an increase in the number of advertisements in magazines, which served large territories. The growth in the numbers and the circulation of magazines were mainly due to the development of rapid and long distance transportation.

This parallel movement is rather striking, while it does not prove a casual relationship between the growth of long distance transportation and advertising media, it is logical to believe that the increase of transportation facilities did have a definite influence on the rapid rise in the number of publications. In fact, the increased revenue from the sale of advertising space encouraged a growth in the number of publications and their wider circulations.

Advertisements during that period were mostly trade advertisements in nature, announcing the arrival of shipments of Coffee, Tea, Silk cloth, etc. Advertisements at that time were also designed specially for dealers in consumer goods as well as grocery or dry goods. Advertisements were mostly handled by printers and publishers of newspapers, who used to sell advertisement space to procure necessary finances for their survival and growth.
Many of the advertisements during this period were the classified variety, which had carried classified business information.

In 1893 more than half of over a hundred firms spending more than fifty thousand dollars annually on advertising were patent medicine manufacturers. But only 20 years later, many of these firms were not patent medicine manufacturers anymore but manufacturers of food, soap, cosmetics and automobiles. These firms began to market their packaged goods under various brand names. Some of the first brands were of the firms like Ivory, Colgate, Wrigley and Coca Cola, etc.. Previously household products of daily use like milk, sugar, soap, rice and candles had been sold in the neighbourhood shops in bulk packages. Emergence of consumer market during mid Nineteenth century gave rise to the modern marketing system, which had led to the emergence of consumer advertisements on the scene in late nineteenth century.

The late Nineteenth century witnessed the half tone printing process, which aided the ability to publish a realistic pictorial display. Further development of Chromolithography, especially in Germany, enabled the use of colour picture, which rendered advertisements more eye catching. The late Nineteenth and early Twentieth century also witnessed the appearance of consumer product advertisements like Tooth pastes, Shampoos, Ready made dresses, etc., in magazines.
d. Period of Consolidation

This period stretches over a period of 25 years from 1900 to 1925. In 1911 a crusade against the ranker types of untruthfulness in advertising was launched in the United States. Printers Ink, Inc., the Curtis Publishing Company and other organizations led the fight to reduce or eliminate the use of gross exaggeration, false testimonials and other forms of misleading and untruthful advertising. It was also during this period that trust-busting, expose and reform programs became popular. It is not surprising that advertising was caught up in this clean up movement. The Associated Advertising clubs of America helped in launching a campaign to promote truthful and ethical advertising. Consequently, several codes for truth in advertising were devised. Probably the most famous was the Printers Ink Statute, published in 1911. It was a model that indicated the types of activities that were considered ethical, unethical and questionable.

The establishment of the Audit Bureau of Circulations in 1914 was another move for less untruth in the field. This Bureau served to validate the circulation statements made by publishers. This was a measure for self-preservation but it served to consolidate the gains made in the heyday of publication and advertising growth.

Later several advertising organizations and groups like the Advertising Federation of America, American Association of Advertising Agencies, Association of National Advertisers, Audit Bureau of Circulations,
Direct Mail Advertising Association, Outdoor Advertising Association and various publishers associations were formed or became active as a result of these changes. These groups tended to give a semi-professional character to the advertising business. They have had some influence in solidifying the business and in raising the ethics somewhat above the levels of previous periods.

It is interesting to note that the American Association of Advertising Agencies in 1918 placed little or no emphasis on the importance of studying the consumer, his buying habits, needs and desires. This factor emerged as a vital element in advertising later by advertisers.

By the end of this period many advertisers had established their own market and consumer research departments and specialized research firms had been organized to make independent and unbiased investigations for advertisers and media. This increased the quality of advertising strategy and the performance as well as benefits rendered to consumers.

World War I witnessed advertising as a profession and regarded it as a tool of social engineering with advertisements being used to mobilize public opinion in favour of the war. The support of social scientists and psychologists to the U.S. advertising industry in 1920's contributed towards marking this industry more dynamic and imaginative. Product appeals were emphasized less and greater prominence had been laid on appeals such as fear, hope, emotions, insecurity, attachments, desires, etc.
The advent of Radio in 1920 marked a remarkable development in the advertising world. The initial stages excluded the use of radio for advertising; only to be included two years later with the W.E.A.F. broadcasting station in New York selling radio time to producers. Thus during 1920s advertisers and their agents had come to realize the possibilities of radios as a means for attracting the prospective consumers of various products and services. With its drama and immediacy, radio could convey their messages directly to the consumers who would not need to purchase a publication or even need to be literates. By the mid 1920's, advertisers' sponsored programmes on Radio were a common feature in the U.S. only to be joined by T.V.

e. Period of Scientific Development

This period saw the application of the scientific methods to resolve the problems of advertising. Knowledge was systematized to a much greater degree than before; and facts were observed, recorded and classified through the application of various scientific devices.

There were a few “radical” advertising men who were so bold as to suggest that advertising be subjected to tests to prove or disprove its ability to work the wonders claimed for it. Not until the depression, starting in 1929, did these men get much of a hearing. But with advertising appropriations receiving liberal cuts, both professional advertising men and advertisers set out to test the effectiveness of advertising as a selling tool. Consequently, emphasis began to
be placed on consumer research with a view to making advertisements more meaningful and ethical. Efforts in this direction include the Audience Research Institute formed by A.C. Nielson and George Gallup in order to evaluate the advertisements on psychological basis, which had enabled the businessmen in improving considerably the quality of advertisements.

During this period of scientific development serious attention was given by many agencies and organizations to various methods for testing the sales effectiveness of advertising strategy, media and copy. This was a new philosophy in the sense that it had meant subjecting the work of the creative man, the artist, the person who depended upon his own insights and intuition to some kind of performance yardsticks.

f. Period of Business and Social Integration

The post war years were characterized by prosperity in advertising. In the 1950s came television which developed fast to the advertising-media. The growing popularity of T.V as an important media of mass communication and recreation had contributed greatly in bringing about this situation and had also provided the much needed momentum to the advertising business. This, in its turn, had led to a host of American companies to start sponsoring T.V programmes. These advertisers could demonstrate the use of their products and services and present well-known figures to praise such products and services. They also could arrange emotions through television. With the passage of time, advertising assumed an important position as a
means of mass communication in Industrial societies. It not only generated greater sales but also had played an active role in boosting the images of companies.

The increased recognition which the advertising organizations attained as a part of the total fabric of the society had enabled such organizations all over the world to establish themselves as an integral factor in the dissemination of vital information pertaining to various products and services beneficial to the society. Advertisements also have become a common medium through which churches, political parties, labour groups, trade associations and the ordinary people communicate their ideologies, ideas and concepts to many of the publics making up the total society. Advertising has also become an institution of persuasion to promote such social and economic values as safety, health, education, benevolence, liberty, democracy, free enterprise and tolerance.

Today, advertising is wide-spread all over the world in different countries. But advertising trends vary from country to country. The turbulent environment of the 20th century, with rapid changes in technology, products, processes, methods, cut throat competition and emergence of new marketing challenges only indicates the significant role of advertising, which is expected to play in the survival and growth of business units.
SECTION II

HISTORY OF ADVERTISING IN INDIA

Advertising in India dates back to the Indian civilization. Relics of Harappa, Mohenjodaro indicate names engraved on exquisite earthen, stone or metal works, which is comparable to the present trade mark system. Paintings or writings on wall indicating slogans or stone engravings indicate a form of advertising.

The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of a propaganda. To spread the teachings of Buddha, the emperor Ashoka of Kalinga set up rock and pillar edicts all over the Indian Territory between 563 and 232 B.C. These rock and pillar edicts can be called the forerunners of poster advertising of today. Thus it was the outdoor advertising that came to light with the point of sale display in market places. The indoor visual communications were the wall paintings in the cave temples of Ajanta, Sanchi and Amraoti. Literally the Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began.

Till the advent of British rule in India, advertising was not taken for business purposes. The reasons were that India was the unique example of household industrial activities. At the time of British entry, India was in Village Economy stage where the relations between the producers and consumers were direct. The local markets were weekly and the producers displayed their wares...
by shouting and giving samples for promoting their trade. The skills of Indian artisans in the areas of textiles - silk and cotton and metal works were all accepted and there was no need of any special efforts of advertising.

British settlement and ruling from 1600 onwards brought about certain changes in our country. British needed advertising efforts to popularize their goods, particularly the luxury goods. They made it possible through the print medium. The first printing press was brought by Portuguese in 1556, which was used exclusively for printing Christian literature. It was only in 1780 that the first Indian newspaper was started, namely the ‘Bengal Gazette’ in Calcutta. By 1786, there were four weekly newspapers and a few monthlies published from Calcutta. It was in the ‘Bengal Journal’ that all the government advertisements were printed during that period. In 1790, ‘The Courier’, published from Bombay during that period also contained advertisements in various Indian languages, namely Marathi, Gujarathi, Konkani, Urdu and Kannada. In 1791, the Government Gazette was started in which all the Government advertisements in different provincial languages were printed. Though the first newspaper in an Indian language was started in 1833, it took pretty longer time to put advertisements in Indian languages. There were no advertising agencies but the newspapers had provided the services of space selling.

The origin of commercial advertising in India is relatively recent. ‘B. Dattaram and Co.’ was the first advertising agency promoted in the country in 1905. The growth of Indian advertising too has been slow with the pre-independence era. Only a few companies were engaged in the business of
advertising on an unprofessional basis and had remained almost confined to the
media buying services with very little creative work. Until the outbreak of the
World War I (1914-1918), most of the advertising was planned and placed by the
foreign manufacturers. During the First World War, the newspaper circulation
was increased as the people were interested in hot news of war affairs. During
the post war period Indian market was flooded with foreign goods that gave a lot
of spurt to newspaper advertising so that more and more space had been
reserved for advertising.

After the First World War, the Indian agencies failed because of the
acute competition, mostly from the British and the American agencies. The Indian
agencies had a tough time but could learn the importance of agency business as
a rich source of employment and earnings. It made them to try the outdoor
advertising media as many of the newspaper media were under the control of
foreign agencies.

In 1918, the first professionally managed modern advertising
agency, ‘Tata Publicity’ was started by Lastromach a British army officer in
Bombay, followed by D. Jekey More’s operation in 1929 and the ‘Thompson
Advertising Agency’ which started its operation in India in early 1930’s.

In fact, 1930’s can be considered as the period of consolidation in
the history of Indian advertising. The ‘Swadeshi’ movement made a turning point
in the history of advertising in India as this movement had led to the increased
appearance of advertisements in the country with a view to popularize Indian
goods against the imported stuff.
Indian advertising has had many changing faces. The pre-independence advertisements were mostly about ladies goods, gents' clothes, travelling, restaurants and hotels and entertainments for the British people in India. Motor cars, electricity and lifts in houses were considered to be the items of luxuries in those periods. Many of the early advertisements were about hotels four wheelers, tea, gramophones, cotton goods, tailoring shops, etc., and their target audiences were the British people in India, the princely families and the people from the upper strata of the society. It is only after independence and the abolition of the princely order that a new-born middle class received attention of advertisers.

As against 14 Advertising agencies in 1914, there were 45 agencies in 1944, indicating over a three-fold increase in the number of agencies. However, the gross annual media billing was just Rs. 5 crore. This indicates that the initial stages were marked by a slow growth in advertising agencies in the country. Among the reasons cited for such a sluggish growth were the unfavourable attitudes of companies towards advertising, limited market, slow pace of industrialization and lack of competition.

The first full-fledged Indian advertising agency was set up in 1931. The increased competition demanded a thorough improvement in the quality of advertising work and services. To improve the art-work and copy illustration, Indian agencies used to send their employees abroad for special training. The All India Radio started telecasting various programmes in 1936. In 1939, The Indian and Eastern Newspaper Society was founded to protect and promote the
legitimate interests of the newspapers and to deal collectively with the Government, agencies and the advertisers. In 1941, Indian Languages Newspapers Association was formed to deal with the problems of Indian language newspapers.

By the end of World War II, the political and economic scene underwent a sweeping change. Consequently the scarcity conditions prevailing in the Indian economy gave much impetus to the growth and development of light and small industries. In 1945, the Association of Advertising Agencies of India (A.A.A.I) was formed to raise the standard of advertising and regulation of advertising practices through a code of conduct. In 1948 Audit Bureau of Circulations of India (A.B.C.I) was started on the lines of A.B.C of America. In 1952, The Indian society of Advertisers was formed to promote the interests of advertisers so as to raise the standard of Indian advertising. Until independence, the number of large-scale industries in India were limited. Though there were some foreign cosmetic industries in major cities, their products were not of any natural popularity. After independence, the Five Year Plans were implemented and several factories and large-scale projects have emerged. Consequently, production and transportation facilities have increased tremendously. These spurts in various activities enabled the distribution of products anywhere in the country and this marked the beginning of the 'Golden Age' of advertising in India.

Advertisements in the Indian print media achieved a considerable importance only from the beginning of the Twentieth century. Educational
development and the popularization of media had also contributed much to the expansion in the field of advertising in India. Advertisers' Club of Bombay was started in 1955 and such clubs had emerged later in all the metropolitan cities in India. The telecasting of programmes through TV had commenced in India on 15th September 1959 at Delhi. Besides these, there are some other forms of publicity used by the advertisers, which include the use of short films, slide shows, messages on the radio and in TV. TV advertising has become popular in India as it is abroad. Film Advertising has also attained popularity among the advertisers and the consumers alike in India to a large extent as these could be exhibited through cinema theatres even in the remotest hamlets in the country by many advertisers. Radio Advertising has been introduced by the All-India Radio at Bombay from 1st November 1967. This pilot project was started with commercials being put over low power Vividh Bharati transmitters at Bombay, Poona and Nagpur. It has gained a wide popularity among the traders and industrialists. Radio Advertising has also been introduced in Calcutta since September 1968 and later extended to Delhi, Madras, Tiruchirappalli (1969); Chandigarh, Jullundur, Bangalore, Dharwar, Ahmedabad, Rajkot, Kanpur, Lucknow, Allahabad (1970), Hyderabad - Vijayawada (1971), Bhopal, Indore, Cuttack, Jaipur, Patna, Ranchi, Trivandrum, Calicut and Srinagar (1975). Advertisement have been accepted in many languages as tape recorded 'spot's of various durations. Sponsored programmes have been introduced in radios since May 1970. Now more than 85 percent of the total population in the country is covered by the All India Radio (AIR).
The television age has now dawned on India. It started in a very humble fashion by way of experimental transmissions at Delhi on 15th September 1959 the early television advertisements were merely stills with voice-overs or short versions of cinema advertisements. Regular TV was first introduced in 1965, and there has been a large scale expansion. The television set up in India was delinked from the All India Radio on 1st April 1976 under its new name 'Doordarshan', a separate department meant for the full development of the medium and specialized skills peculiar to television. Presently there are eight TV stations in the country. The year 1976-77 was a turning point in the history of Indian advertising. It was in this year that the Doordarshan (DD) started accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January, 1976 and the revenue from commercial advertising has shot up at an astronomical rate, leading to a flooding of sponsored programmes and the opening of a second channel in Delhi and Bombay.

The first burst of public sector advertising was in the 1980’s but what catapulted the industry onto a higher plane was the landmark launch of colour television on August 15, 1982. Colour printing in Newspapers and Magazines also brought about a new hue to their readability. To proclaim the serious role of advertising in competitive scenarios, the Advertising Standards Council of India (ASCI) was born. The 1980’s also witnessed the first round of sponsored television programming. From a Rs.100 million Industry in 1955, to Rs.1600 million in 1978 and to a Rs. 50,000 million industry in 1999, the advertising industry has traversed a long way.
Satellite TV has ushered in epochal changes in entertainment in awareness of trends and lifestyles abroad. It has also dramatically expanded media options and influenced the styles and substances of advertising, which is now richer and stronger in imagery and emotional appeal. The economic liberalization of the past twelve years has created challenges as well as opportunities for advertising. Indian products and services face fierce competition, both nationally and internationally. International brand wars are now being played out on Indian turf. During the last cricket world cup – 2003, the television image of giant, Coke bottles being wheeled on to the pitch to serve cricketers “the official drink” was obliterated by that of cricket celebrities swilling Pepsi and wise cracking the Pepsi slogan “Nothing official about it”.

Market researches by various organizations have also been making spectacular strides in India. Hindustan Lever, the biggest marketing conglomerate of consumer goods in India, for instance, has pioneered the market research, particularly in rural India. Hindustan Thompson Associates (HTA) and Lintas perhaps lead the country in market research competence. Specialist market agencies such as MARG and MODE have also come up offering their specialized services to the producers and marketers of both the industrial and consumer goods.

In 1994-95, the total TV Advertising in India came to the tune of Rs. 775 crore, in which the DD’s share was Rs. 400 crore. Out of these, Rs. 200 crore was advertised on the network and the satellite channels accounted for the remaining Rs. 175 crore. Consequent upon the Globalization, the Indian
advertising firms have also been entering into the sphere of global tie-ups. The styles and the ways of presentation of advertisements have also been changing rapidly in India. Advertising on the Internet is also growing rapidly in India. India's online advertising revenues are expected to increase from $2.5 million in 1999 to $150 million in 2003.

Technological advancements have changed even the way of functioning of the advertising agencies in India. Many of the advertising agencies in India are splurging on the latest gizmos (notebooks, digital studios and media planning software). Computers and computer graphics have brought new power, versatility, speed and value to advertisement production in our country. Video editing is smarter, facile and swifter than ever before due to the use of computerized gadgets from the U.S by the Indian commercial advertisers. Advancements in printing technology and colour processing have enabled the Indian advertisers to bring out hi-fidelity advertisements of international standards in various magazines and periodicals. Videotronics and special effects have also enabled the Indian advertisers to improve the production quality of TV advertisements.

Today there are more than 50 channels, including 8 Malayalam channels, active and vying for a share of the mind and money of the advertisers. Even the behemoth Doordarshan has woken up to the market reality of fierce competition leading to a tie up with the CNN for the new channel. Advertisement Researches have indicated that even the rural folk in our country have started watching programmes like Oshin, Santa Barbara, Matrix, Superman, Tom and
Jerry and Alias, unlike the traditional programmes filled with Mythological Indian heroes and heroines.

Some brilliant examples of timing and relevance of the history of Indian advertising in the recent past have been Ankhita Jhaveri, the child model, who made ‘Rasna’ a household name in the 1980’s; Penny Vaz and Remo Fernandas as they echoed “Yehi hai right choice” for ‘Pepsi’; Circus artists modeling for ‘Action Shoes’, which was broadcasted just before the tele-serial ‘Circus’; ‘Britannia biscuits’ advertising Amjad Khan just before the immortal lines of ‘Sholay’ film. The styles and ways of presentation of advertisements by various advertisers have changed drastically during the recent years. Sachin Tendulkar voraciously grabbing a ‘Britannia Tiger biscuit’ from an impish child, Mohammed Kaif sharing ‘Lays potato chips’ with film star Saif Ali Khan, and guys like Harbhajan Singh, Rahul Dravid and Sourav Ganguly playing jungle games with a lion in a ‘Pepsi’ advertisement have become the style of the day.

The number of advertisers on TV has grown quickly from just over 2000 in 1994 to a close of 5000 in 2002. At the same time, the number of companies generating 80 per cent of the TV revenues had fallen from 223 companies in 1994 to 173 in 2002. In other words, the number of advertisers on TV has almost doubled during the last 8 years, while the percentage of companies accounting for 80 per cent of the total of Rs. 3900 crore of TV revenues has fallen from 11 per cent to 3.5 per cent during the same time.

On analyzing the history of the growth in the media advertisement expenditure in India from 1985 to 2003, it can be seen that the media advertising
in our country has shown a steadily increasing trend from Rs.580 crore in 1985 to Rs. 15000 crore in 2003 (Table No.1)

Table No. 1

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</table>

Note*: - Trade estimates


The Media-wise advertisement expenditure in India from 1997 to 2001 reveals that the Advertising Expenditure in Print media is the highest when compared to that of the other media followed by Television. The Advertising Expenditure in Print media as well as on other media except TV has been showing declining trend, while that in TV has been showing an increasing trend. The Advertising Expenditure in Print media in India during the year 1997 was Rs. 3,258 crore which come to 57.25 per cent of the total. But during the year 2001, it was Rs. 6,216 crore which constitute only 51.8 of the total expenditure. The Advertising Expenditure in TV in India has shot up to 40.46 per cent during the year 2001, which was only 34.60 per cent of the total during 1997. (Table No. 2).
Table No. 2

Media-wise Advertising Expenditure in India and its percentage

(Figures for March 31)

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>3,258</td>
<td>57.25</td>
<td>3,820</td>
<td>55.98</td>
<td>4,529</td>
<td>53.68</td>
<td>5,220</td>
<td>52.20</td>
<td>6,216</td>
<td>51.8</td>
</tr>
<tr>
<td>Television</td>
<td>1,969</td>
<td>34.60</td>
<td>2,460</td>
<td>36.05</td>
<td>3,240</td>
<td>38.40</td>
<td>4,000</td>
<td>40.00</td>
<td>4,855</td>
<td>40.46</td>
</tr>
<tr>
<td>Others</td>
<td>463</td>
<td>8.15</td>
<td>544</td>
<td>7.97</td>
<td>668</td>
<td>7.92</td>
<td>780</td>
<td>7.8</td>
<td>929</td>
<td>7.74</td>
</tr>
<tr>
<td>Total</td>
<td>5,690</td>
<td>100.00</td>
<td>6,824</td>
<td>100.00</td>
<td>8,437</td>
<td>100.00</td>
<td>10,000</td>
<td>100.00</td>
<td>12,000</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Business India, September 4 – 17, 2000, p. 3


Over the past few years, hundreds of advertisers have emerged in India. But India’s advertising scenario is dominated by the 6 companies like the Hindustan Lever Ltd., Colgate-Palmolive India, ITC, Dabur India, LG Electronics India, Nestle India, and McDowell & Co. Among the advertising giants, Hindustan Lever Ltd. assumes the first position during the year 2000-2001. Colgate-Palmolive India, ITC and Dabur India assume second, third and fourth positions respectively (Table No. 3)
Table No. 3

Top Six Advertisers in India

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Advertisers</th>
<th>Year Ending</th>
<th>Advertising expenditure (Rs. In Crore)</th>
<th>Rank 2000 – '01</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hindustan Lever Ltd</td>
<td>Dec: 2000</td>
<td>696.58</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Colgate – Palmolive India</td>
<td>March: 2001</td>
<td>213.96</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>ITC</td>
<td>March: 2001</td>
<td>183.32</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Dabur India</td>
<td>March: 2001</td>
<td>146.08</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>LG Electronics</td>
<td>Dec: 2000</td>
<td>131.40</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Nestle India</td>
<td>Dec: 2001</td>
<td>128.46</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>McDowell &amp; Co.</td>
<td>March: 2000</td>
<td>118.94</td>
<td>7</td>
</tr>
</tbody>
</table>


In India advertisements of an array of items have been appearing in the mini screen. Among these items, Toilet Soaps, Tooth pastes, and detergents are the predominating items advertised in the TV. This indicates the increased importance assumed by them during recent years in our economy (Table No. 4). It becomes more pertinent in the case of the State of Kerala where people are highly hygiene conscious.
Table No. 4

Top Seven TV Superstars in India from 1995 – 1999 (Rupees in Crore)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>1995</th>
<th>1997</th>
<th>1998</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Category</td>
<td>Rs.</td>
<td>Category</td>
<td>Rs.</td>
</tr>
<tr>
<td>1</td>
<td>Toilet Soaps</td>
<td>74.81</td>
<td>Toilet Soaps</td>
<td>115.7</td>
</tr>
<tr>
<td>2</td>
<td>Toothpaste</td>
<td>45.14</td>
<td>Toothpaste</td>
<td>86.8</td>
</tr>
<tr>
<td>3</td>
<td>TV</td>
<td>42.53</td>
<td>Saree</td>
<td>82.9</td>
</tr>
<tr>
<td>4</td>
<td>Detergent Powder</td>
<td>38.07</td>
<td>Shampoo</td>
<td>82.7</td>
</tr>
<tr>
<td>5</td>
<td>Corporate Firms</td>
<td>34.08</td>
<td>Corporate Firms</td>
<td>75.3</td>
</tr>
<tr>
<td>6</td>
<td>Shampoo</td>
<td>32.92</td>
<td>Detergent Powder</td>
<td>68.4</td>
</tr>
<tr>
<td>7</td>
<td>Two-wheeler</td>
<td>27.04</td>
<td>Entertainment</td>
<td>58.8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>294.59</td>
<td>Total</td>
<td>570.6</td>
</tr>
</tbody>
</table>

Source: Business India, October 20 – November 2, 1997, Vol. (512)

SECTION -III
HISTORY OF ADVERTISEMENTS IN KERALA

Before 1890, Advertisements in this region were mainly in the forms of Government notifications. During that period the people were informed of such notifications put by the authorities through the beating of drums. In addition to the Government notifications and the proclamations of the king, advertisements of Pharmaceuticals, Watches, Religious books, Electric galvanic rings and lockets had appeared in the newspapers. Dailies were not popular during that period and the newspapers at that time had been brought out without any regular periodicity. Rates of advertisements, both the rates per insertion and for a long duration, were also published in these newspapers. Advertisements appeared in the newspapers during this period were also in the form of descriptive write-ups.

Majority of the advertisements appeared in the newspapers between 1901-1910 were concerned with Ayurvedic medicines, Silver and Nickel Watches, Fountain pens, Chitty Companies and Rubber companies, which had a significant influence on society at that time. Advertisements of medicines concentrated mainly on diseases that were common to little children. Medicines for the health of pregnant women, Purgatives and medicines that can improve one’s facial glow. Advertisements on various types of watches and fountain pens had usually appeared in newspapers along with their pictures.
Advertisements on health tonics highlighting pictures of individuals before and after taking the medicines were a common style of advertisements of such products during that period. Advertisements on Ayurvedic medicines exhibiting a long list of various types of medicines were also a style of advertisement of such medicines during that period. Advertisements on watches offering several incentives were quite common during 1908 and 1909.

Advertisements on medicines had assumed prominence among the advertisements in the print media between 1911-1920. Advertisements on dress materials like dhoties and shawls with silver border by the Swadeshi Cloth Stores, Eraniyil and Maharani Ayurvedic Herbal Oil were the notable advertisements among the advertisements of luxury items during 1915 and 1916. Advertisements of Bharatha Vidyasala, Thiruvalla; Saraswathy vilasom Publishers, specialized in the publication of religious and educational books; Almaposhini Publishers, Kunnamkulam, publishing Malayalam text books were quite frequent among the advertisements that appeared in the Malayalam News papers and Magazines during 1918 and 1919. Advertisements of Insurance companies like the National Insurance Company, Calcutta for the first time had come out in the newspapers in 1919. Details regarding the issue of share of companies like Travancore Brotherhood Company, Kollam were also put as advertisements in newspapers in 1920. In this advertisement there was reference to the total number of shares, its face value, how the amount would be
collected etc. Some of the advertisements were very brief, while others were very elaborate with some pictorial representations. A majority of advertisements during this period were of extensive in nature as newspapers were the main sources of information for the populace. Dress items with silver border and Ayurvedic herbal oil were still some of the items of luxury during the period.

Imported seeds, Opticals, Harmoniums, Violins, Bicycle, Alarm clocks and Time pieces, Second hand Type writers, etc., where the main items that covered a substantial part of the advertisement spaces of the newspapers during the period 1921-1928. Several banks like National Banks Ltd, Thiruvalla, Central Bank, Pala, Travancore Commercial Bank Ltd., Kottayam, Athirampuzha Bank Ltd, Athirampuzha ,Bank of Travancore, Kottayam, and on the imported White Rose toilet soaps like the ‘Vinolia’, various brands of imported Cigarettes, Books for learning English Language etc. where the prominent items sharing a large chunk of advertisement columns of the Malayalam newspapers and magazines. By this time advertisements on films also began to appear in the newspapers and magazines published from the State. Advertisements of Jewelers, like the Unniyattil Kuttanmenon Jewellers, Trichur, Eswaramenon Jewelers, Kozhikode and Trissur also came up during this time. A significant change in the pattern of advertisements by the end of this period was that unlike putting advertisements in the inner pages of the newspapers, the publishers of newspapers had started canvassing advertisements for giving the same on the front pages of their newspapers by levying a high advertisement tariff from their
customers. Importance of classified advertisements had also been felt well by the publishers of newspapers. This had made the publishers to lower their advertisement tariffs, especially the Classified advertisement tariff, with a view to get an increased volume of business besides increasing their circulation and geographical coverage to a considerable extent. Advertisements that were given inside the newspapers soon found a place in the front page, in full page, without illustration.

Many of the advertisements during 1931-1940 were either descriptive or informative type. Advertisements about Hotels advertisements making awareness to the public such as the advertisements of Insurance Companies like Star of Travancore Life Assurance Co. Ltd, Thiruvalla Associated Insurance bank Co. Ltd, Kottayam Pioneer Insurance and banking Co. Ltd and those inculcating the habit of saving among the people such as State bank, Nedugadi Bank, Pala Central bank were the main categories of advertisements capturing the attention of the readers of the newspapers and magazines during this period. Besides these, advertisements of Jewelers, Furniture marts, Book stall, Studios, Toilet soaps and Vegetable oils like Dalda and the producers of Ayurvedic medicines like Kotackal Arya Vaidyasala and and Dhanvanthary Vaidyasala had appeared frequently in newspapers and magazines during this period.

In addition to the advertisements mentioned above, during 1941-50, advertisements of some of the newly emerged banks such as the Pala
Commercial Bank, Catholic Bank of India Ltd and South Indian Bank Ltd. Allopathic Medical shops, Malayalam Dictionary, Science books, Watch dealers, Radios (Philips and Murphy), Lamps (Evershine Lamps), Hindustan Umbrella factory, Automobile Workshops, Printing Press, Fertilisers, Cameras, Textile shops, Washing soaps (Swan 58 soaps), Toilet soaps (Pears, Lux, Lifebuoy, sunlight, Rexona, Godrej etc.), Tea, Foot wares (Bata), Advertising agency (Associated Advertisers, Kottayam), FACT, National saving scheme (National Defense Savings Certificates), Films (like Sasidharan), etc.

Instead of giving long sentences and elaborate statements, advertisers during this period used to advertise their products and services with big pictures, catchy words and captions. Advertisers of consumer non-durables, especially Toilet soaps (like Lux Toilet soap) had started giving advertisements portraying beautiful ladies besides offering rare, vivid photos highlighting the dressing patterns of Punjabi, Madrasi, Malayalee, Bengali, Marvari and Marathi women with a view to motivate the female households to buy this product. Several companies had adapted these similar styles and strategies during that period while advertising their products in the print media.

During 1948-1950, malayalam magazines and periodicals like 'Naradan', 'Vikatan', etc., were flooded with a variety of advertisements ranging from the advertisements of stationary shop, Gingally oil, Health tonics to Gems and Jewels.
Advertisements of Ayurvedic Pharmacies, Ayurvedic medicines, Book stalls, Textiles, Ayurvedic toilet soaps (like Chandrika and Sasindra), Other Toilet soaps (such as Pears, Lux, Lifebuoy, Rexona, Godrej, Pyary), Watches (Omega), Coffee houses, Vegetable Oils (Dalda, Crown mark gingelly oil, etc.), Lamps (evershine lamps). Tea, Banks (such as the Catholic Syrian Bank, South Indian Bank), Radio sets, Jeweleries, Hotels, Films, Dairy products, Studios, Advertising Agencies and Electro plating works assumed prominence among the advertisements that had appeared in the newspapers and journals between 1951-1960. There had also been a significant increase in the number of advertisements during this period when compared to the earlier periods. Some of the advertisements had also started appearing in the newspapers in multi colors.

A large number of Cine exhibitors had emerged in Kerala in the 1960s necessitating wide advertisements for films in various forms to attract more and more cine viewers to the cinema theatres. This had led to the emergence of certain categories of artists and specialists well versed in the designing and publication of Cine Advertisements. In certain regions of the State the Cine Advertisements were exhibited by displaying such advertisements in the night on square boxes with hurricane lamps / petromaxes put inside the boxes. People were usually hired for carrying the same on head loads to exhibit the same in public places and at places where people were gathered during ceremonial occasions. Handcarts decorated with big cinema posters on either side of the carts were usually pulled on the roads in various residential areas with
the help of hired labour to attract the attention of the people from each locality. People were informed of the arrival of a new film by means of Wall Posters, notices and beating of the drums. Persons deployed by the advertisers and cine exhibitors to advertise the same also carried posters mounted on frames affixed with wooden poles, accompanied by drumbeaters. Film advertising, extending for a short time span of two to three minutes also became popular in Kerala by the end of this period.

Advertisements of Malayalam films released in the beginning of 1960s had had any technological superiority when compared to the present day advertisements. The art of advertisement assumed a new dimension due to the gradual advancement in the spheres of processing, printing, lithography, offset printing and photography. Entering of new artists, especially in the field of Malayalam film advertisements had made spectacular strides in the Malayalam advertisement scenario. Pioneer in this field was Sri. S. Appukuttan Nair (known as S.A). The advertisements which he designed for the Malayalam film ‘Chemmeen’ had elevated him as an international fame for the same. He was the person who had designed the maximum number of cine advertisements in Kerala during that period. Later, artists like Salam, Kurian, etc., had followed his style in designing the cine advertisements.

By 1971-1980 in addition to the advertisements mentioned above, advertisement of biscuits, health drinks, baby soaps, ayurvedic toilet soaps like Radhas and Medimix ayurvedic soaps, paints, etc., had started appearing
in various media, especially in the Malayalam dailies and periodicals. Advertisements of the Kerala State Lottery had been appearing in the print media since 1975. Classified advertisements covering matrimonials, real estates, private financers, auto consultants, decorative items, spare parts, hotels, household utensils, situations vacant, rentals, personal, thanksgiving for favours received, etc., had become the major sources of the revenue to the publishers of the leading newspapers of Kerala. In the beginning of 1970s large number of the educated youth and skilled workers of Kerala had started migrating to the Middle East in search of jobs. The massive remittances of Keralites from the Middle East had led to the progressive demand in various consumer non-durables, both indigenous and imported, luxury items such as fridges, television sets, audio equipments, mixies, ornamental electrical fittings and plumbing materials. Besides these there was also a high demand for real estates and structural materials. Consequently, many of the advertisements of these items started flooding into the advertisement columns of almost all the print media in Kerala. Print media in the State have become one of the dependable sources for those who are in need of certain socially inevitable services like the matrimonial, educational avenues, health and sanitation and for those who are desirous of the direct purchase of a variety of items, especially the luxury items.

During 1980s cosmetic items had attracted the attention of the women folk through the wide publicity given by the manufacturers of such items in the women’s magazines like Vanitha, Gruhalakshmi, Women’s Era, Femina, and other malayalam magazines like Manorajyam, Manorama, Mathrubhoomi,
Mangalam, Nana, Keralasabdam, Kalakaumudi and Kumkumam, which had been gaining wide popularity among the households of Kerala during that period. Educated women of Kerala who had been going through these magazines had been tempted to buy many of the cosmetic items appeared in these magazines. The advertisements of these products have been able to create a wide publicity and increased consumption of these products in the State.

Commercial broadcasting on the radio came into existence in 1982. Before that period license fee were levied from the owners of radio sets. Once the license fee was withdrawn by the Government, advertisements have been telecasted along with the radio programmes. Telecasting of TV programmes in Kerala have also started on November 14, 1982. Only the national programmes in Hindi were telecasted in Kerala during this period. The first Malayalam programmes have started appearing in TV from January 1, 1985. Since then radio and TV have started playing their dominant roles in the popularisation of advertisements of various products in every nook and cranny of the State. A revolutionary change took place in the arena of advertisements in the State due to the wider geographic coverage of these media and their everincreasing popularity among the public. These have also created a sense of brand building consciousness among the advertisers of various products in the state of Kerala. Even then there a few manufacturers who ventured into long term advertising plan -campaigns with sustained efforts to achieve brand building and brand value in addition to supplement their marketing plan. Fertilisers And Chemicals Travancore Ltd. (FACT), Kerala State Electronics Development Corporation (KELTRON) and Kerala Tourism Development
Corporation (KTDC) were the three companies worth mentioning in this backdrop. But they were forced to work with the national agencies because the local advertising agencies could not do any justice to their advertising needs. During this period many advertising agencies in Kerala were satisfied with Cinema advertisements and retail advertisements in an unprofessional manner. However, there are some exceptions to these. ‘Sravya’, a professional advertising agency in Kerala bagged several awards to its credit. This advertising agency got the ‘Rapa Award’ in 1985 for its advertisement prepared for the HANTEX. In 1986 and in 1987 it also got the awards for the radio advertisements prepared for the Malayala Manorama daily and for FACT for boosting the sale of their product, namely, Factumphose.

During 1988 video cassette recorders have started becoming popular in Kerala. Later, video parlours had mushroomed in different parts of the State. Consequently, video cassette shops and video cassette recording studios had also emerged to cater to the needs of the people. Viewing of video cassettes during leisure time has become one of important entertainments of the households of Kerala during this period. There was also a high demand for video cassettes in Kerala at that time. Several advertisers had started exhibiting the advertisements of their products through this media along with the video films and songs.

The development in the field of Agriculture and Industry, improved infrastructural facilities, the coming up of new educational institutions, development of Banks (Branch expansion), the revival of the co-operative sector,
growth of health centres, high rates of remittances by Keralities working abroad, the nuclear family system, etc. have made the State’s economy to a consumerist economy. The improvement in the economic status and the aspiration for attaining a high standard of living have necessitated the purchase of several costly consumer non durables and items of luxuries by a majority of the households in Kerala. The emergence of banks and other financial institutions offering various credit schemes at low rates of interest and easy methods of remittances have further increased the consumption propensity of the people of Kerala to a great extent. All these have led to a growth in the sales of new products, which were widely advertised through newspapers, journals, radio and TV.

During 1991-92, the advertisement campaigns launched by Remanika, the famous dealers in textiles in Kerala by bringing north Indian models to exhibit the dressing styles of north Indians have had far reaching consequences among the dressing styles of majority of women in Kerala. They had used the models in costly costumes, similar to those adorned with the north Indian kings, queens and their dependents, with a view to sensitise the people of Kerala, especially the womenfolk. Those advertisement strategies have proved to be a success in changing the traditional dressing styles of the women of Kerala towards the north Indian styles of dressing. Similar types of advertisement strategies resorted by such textile dealers and garment manufactures in the State had resulted in the switching over of the women of Kerala from half sarees and full sarees to salwar-kamiz and then to churidars.
By 1992, Dish Antennas became popular in different parts of Kerala, especially among majority of the households of foreign immigrants. Later, it had spread to the High and Middle-income groups. Installation of such hi-tech electronic devices provided ample opportunities to Keralites for viewing hundreds of TV channels flooded with the advertisements of various brands of consumer durables and non-durables. Those advertisements tempted many of the viewers in purchasing such items.

In 1993, several national Advertising Agencies had opened their branches in Cochin, the industrial capital of Kerala, with a view to exploit virgin market of retail advertising. This, in fact, has initiated the boom in the arena of advertisement in Kerala. The opening up of branches by the nationally reputed Advertising Agencies in the State has led to the appearance of a large number of eye-catching advertisements of international standards. With the arrival of private agencies, Government and public sector units have also gained wide popularity. Being a consumer State, many aspiring 'Big Shops' like Jayalakshmi and Seemati textiles, Bhima and Alappat Jewellery had joined the advertising bandwagon. Gold and textile dealers are the two high spending retailers in Kerala. They have been spending quite a large amount on advertising in the print and electronic media. Gold being a passion with Indian women, and more so with Keralites, one cannot aim at a particular age group, income group, awareness group or the social sector. Hence the advertisements appearing in the media in respect of gold and textiles are always of a generic kind. They talk about the design, variety, etc., of the products and the credibility of the dealers.
A stage has come in Kerala whereby it is realised that establishments and products have existence only through advertisements. Consequently, cut throat competition among advertisers, advertising agencies and among various media for their survival. Advertising agencies and print and electronic media had started canvassing advertisements even without enquiring the genuineness of advertisements and integrity of the advertisers. It had resulted in the frequent appearance of misleading advertisements of Teak, Manjium, Goat/ Sheep Investment Schemes, Real Estates - inside and outside Kerala, Blade companies, etc., 77. During that period, a large number of individuals, craving for huge returns for the investments, got attracted by such misleading advertisements of innovative business ventures had lost their savings in toto. The various rules and regulations formulated by the Government proved to be a failure in safeguarding the interests of the investors in this regard.

'Asianet Cable Vision' was the pioneer in the field of Private Malayalam TV channel in Kerala. Though they had started telecasting the Malayalam programmes at the end of the year 1993, they were able to widen their network within a short span of two years. From 1995 Miss.Universes like Susmitha Sen and Aiswarya Rai started appearing as models for several products in the print and electronic media 78. Their appearances in the media have been able to create new dimensions to the existing styles of advertisements.

Though there were several such developments in the field of advertisement, some unhealthy practices had also crept in by making some
deleterious impact on this industry. Many advertisement agencies have been complaining that there are agents who try to win over customers by discounting their commission.

Developments in the styles and designs of advertisements to the international standards had led to the formation of the ‘Advertising Club’ in Kerala in 1995.

During 1996 a series of advertisements of moulded chairs began to appear in the print and other visual media. These advertisements have a significant influence, especially among the Middle and Lower Income Groups of Kerala. Since then a large number of people in Kerala started switching over from the traditional wooden furniture to the plastic moulded furniture. Several plastic moulded furniture-manufacturing companies have also emerged in the State due to the increased demand for this item.

Several advertisements appeared in TV during 1996 – 97 had projected the opinions of experts in the concerned fields like a nutritionist recommending ‘Complan’ as the best health drink and a doctor recommending ‘Pepsodent’ as the best tooth paste as a means for attracting consumers. Advertising agencies during that period found that it was easy for them to increase the sales of their clients using the comments of an expert in the field. Several advertising companies had succeed to a large extent in their attempts as is evidenced from the increased sales of these goods.
Doordarsan, after stopping the telecast of epics and other related serials due to the 'Babri Masjid' issue, has started telecasting such serials from 1997 onwards. The telecasting of mega serials like 'Om Nama Sivaya' of Dheeraj Kumar, having a budget of Rs. 42 crore had attracted several advertisers to sponsor this programme during 1997. The number of sponsors, which stood at 16, had suddenly shot up to 26 within the first few weeks of telecasting of this mega serial in TV. Simultaneously the dialogues were dubbed in Malayalam and telecasted by the Doordarshan from Trivandrum. This led to a tremendous increase in the number of viewers of the programmes as well as the advertisements.

In 1997 Surya TV, a Private TV channel started telecasting various Malayalam programmes in Kerala. Within a short period this TV channel has been shot to prominence as one of the favourite Malayalam TV channels in Kerala. Several advertisements in Malayalam also began to appear in this channel. Due to stiff competition advertisements in Malayalam find it very difficult to compete with the national level advertisements. Advertisers in Kerala have been trying their level best to tide over this situation by presenting advertisements in the Kerala background along with several striking symbols. For example the advertisements launched by the V - Guard Industries, K.S. Cattle Feeds, etc., in Kerala clearly portrays this situation. Some other agencies in the State have also been trying to catch the attention of their customers through film stars as models for their advertisements.
During 1998, advertisements, which had a budget of rupees One Lakh, were mainly centered in Kerala and when the budget went up, the venues were shifted to Madras, Bombay, Singapore, etc. The rates demanded by Cameramen, Music Directors, Art Directors, Models etc. had also been influencing the cost of designing an advertisement in Kerala. A large number of advertisements, which were intended to be exhibited in Kerala were made in Madras during those periods. The studio facilities in Kerala were available only for designing small budget advertisements. Excepting the film directors and serial directors, a small number of professionals work in the field of advertisement in Kerala.

Due to the progress in the IT sector during 1998–99, several companies and firms in Kerala, especially those in the fields of Tourism, Ayurvedic medicines, Education, Banking, etc., had come out with Internet based advertisements. Increase in the circulation of newspapers, increase in the number of advertisers, the opportunities provided by electronic media, competition due to globalisation, channel wars, added importance given to the consumers, etc., had enhanced the pace of developments in the advertising industry of Kerala during that period.

Kerala witnessed a controversy over the exhibition of advertisements in TV for the first time in 1999 with the appearance of advertisements of John's Umbrella mart in Kerala, which had made use of little girls adorned in mini skirts to boost their sales. Some viewers, stating that the movements and the
gestures of the little girls in the advertisements crossed the limits of decency, filed complaints before the Women's Commission. The court allowed the umbrella mart to display their advertisements on the ground that they had obtained the Certificate of Clearance from the Central Board of Certification before the same was exhibited\textsuperscript{88}.

Fall in prices of agricultural products, reduction in the flow of gulf money, etc., during the year 2000 had made a sluggish trend in the economic scenario of Kerala. This had had its repercussions in the field of advertising too\textsuperscript{89}. Moreover a new trend had emerged among the advertisers whereby they had reduced the number of big advertisements and replaced the full page, half page and quarter page advertisements by a number of small but attractive advertisements\textsuperscript{90}.

During 2000, the increase in the number of local editions of the prominent dailies of Kerala like 'Mathrubhumi' and 'Malayala Manorama' improved the prospects of advertisers and the dailies. With a small budget, advertisers could reach out to the target consumers. By taking advantage of the changed situation, 'Mathrubhumi' and 'Malayala Manorama' - the leading Malayalam dailies, had started six to eight split editions from the same centre. Consequently, the publishers of newspapers started canvassing advertisements directly from their clients by eliminating the advertising agencies\textsuperscript{91}.

Because of growth in economy, many foreign advertising agencies came to India. They had also collaborated with the advertising agencies of Kerala.
by opening their branches in Kerala. This had resulted in bringing out very attractive advertisements of international standards with a professional touch. Kerala market, consequently witnessed the cut-throat competition between companies over the same products. Due to these significant developments in the sphere of advertising, the number of advertisements and its quality underwent drastic changes.

By 2001, an array of advertisements had started appearing in all the media, offering sale of various consumer durables and semi-durables such as flats, four wheelers, two wheelers, fridges, computers, washing machines, colour TVs, etc., on hire purchase basis and on the basis of low rates of interests. Banks and other financial institutions had also started to put their advertisements regarding various schemes for the acquisition and purchase of such items at very low Equated Monthly Installments (EMIs). These sorts of advertisements had created an ever-increasing consumption propensity even among the low and middle-income groups of a consumerist state like Kerala. Many a consumer of the State, lured after the continuous doses of persuasive types advertisements filled with exaggeration of facts and figures, have been slipping into the quagmire of debts.

Entertainment advertisements like the advertisements of ‘Veega Land’, ‘Fantasy Park’ and ‘Dream World’ Amusement Parks began to appear in the print and electronic media by the end of 2001. These advertisements have been able to influence many of the micro families of Kerala to a great extent. Their advertisements, followed by personal canvassing of students from the
educational institutions by offering several incentives and concessions besides exhibiting their own programmes and sponsoring of certain programmes in full, have made these parks renowned among the people of Kerala. The success of these amusement and water theme parks have paved its way to the emergence of several such entertainment parks near important tourist centres in and around Kerala. Visiting of such centers, with the family members during holidays and festive occasions, has become part of the life style of many of the micro families of Kerala.

Kerala witnessed several Industrial and Consumer Expos during 2002, sponsored by manufacturers and dealers of different consumer durables and non durables, in association with the financial institutions like I.C.I.C.I, K.S.F.E, Sundaram Finance, GE Countrywide and leading banks such as the State Bank of India, State Bank of Travancore, South Indian Bank, Federal Bank, etc. Several advertisements appeared in the newspapers, radio and TV. Besides these, advertisements in the forms of notices, banners, hoardings, posters, etc. began to appear in plenty with a view to sensitise the masses. A visible change that can be observed during recent years, in the styles of advertisements, is the organization of Cultural Programmes along with such Expos to attract and entertain the prospective consumers. During the same period, several Mobile phone companies like Airtel, Escorted, BPL, etc., had also come out with advertisements, highlighting many of their attractive schemes. Because of the cut throat competition between the mobile phone companies, call rates have been reduced drastically. Three mobile phone companies have attracted the attention of consumers in Kerala through their catchy
advertisements. One of the leading mobile phone companies, Escorted claims that “monsoon alone has got a wider coverage than their mobile phone”. This advertisement has influenced the sales of Escorted. Advertisements of some other mobile companies try to influence the consumers emotionally. BPL mobile in their advertisements speaks about the emotional bond between the superstar Mohanlal and the Malayalees. Coming to another mobile giant Airtel, the advertisement goes a step farther stating thus; ‘ultimate satisfaction’ means everything is possible through their mobile phone. Thus there has been a shift in emphasis from ‘the unique selling point’ to ‘unique emotional point’ in the modern advertisements that appear in Kerala.

By the end of 2002, the Online lotteries stated dominating the traditional lotteries through their massive advertisements in both the print and visual media. The advertisements of the online lotteries have created a very high impact in the economy of Kerala, leading to the mushrooming of online lottery agents all over the State with a brisk trade in such lotteries. By this time, video tape for home viewing had gave way to CDs as an attractive medium of entertainment. Consequently, advertisements of CD players and MP3 music systems appeared in the media. Organizations and institutions relying on Internet based advertisements have also increased tremendously. Several web designing centers, digital studios like the Ryan Studio and the Computer Park, capable of producing high-tech and high fidelity advertisements emerged in Cochin and Trivandrum, catering to the needs of the advertisers. Drastic changes have also taken place in the field of advertisements through hoardings. The
hoardings made of Poly Vinyle sheets have replaced traditional hoardings. The sophisticated computer aided mega printers, capable of printing life-like pictures with in a short span of time, added more attraction and heartiness to the present day advertisements. Earlier advertisements were displayed with the help of neon lamps. These have also been replaced by the computer designed advertisements exhibited with the help of L.C.D. Projectors. As a result, many of the highly talented traditional artists have been thrown out of the field.

Kerala is a favorite market for both national and international brands. During recent years the arrival of international brands at cheap rates, popularisation of credit cards, the liberalised policy of banks and other financial institutions towards consumers, etc., have tempted even the middle class to go in for international brands. The growth of market for several national and international brands of consumer products have become stagnant in many of the metropolitan cities in India due to the failure in canvassing customers through advertisements, while Kerala has become a favorite market for many of these national and international brands. As the Keralites imitate the western style of dressing, dress items with the western label find an easy market here. In the case of dress materials, Kottayam district shows maximum interest in buying the branded items (75 per cent). In Cochin, it is 65 percent, where as in other cities it is 30 percent . As the love for brands increases the number of exclusive showrooms also goes up. It is in gents wear that there is the maximum number of brands. Now a days the trend to buy branded items is seen in kids wear and dresses for ladies.
Another notable trend in the field of advertisement in Kerala over the past few years is the decline in the importance of corporate advertisement. In place of ‘image building’ advertisements, ‘product-based’ advertisements are given more importance with the result that Public sectors, Private companies and Banks have withdrawn from corporate advertisements. As the big companies started withdrawing from advertising, small and medium-scale companies came into the field with added vigour. Companies with an advertisement budget between Rs.5 to 10 lakhs are becoming more popular. The period 1999 to 2002 also witnessed a 50 per cent increase in the number of companies giving advertisements.

During 2003 several small, medium and large-scale firms and companies started introducing various innovative advertising strategies. These include supplying of calendars to the pilgrims with the pictures of Gods and Goddesses; offering a product of the company at free of cost to the consumers while purchasing another product of the same company; sponsoring of festivals; supplying beautiful cards with the advertisement of products on the one side and with the picture of God / Goddess on the reverse side; sponsoring of bus tickets; sponsoring a full programme in TV; arranging many gift schemes in co-operation with the leading Malayalam dailies; arranging many gift schemes by conducting Quiz Programmes; offering gold sovereigns and gift packages sponsored by advertisers to the winners of different programmes on the Malayalam TV channels; supplying fans made of papers in alluring colours and designs with the advertisements; Advertisement Tags, containing general financial and personal
loan schemes of private financial institutions, put on parking Vehicles to attract the personal attention of prospective consumers; sponsoring and exhibiting banners and posters; etc.

Another remarkable trend in the advertising arena of Kerala, during this period, is the publication of two issues of the same dailies and periodicals of the two prominent Malayalam newspaper groups namely, 'Malayala Manorama' and 'Mathrubhumi', with different contents, due to the flooding of advertisements. These newspaper groups have brought out many more novel strategies in their attempts in grabbing more advertisements and for enhancing their circulation. The subscribers of 'Malayala Manorama' daily has been trying their level best to attract the readers by presenting a game called 'Manorama Swarna Thambola'. The game is sponsored by Joy Alukkas Group of Jewelers. Those who win the game are offered with gold coins and several other items. On the other hand, the 'Mathrubhumi' daily has also been trying their level best as a counter retaliatory measures with the same objective by offering a 'rain of prizes' like residential flats, cars, bikes, gold coins, silk sarees, etc. These prizes are sponsored by Kalayan Silks, Southern investments, V-Guard Industries, BPL, Cuticura Talcum Powder, etc.

Advertisements in Kerala have been assuming new dimensions through the appearance of the advertisements of 'Doordarsan' in leading Malayalam newspapers, the coming up of the advertisements of the 'All India Radio' in Doordarsan and the eye-catching advertisements of Malayalam dailies in various Malayalam channels. Thus, the advertisement scenario of Kerala had undergone tremendous changes over the past few decades.
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