

# EMERGENCE OF NEW TRENDS IN ADVERTISING AND THEIR IMPACT ON MARKETING STRATEGY OF NEWS PAPER INDUSTRY

## Abstract

The newspaper industry, long a stalwart of traditional advertising, is experiencing a profound transformation in response to emerging advertising trends. This research paper delves into the dynamic landscape of advertising within newspapers, examining the impact of contemporary trends on the marketing strategies employed by this venerable industry. Through a comprehensive literature review, we chart the historical relationship between newspapers and advertising and trace the evolution of advertising trends from print to digital media. In this context, we analyze the significance of novel advertising approaches, including native advertising, programmatic advertising, data-driven advertising, video and multimedia advertising, mobile advertising, and social media advertising, as they reshape the industry's marketing strategies.

This research assesses the real-world impact of these trends, highlighting successful case studies and their outcomes. We also address the challenges and ethical considerations, such as data privacy and advertising transparency that newspapers must navigate in this evolving landscape. Furthermore, we provide recommendations for newspapers seeking to remain competitive in an environment characterized by rapid change and increased competition. Finally, we offer insights into the future outlook of advertising trends that are likely to shape the newspaper industry's marketing strategies. This research underscores the necessity for newspapers to adapt and

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innovate in response to emerging advertising trends to secure their relevance and sustainability in the digital era.

**Keywords:** News Paper, Competition, Social Media, advertising.



## I. INTRODUCTION OF STUDY

There has been a drastic shift in the ways and means of advertising in contemporary methodologies. Before some years, the advertisers used to depend only on newspaper, television and radio. But now are the days of digitalization wherein advertisement sector is changing rapidly with the help of new technologies and digital tools. Except pandemic year 2019, the graph of the advertising market is seen to be significantly growing if we analyze the figures at the end of every year. Various advertisements help consumers to choose better and qualitative product. The world has become too close with the help of internet where any foreign brand is not so far away for any Indian customer. Digital media is the only platform for two way communication between brands and customers. Digital marketing networks are open for all, giving a chance of starting and developing their own business to follow their customer activity and targeted buyers. Digital marketing has the power to reach a large number of audiences in seconds. Around 60% of the world's population visits various information websites and is opting for online purchasing option. This trend has been predicted to get increased in the future and is considered to be a positive sign for advertising industry.

## II. REVIEW OF LITERATURE

1. **R. Logambal:** Emerging advertisements can inform people about different products, their services, their utility costs, other requirements and help consumers in making better purchases. Advertisements create a brand name for the product that is being promoted. People get attracted at the catchy advertisements; therefore, it shows an optimistic impact on the sales of the product. Emerged changes in advertisement are considered to be important aspect of business which inform the public about the quality of the product and also help to know about competitors of the market.
2. **Bhuvannath R, A. Narayan J:** Digital marketing has become an important tool for marketing and creating brand awareness as compared to traditional media marketing. Digital marketing gives better reach and best results to manufacturers. Digital marketing is the low cost marketing strategy. The social media pages also have been changing their functionalities because of changing trends in advertising. It is speculated that more opportunities will be available for digital marketing in the future. Further, digital media is the best platform to convert a product into a brand. Importance of digital marketing is responsible for increasing the importance of digital agencies. This is the reason; starting and developing our own venture through digital marketing has become easy.

## III. OBJECTIVE OF STUDY

- To study the changing trends in advertising
  - To study the variations among types of advertisement
  - To study the impact of advertising market on revenue of country's economy
1. **Source of Data:** This research paper is based on the secondary data collected from various websites, reports and printed materials.

- 2. Interpretation:** The history of advertising is connected to humankind evolution and its technical progress. The first step of advertising can be backtracked in ancient empires. In Egypt, people used papyrus (paper made from the stems of the papyrus plant for writing and drawing) for promoting sales messages and wall posters. The first written advertisement was found in the “Ruins of Thebes” in Egypt. Outdoor advertisement is the oldest form of advertisement.

In ancient China, the earliest advertising known was spoken. They used to play bamboo flutes to sell candies. The practice of attaching seals or marks to products was used around 4000 years ago. Producers started to attach simple stone seals to product. Over the time, this transformed into clay seals and images which was probably associated with the producer’s personal identity. Greeks had used street callers who used to announce ship’s arrival containing cargo of metals, wine and spices. After arrival of ship containers, they used to paint the walls in the city.

Advertising is originated from Latin word “Advertere” which means to turn the attention. “Thomas J Barratt” is the father of modern advertising. He has created effective advertising campaign for “Pears” Soap Company.

The word “Advertising” is defined as communication with the users of a product or service. Advertising is the message paid by those who send them and are intended to inform or influence the people who receive them.

The history of advertising was published in India in early 20<sup>th</sup> century when advertising was being done via print media. The first Indian advertisement was published in media’s first newspaper called “The Bengal Gazette”. The advertisement till 18<sup>th</sup> century meant sharing information on important events such as sell of household furniture or announcing the demise of famous people.

After 1920, the modern advertising industry started to form in India. The first advertising agency “S. Walter Thompson” was started in Mumbai in 1929 and created advertisements for some biggest brands like “Ponds” and “Lever Brothers”. During 1907 to 1911, “Swadeshi” movement gave rise to Indian industries and it was the time of installation of the first rotary linotype machine by the statesman of Calcutta. In the period of 1930 to 1940, it was the time for advertisements of cinema where ads used to play before the start of the movie.

The emergence of radio stations and television in the advertising marked a new era impacting over 30% of the world’s population. This led to more personalised advertising with direct communication between the brand and the consumers. Radio advertising was launched in 1922 and became highly successful in allowing businesses to convey their unique selling points to the consumer. The first television commercial advertisement was published in India in 1976 with the launch of “DoorDarshan”. Since then it has grown significantly with the emergence of private television channels.

The first television advertisement that appeared in India was on 1<sup>st</sup> January 1976 for “Gwalior Suiting”. Nowadays television is the most popular media to reach

consumers and it is the favourite media of manufacturers. The Indian advertising industry's market turnover reached around INR 743 billion in 2022.

The 1980 and 1990's are considered to be the golden ages of advertising in India. This was the time when the Indian economy was liberalized and foreign companies started investing in India. Advertising agencies were quick to grab this opportunity and started creating memorable ads. Some of the famous ads at that time did not only help brands to establish themselves but also created a strong presence in the Indian market. Some examples of advertisements of famous Indian brands include Amul, Liril, Onida TV, etc.

#### IV. ADVERTISEMENT IN THE INTERNET ERA

The internet was a game changer in the advertisement industry. Brands could now create websites, email, newsletters and online ads to reach their audience. The internet also gave rise to E-Commerce where consumers could make purchase online directly from the brand's website. This is more convenient for direct communication between the brand and the consumers.

- 1. Role of Social Media in Advertising:** Social media has had a profound impact on the advertisement industry. Brands could now create interactive pages on social media platforms like Facebook, Twitter and Instagram. Social media has allowed more personalised communication as brands could now interact with their audience in real time. Nowadays brands make partnership with social media platforms to promote their products.
- 2. Advertising in the Digital Age:** The rise of the internet and the social media has brought about a significant change in the advertising industry. Digital advertising has become an important part of advertising business and brands are using social media platforms to reach out to their targeted audience. The importance of smart phones and the wide usage of internet have made it easier for brands to create content and reach out to a wider audience. Nowadays Indian advertising agencies are creating some of the most innovative and creative ads in the world and winning accolades at international award ceremonies.
- 3. Use of Digital Tools:** Digital tools like Analytics and Data Mining have allowed brands to gain insights into their audience's behaviour. Brands can now track their audience's click, views and purchases. This has led to the emergence of targeted advertising. The rise of the internet, social media and digital tools has transformed the advertising industry. As technology continues to evolve, the advertising industry continues to adapt and evolve with it.
- 4. Artificial Intelligence:** Artificial Intelligence has become a game changer in the world of advertising and marketing. This tool can analyze customer data, identify Patterns and create targeted campaigns which are also liked by customers.

5. **Augmented Reality:** Augmented reality is a technology that overlays digital content in the real world, providing an interactive experience for customers. This technology has been used in advertising and marketing campaigns.
6. **Programmatic Advertising:** This is the software used to buy and sell advertising space in real time. This technology has revolutionized the advertising industry by making it more efficient and cost effective. Generative AI is a tool which gave significant benefits to create personalised content at scale.

The advertising industry in India has come a long way since its early days. From print media to digital media, the industry has evolved significantly over time and plays an important role in Indian economy.

## V. TYPES OF ADVERTISEMENT

Manufacturers or marketers today have a wide variety of advertising options. Advertisements can reach customers in various places through television, travelling or browsing internet. Following are 14 major types of advertising:

1. **Print Advertising:** It refers to printed advertisement, often seen in newspapers and magazines. However, it also includes other printed materials like brochures, flyers, etc. It helps to target geographic location of readers.
2. **Direct Mail Advertising:** Brochures or any printed advertising material sent through email to the customers can be called as direct mail advertising.
3. **Television Advertising:** Television advertising is a type of broadcast advertising where companies advertise their products or service through Television Ad which is limited for some seconds. This type of advertisement is comparatively costly because it serves as an effective method of reaching a large audience.
4. **Radio Advertising:** Radio advertising is a type of broadcasting advertisement which plays during programming break. This type is most popular and time saving in public because people can listen to the radio while carrying out activities such as household work, office work, driving, etc.
5. **Podcast Advertising:** Podcasts play ads at the beginning, middle and end of the episode. Playing of advertisement while the programme host is reading the script provided by the company is the example of podcast advertising.
6. **Mobile Advertising:** These ads reach consumers through any mobile device with internet connectivity. These advertisements may appear to consumers through social media, on web pages or within apps. Another way companies conduct mobile advertising is by combining it with print advertisements using QR codes.
7. **Social Media Advertising:** Social media advertising like other digital advertising enables companies to target specific audience.

- 8. Paid Search Advertising:** This is the type of online advertising. Companies that use PPC(Pay-Per-Click) advertising only pay a fee when users click on their ad.
- 9. Native Advertising:** Native advertising, also called sponsored content, partner content, and branded journalism, is a type of paid advertising that appears in the style and format of the content near the advertisement's placement. It manifests as a post, image, video, article or editorial piece of content.
- 10. Display Advertising:** This is the type of digital advertising which include ads at the top or bottom of the page of a banner.
- 11. Outdoor Advertising:** Outdoor advertising refers to advertisements that consumers see outside their homes. It includes billboards or transit vehicles such as on the sides of buses or inside subway cars.
- 12. Guerrilla Advertising:** This advertising refers to less conventional methods that are generally low cost and employ creative techniques to draw people's attention.
- 13. Product Placement Advertisement:** In this type of advertisement, generally bollywood actors or famous personalities use the product by showing the label of the brand. Mostly youngsters are attracted towards these types of ads.
- 14. Public Service Advertising:** This type of advertising is often used by the government agencies or charitable organizations to educate customers about health and safety.

Advertising trends shift each year and a lot of factors are involved in it. One of the trends can be the change in preference of advertising due to corona virus pandemic. This pandemic struck the world in late 2019 and pushed advertising budget down. In the year 2020 top three advertising markets in the world were Asia 38%, North America 35.9%, and USA 24%.

Following is the table depicting US digital ad spending share as compared to overall media spending from 2018 to 2023:

Year	Percentage
2018	48.6%
2019	54.2%
2020	58.5%
2021	62.3%
2022	64.8%
2023	66.8%

## VI. FINDINGS

1. Advertising plays a strong role in the economy of a country. It provides useful information to customers that tell them about product and service choices as well as company's features, benefits and prices.

2. It causes an economic chain reaction that generates a net gain in direct sales and jobs due to the promotion of the industries, products and services.
3. Advertising also plays a significant role in the business cycle. By encouraging more buying, advertising promotes both job growth and productivity to help meet increased demand and to enable each consumer to have more to spend.

## **VII. CONCLUSION**

The newspaper industry, a long-standing pillar of the media landscape, is undergoing a transformative journey in response to the emergence of new advertising trends. This research has explored the profound impact of contemporary advertising approaches on the marketing strategies employed by newspapers. Advertising and its changing trends directly contribute major part of world's economy. It indirectly stimulates the demand and provides information about other products and services.

In conclusion, this research underscores the imperative for newspapers to embrace change and innovation. To remain competitive and resilient, newspapers must continue to evolve their marketing strategies in alignment with emerging advertising trends. The ability to harness data, create engaging content, and address ethical considerations will be pivotal in ensuring the enduring relevance of the newspaper industry in the digital age. While challenges persist, the industry's rich history and adaptability position it well to thrive in this ever-evolving media landscape.

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