The advertising line



“Time is what you make of it.” ”Fresh-up with Seven-up” “Good to the last drop”. In recent years, TV screen is filled up with all kinds of advertisements. How do you feel like it? Bothering, pleasure? Lets have look at ” How long the advertising line is?”

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We are all embedded in an environment dense with advertising that most citizens find intrusive or aversive. How old is advertising? It depends upon the definition of advertising and whether the writer on the subject wishes to make the art an ancient one.

The ancient history of the advertising

As is known to us all, there was no media exist in the past. The first outdoor advertising is the pedestrian attention widely to form. once upon a time, 50 centuries ago in Egypt, businessmen accustomed to burn on a slate selling information to attract pedestrian interests. At the time, there's even a poster to the first wooden-paper made of. While there are other ancients thriving culture born of outdoor advertising poster paper appeared inevitable. These ancient states made up rudiment of advertising. Afterwards, set in the industrial revolution, television was created in due course, offering carrier for TV advertising. Regardless of where point of view, there's no wonder that the new invention was new and modern, opening the way to advertising.

The biggest threat —— mobile

Instead of going to the bathroom or grabbing a beer during commercial breaks, TV watchers are increasingly turning to a new ritual: checking their phones until the show resumes. For advertisers paying top dollar for TV ads, the trend is frustrating, presenting yet another challenge in their quest to gain a share of consumers' fragmented attention. But Xaxis, the WPP-owned programmatic platform, believes it's found a way to reach these distracted consumers. The company is introducing a product called "Sync," which will give advertisers the ability to serve ads on TV watchers' mobile devices while their TV screens air the corresponding commercials. According to the survey Top 5 Chinese online Ads in 2013, we could see that advertising is consistent to be our No.1 or to be the only one in some ways.

Gone with the wind ?

A big problem swam in our minds for many years. There are many ways to popularize products gradually peter out, will advertising still alive in our future society? Maybe no one can give a certain answer. But as far as I'm concerned, advertising's success lies in its creativity and content

varies with time. So however fast the development in the world, advertising can always keep up with it. A saying going in China: there were no road signs when earth began, they were made by people treading on the ground. I believe that is true in advertising. It is the reason for the existence of the marketing, were there no advertising, there were no advertising on the earth. Will the advertising gone with the wind ? The answer is more and more sure.

We are firmly convinced that advertising will give us more surprise, redefine the relentless pursuit of perfection.