

THE IMPORTANCE OF ADVERTISING IN THE MEDIA HISTORY OF ADVERTISING

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ABSTRACT

Commercials have long been a part of our lives, in various media from television and radio to the Internet. They play an important role in the formation of consumer culture and can serve as a key to ensuring the financial success of any business. Video advertising has long proven its effectiveness. For example, if we look at the figures from the Brightcove study, 76 percent of consumers decided to buy a product or order a service after watching a video commercial. Or if we look at the Forbes study, where 90 percent of respondents said that commercials help them make the final decision to purchase a product.

Keywords: Brightcove, Forbes, advertising, NBC, WNBT-TV, Brooklyn Dodgers, Bulova, Ajax Pixies, CTR, 3D effect.

INTRODUCTION

Nowadays, the use of commercials is one of the most popular methods in the field of marketing. Many companies use television commercials to advertise their products and services. However, this was not always the case. Before the advent of television, advertising was carried out through newspapers, magazines, radio and outdoor advertising. Television made it more accessible to a mass audience, and today, television advertising is one of the most effective methods of promotion.

Television was invented in the 1920s, and the first broadcasts began in the 1930s. At that time, television advertising was quite limited, and many did not see it as the most effective way to advertise a product.

The first television commercials were simple and short. They were filmed with one camera, one actor, and lasted a few seconds. In the late 1940s, television advertising began to develop, and companies began to use advanced technology to create longer, more complex commercials. In the 1950s, television advertising became a very popular medium, and many companies began to use it to promote their products and services. In addition, television programs began to widely use advertising to support their budgets.

Starting in the early 1960s, commercials became more complex and longer, and companies began to use more high-tech equipment to create them. In the late 1960s, companies began to use color television advertising, which became more attractive to viewers.

Advertising developed significantly in the 1970s, as companies began to use special effects and animation to create more colorful advertisements. With the advent of the 1980s, television advertising became accessible to a wider audience, and many companies began to use it to advertise their products in different countries around the world.

The first television commercial in history aired on NBC's WNBT-TV on July 1, 1941, before a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. The 10-second commercial was for Bulova watches. The cost to produce the video was just \$9, with \$5 going to station fees and \$4 for airtime.

The commercial featured a black-and-white image of the United States without Hawaii and Alaska, as well as a watch face with the words "Bulova" and "Clock Time." NBC radio host Ray Forrest said in the background, "America runs on Bulova time."

It is worth noting that this was not the first commercial on television. Test spots were used on NBC during a 1939 Brooklyn Dodgers game, but this was before the Federal Communications Commission allowed networks to charge for advertising time in May 1941. Thus, these ads went down in history as the first experimental commercials.

The 1950s and 1960s were the golden age of television advertising. Wartime shortages and a boom in the birth rate between 1945 and 1964 ushered in a new era of consumerism. With the introduction of television in 1951, advertisements for everything from consumer goods to automobiles began to permeate American homes. Animated cartoons like the one created for Ajax Pixies were very popular during this period.

Previously, advertisers had complete control over the television programs they sponsored and could even block competitors' advertising while they were on the air. However, over time, the cost of these programs increased significantly, and advertisers began to buy commercial slots from the assortment provided by television networks. These slots became more and more expensive year after year, especially during popular televised events such as the Super Bowl. The story of the first television commercial is a clear example of how television has become a major media channel for marketing and advertising. With the advent of television, companies have been able to promote their products and services to a wide audience. Bulova's first television commercial was not only a historic moment in television, but also proved how powerful commercials are in promoting a brand.

Since then, television advertising has continued to evolve and become more popular. With the advent of new technologies and broadcasting channels, television advertising has become more accessible for companies wishing to promote their products and services.

The importance of commercials in modern media

Today, while online marketing is becoming increasingly popular, television advertising remains one of the most effective ways to attract audience attention and promote a brand. Companies can use television advertising to achieve their business goals, and it remains an important marketing tool.

When it comes to advertising, it is impossible not to dwell on television advertising when studying its history and importance, because we can safely cite television as the place where the cornerstone of advertising was laid.

Advertising refers to content created using a video camera and editing. And their complex appearance involves the use of animation, graphics, images and various special programs.

Visual content best conveys the necessary information to the user or potential client. The fact is that with the advent of television and the expansion of its sphere of influence, certain priorities in human behavior have changed. Including perception. Now he pays more attention to what he sees on the TV screen or on the display (monitor) of other devices.

Nowadays, obtaining information through reading has decreased. In particular, reading books has become a rarity. Many are limited to information on the Internet, and some use e-books. Commercials are currently at the peak of their popularity. The main reason for this is that this format of presenting information achieves the effect of double perception. This has a much

better effect on potential customers than text content, audio recordings or images on billboards.

Professionals are able to present even simple and not very convincing information in a lively and vivid way. Surprisingly, users who regularly watch video content can also benefit from it. During such advertising, they learn about promotions, discounts and new credit terms. For some of them, this can be a great opportunity to buy a new car, a bedroom set, make repairs in an apartment, etc.

Television content allows a person to learn more about new enterprises, companies, brands. It also helps to learn about new manufacturers and service providers. The consumer can choose a product of good quality or in good condition, and as a result, the level of competition increases and prices decrease.

A person has the opportunity to learn more about a particular product. If before watching the commercial he wanted to buy something similar, but knew little about it, then after a detailed video everything becomes clearer.

The popularity of video content is growing from year to year. According to statistics, 53% of consumers start communicating with the company after watching a video on social networks. The level of motivation of video content is much higher than that of photos, ads, graphics and text.

85% of users support the release of videos from brands, so today a marketing strategy through videos is very important for popularizing a company's products, promoting it in the market, raising awareness, attracting a target audience and increasing activity. Depending on your goals, commercials help solve various problems. With its help, companies launch word-of-mouth advertising, carry out viral marketing, attract new customers, strengthen a positive reputation, increase sales and competitiveness.

The following are examples of the main advantages of commercials:

High efficiency is achieved due to the fact that a potential client receives information through three channels. He watches, listens and reads. This increases the likelihood of remembering everything learned. Such advertising is more attractive to him, and therefore increases the user's ability to take certain actions;

Versatility, universality. Any video can be easily adapted for display on different platforms. This expands the audience and increases efficiency;

The ability to choose the appropriate platform or space. It is not always appropriate to show advertising for the same product to a specific target audience. For example, housewives are not interested in the latest news in the world of car parts or fuels and lubricants. Therefore, it is advisable to use the appropriate time and channels for the target audience;

The trust of visitors, their attractiveness. Various studies show that video advertising shown on one of the TV channels helps to increase citizens' trust in the advertised company or service. They willingly engage in communication and spread positive information among their friends and acquaintances.

Wide coverage. Advertising videos can be launched on TV, Facebook, Instagram, YouTube, applications and other platforms. With its help, they attract many new customers and encourage specific groups of consumers to interact due to targeted opportunities on various platforms.

Virality. A well-thought-out and well-designed advertisement has every chance of gaining popularity, as well as receiving the largest number of reposts on social networks and views on YouTube.

High level of engagement and click-through rate (CTR). The CTR of video advertising is 18 times higher than that of banners. Users are more interested in watching videos than reading advertising texts.

Visibility. With the help of advertising videos, it is easier to win the love of potential consumers and better convey to them the values of the brand, the capabilities and benefits of the product or service, its quality.

However, despite the significant advantages, some disadvantages of advertising videos can be identified:

- the high cost of creating and promoting advertising videos;
- the formation of a high level of subordination.

Types of Commercials

Today, video formats are very popular, for example, 90% of advertisements placed on the social network Instagram are video commercials. The main reason for this is that 80% of all people are visual, who perceive information better visually. In addition, watching videos saves us time, a one-minute video can replace 2000 words;

Video also acts as a generator of emotions that affects all channels of information perception. Therefore, it can be noted that video is one of the most effective ways to promote a business.

Today, on television, the Internet and social networks, you can find commercials of various forms, directions and styles. Each of them differs from the other with its own unique solution, unique approach. However, in general, they can be divided into the following types:

1. Staged Commercials

It is more suitable for a company that is willing to spend money on just one high-quality video that will successfully represent the brand. In this case, the company will be willing to spend a large budget on creating a video product. Such videos can be created by paying actors a decent salary, hiring a good team of cameramen, make-up artists and directors. Such investments usually pay off in full. Staged videos can evoke a strong emotional response in the audience, as the audience feels connected to the characters in the video. There are many examples of such videos that have become popular over the years. Staged videos have a clearly defined plot, bright images and can also use 3D effects and animation.

2. Social Advertising Videos

This type of advertising video is suitable for a brand that has its own history and name, which is already well-known in the market. For such a company, it is enough to shoot a sincere social video and put its logo at the end. Social videos evoke emotions in the buyer and encourage him to make a purchase. It is only necessary to maintain a trusting dialogue with the buyer. This type of video has not only a commercial goal, but also the goal of solving one or more social problems, providing solutions to them and achieving greater implementation in public life.

3. Instructional advertising videos.

Such videos are suitable for both new and already well-known brands. With the help of such videos, companies or video creators often try to solve some problem and inform the buyer about how to use their product. The videos are watched carefully due to their high usefulness.

4. Animated Commercials

Animated commercials are created mainly using computer graphics technologies. The main advantage of such commercials is that they can prepare a script and plot in an incredibly creative way. This also requires a high budget, because the preparation of good animation is valued at a high price. Another important factor is time, because the preparation of animation usually takes a lot of time. Depending on the creation of animated commercials, they can be in 2D and 3D. Depending on the situation, good results can be achieved in both. 3D animations require a little more time and resources.

5. Storytelling Commercials

The main character delivers information through a story with some conflicts. With the help of stories, a dialogue is established with the consumer. Here it is very important to consider that the viewer should perceive the experience of the character as his own. By telling stories that are credible and realistic, viewers feel like they see themselves in the video. Through the credible presentation of videos, consumer loyalty can be increased to a high level. With the emergence of new technologies and new social networks, various new types of advertising videos are also emerging. Examples of these include videos created with the help of influencers, viral commercials, trending commercials, etc. However, the method of creation and the sequence are prepared like the videos discussed above.