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## Recent Trends in Advertising

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### ABSTRACT.

Advertising is the one of the important marketing strategy used by big brands and companies for promoting their product and services. Various advertising players as advertiser, buyers , professional bodies , government etc. plays an important role in advertising industry. Advertising is one of those industry who grow very fast. This paper mainly focus on advertising evolution and major changes and recent trends in advertising industry.

**KEYWORDS:** - Advertising , consumers , advertiser , digital marketing , brand

### MEANING OF ADVERTISING

The term advertising is derived from a Latin word 'advertere'. Advertere means to turn attention towards a specific thing. In other words we can say that advertising meaning is attracting the people concerned to a specific message, which has been announced by the seller. Advertising is a communicating medium of business information to the present and prospective customers. Advertising is usually a paid form of exposure that reaches through various medium as television, radio , newspaper etc. Consumer is the king of market and main attraction point for every business . Producers of goods can only produce goods but attracting and satisfying the customers is more difficult work. Today, almost every product of different brands are available in the market. Every industry wants to increase their profits. Now a day's consumer is dominating the market. Seller has to make a lot of efforts to attract the persons to purchase his goods and services. Advertising is an important tool in the hands of producers. It is a powerful medium through which they attract the consumers and increase their sales. Advertising of a product also increase its brand familiarity.

### EVOLUTION OF ADVERTISING :-

In ancient time signs and symbols were used to communicate information toward consumers. After the development of printing techniques , the signs and symbols were supported by written words or messages. In Indian context the pre independence advertisements are mainly