

Evolution of advertisements and branding movie review example

[Business](#), [Customers](#)



The business world today depends on building their businesses to meet the expected targets. One sure way of achieving this is through advertisements. Advertisements can be in the form of television commercials. Many people at times do not subscribe to the commercials on the television. Billboards on the streets are sometimes not preferred, yet people would take longer to view those that have funny elements.

The movie “ Art & Copy” gives a different view about advertisements. The movie indicates that people have no problem with the advertisements. However, they have a problem with those advertisements that do not meet their expectations. The people therefore do not hate advertisements. People subscribe to advertisements that are entertaining, original and powerful in expressing emotions. People have no issues with what is advertised; nevertheless, the advertisements have to capture their attention and bring out the real impression that meets expectations (Doug, 2008).

The movie outlines some essential elements concerning the advertisement journey based on the United States advertisement history. Towards the period of 1960, major changes in the business history brought together the artists and the copywriters. Before this period, the designers and the writers could not meet face to face to discuss the issues. This was the period when the advertisements in the magazines had texts in blocks with some image on the side. Things have since changed and the words accompanied by the pictures have some resemblance. The movie “ Art & Copy” introduces the founding fathers of the advertisement industry. The pioneers made the advertisement industry what is today.

The movie, “ Art & Copy” talks about the stories behind some of the United

States most popular advertisement campaigns. Some of these campaigns highlighted in the movie include those that captivated the people's attention in a major way. Another popular one is the famous advert that saw the reelection of president Reagan (Doug, 2008). This was the popular advertisement that turned out to be commercial making Reagan regain power. Some of these advertisements came very early on before the advertisement industry had fully picked up momentum. The advertisement helped in boosting sales for some particular products. The film is well choreographed in a way that the pioneers of the advertisements are like the movie stars. They could actually be stars in the business industry because of their contribution that changed the way things are done in boosting the sales. Other people unknown to the advertisement industry or business may not see them as stars but the insiders just think they are the real guys. This movie relates to the works of O'Guinn on advertisements and the integrated brand promotion. The main reason why a company would have an advertisement is to influence the audience to subscribe to the products. The movie shows how commercials on the television made it possible for many to be reached with different brands the mass media thus became an important media to advertise. O'Guinn contends that there should be a series of well-organized campaigns aimed at promoting a product. In the movie, there are some elements that show how well the advertisements were executed. This attracted a large audience through the captivating of attention. The way communication is done is more important as the people perceive the content of the advertisements. People have a different way of interpreting the content of the mass media therefore the way the advertisements are done

should be very clear.

A product is determined by the distinct elements that make it different from others. The branding in this case has to be distinct. The name of the product being advertised must stand out. This would make it easier for others to identify the product and make it distinct from others. In the film, it shows that the advertisements at that time captivated the attention of the people in a distinct way (Semenik and O'Guinn, 11). The advertisement for Nike was very unique. This was one of the advertisements that featured in television commercials in the days before advertisements became the in thing. A brand that captivates the attention of the consumer positively is very important. O'Guinn notes that an advertisement should be able to resonate with the audience to have their minds captivated to the product (Semenik and O'Guinn, 30). The movie has elements that show the importance carrying out advertisements that make the people want to have the products. People do not like bad advertisements that influence their minds negatively. Brand loyalty is very important, as the consumers would feel attached to the product to meet their needs. Branding in a wider sense makes it possible to have the consumers be very loyal to the product. Consumers have a way of connecting the quality of the product with the way branding has been done. Advertisements and branding all go hand in hand. In the past in America, there were limited options for advertisements and branding. Nevertheless, the error of advertisements started during that very period. The movie is one classic way of showing how advertisements were done in the past and how the features of advertisements and branding have evolved over time. A bad advertisement or inappropriate branding drive away consumers.

Works Cited:

Doug, Pray. Art & Copy. United states. 2008. Print.

Semenik, Richard J, and Thomas C. O'Guinn. Advertising and Promotions: An Integrated Brand

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