

SHORT ANALYSIS OF COMMERCIAL ADVERTISING

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Abstract

In DEX, commercial advertising is defined as the (commercial) activity which aims by advertising (by prints, radio, television, movies, etc.), to point out public interest on certain goods, books, show, the use of services etc.

A famous, advertised product remains in our memory. Many of us ask somehow annoyed: How some of the brands remain in our memory, although we believe that we are not strongly influenced by advertisements? Interest publicity led to the creation of specialized agencies and organizations at a very broad diversification methods but advertising means. With advertising, the companies using various methods and means of popularizing notify the assortment of goods offered for sale population, of its quality, how to use and the price. In this regard propaganda to persuade consumers through various forms of advertising seeks not only to ensure its capture attention and conversion of formats such motivations in buying certain actions.

Keywords: economic, agents, commercial, advertising,

Classification JEL : M30, M37.

1. Introduction

Diversification and multiplying markets, producers, sellers and buyers, as well as diversification goods created the need to find means of communication, information and influencing buyer for a certain commodity or service. At the current stage, servicing civilized consumers is related not only to ensure the required quality of specific goods for local consumption, the correct attitude of the seller, but also how economic agents, which trading activities, know how to organize the presentation and popularization Goods with a view to rapid and effective dissolution.

Virgil Molin [1], in 1929, said about advertise: "among the American staff that the old Europe was forced to import, is the advertise, the up and coming of the other side of the water continent's economic activity. The advertise, with all her comicalities, nestled in and was accepted as a regenerating serum in the economic activity of all the countries that want to progress. The print and media, using these commercials, have a direct profit. The modern advertising uses prints in different forms, as an excellent tool, equalled only by press advertising. Others design newspaper's inserts, but the typographer is the one who gives their graphic form. From this point of view, the printer is interested by advertising so a detailed mastering is more than advisable".

The purpose of the commercial is to attract the public to whom it addresses, and this is possible only by an advertising strategy based on people's behaviour. As a form of commercial communication, advertising tries to promote an activity, a product, or corporate image.

The strategic aspects of a commercial advertisement should not be neglected, the more so as the context, the interests and the company's human and financial potential must be clarified from the beginning. The design of any commercial advertisements is not easy, especially because it is necessary to take into account the target group, and the impact it will have on the target group. The advertisement's techniques and the methods of creation must contain the following factors:

- a. The customer and its reputation.
- b. The product or idea that must be advertised.
- c. The audience or the public (clients, buyers, users)
- d. The objectives of the advertisement.
- e. The mean or the environment of communication.

All forms of advertising and publicity work with ideas and keywords. Choosing the name is an art in itself that must consider the following factors: the connection with the product, a short characterization, easy understanding and pronunciation, the coverage of context, significance and commercial properties.

The vectors of the commercial advertisements are the press, the radio, the television and the Internet.

The means of achieving the commercial advertisements most often used are promotion, exhibitions, the media etc. In practice, besides the activity, commercial advertising can include other related activities such as; fold outs, floating panels, brochures, roll-ups, catalogs, banners, stands, branding sticker-type removable of surfaces etc.

Through advertising, the specialized economic agents, by specific means and methods, bring to consumers' knowledge products on sale, quality, the instructions for their use and the price of the products.

2. Commercial advertisings and the human behavior

Seyffert wrote that 'advertising is the intentional coming into notice and interest of different persons or groups of persons about material goods, for their purchase. In this definition, Seyffert show that the designers and creators of advertisement must take into account the psychological effect it produced on consumers. To be successful the commercial had to attract a person or group of persons to buy that product. König defined advertisement as follows: the commercial advertising is methodic action exercised on the human psyche with the precise purpose of producing a special voluntary feeling so that the acquisition by purchase of an object presented in the commercial to be imminent.

In König's view commercial must act on the human psyche leading to voluntary intention of acquiring that object. If we combine the two definitions we can say that commercial is the mean of inner activation with the precise purpose to update a desire, doubled by voluntary wish of acquiring the economic good portrayed" [2].

In a unanimous opinion, the main goals of the commercial advertisements are the information, the training, and the guidance of potential buyers (clients), but also the means of acquiring the advertised product.

The answer is easy. The consecrated brands presented for a long time on multiple channels of information creates involuntary brain's sensitivity due to the visibility offered by media. It spontaneously offers information to the human brain that stimulates pleasure, curiosity, and the desire to seek that product and purchase it.

In addition, the reputation of any person or product is another aspect that sensitized concretely the human brain. In terms of product, its reputation is ensured by visibility, which, in turn, creates in the brain, the feeling of pleasure, even if that product has or has not a quality to define it.

The negative effects of televised commercials are obvious when we analyze their impact on viewers. These negative effects are more pronounced in the case of viewers - pupils of primary or secondary cycle and their result is reflected in materialism, in the conflict between parents and children, in disappointment, in the habit of unhealthy eating etc.

The baby and the childhood are two targets on who the advertisers concentrate if we analyse the statement that, the commercialization of childhood is a reality today, the children being seen as a future, promising market. They are often the target of promotional campaigns that counterfeit, since tender age, the brand loyalty [3]. There are six commonly used and effective tactics if we also consider the persuasion on children [4].

The new modifications that appeared in the Regulatory Code for audiovisual content of the National Audiovisual Council approved by Decision no. 220/2011 of 24/02/2011 provide tougher restrictions on most of the issues presented above: conditions of dividing the pieces of commercials; showtimes restrictions on advertising for certain products; the children implication in the commercials.

The study of the effects of commercials is based on two paradigms: the skillful child and the vulnerable child [5] - [6]. The pattern invented by these specialists is based on three unintentioned effects of commercials: materialism, conflict between parent and child and unhappiness [7].

The commercial, whatever the mean used, must achieve its intended purpose, to be efficient and to trigger a revival of products' sale. The realization of these goals is directly proportional to the spirit of inventiveness of the creator, but also with the information flows.

3. Commercial advertising today

The rational approach presents the individual as being led by reason, exigent and hard to convince without adequate proves [8].

Advertising, as states Jouve, helps the individual to find the balance between Alter Ego and Super-Ego (two of the three aspects of human personality), breaking the interdictions and the barriers, adjusting our inner conflicts [8].

The individualisation and the differentiation of a product are made, through advertising, publicity, and design. Not long ago, companies used as a practic tools graphic advertising, advertising by displaying the products in shop window or exhibition; they are displayed either on the customer premises, either in shops or business premises that concluded contracts in this regard, advertising by services and bonuses given to the customer and the advertising in mass media. The analysis of advertising and publicity, alike, questions, obviously, the concept of persuasion, starting with their purpose and definition that states: *publicity is a form of communication of persuasive type that has the role to change the attitude of the receptors towards the acquisition of a certain product or service with real qualities* [9].

Psychosociology does not limits only to the study of groups and system of social status, believes Chelcea [10], specialist who extends the psychosociological approach of advertising, referring to a series of phenomena and social processes that have not been presented by Michèle Jouve.

The Russian psychologist Pesoțkii [11] believes that the return to the childhood experiences and fantasies, stored in the subconscious, are very much exploited in commercials for foods, cigarettes, chewing gum, etc.

According to Maslow's pyramid, at the base are the physiological needs, and at the top is the self-fulfillment. Each level, once satisfied, will generate another need, says the author of the pyramid [12].

The function of advertising is one of the cultural barometer, because the consumer has a certain social situation which determines its conduct [13]. It also controls the sphere of needs and conditions the consumer, tricking him with a flood of images of happiness [14]

The role of advertising has changed, from the one that informs about new products to the one that builds a brand image of a particular product [15].

The everyday language distinguishes two different notions: "advertising" and "commercials" [16]. According to sociologist Septimius Chelcea [17], advertising has 3 functions: utilitarian and educational. Iulia Roxana Bulmez in

The image of woman in advertising [18] claims that the instances in which women appear in advertising are limited to three roles: housewife, mother or successful diva.

4. Conclusions

Currently, the advertising and design commercial focus on information and artistic component. Advertising, in general, introduces a product to the marketing, creates or changes the attitude of consumers so that sales could rise on medium short and long term. Even if there are universally recognized the role, the purpose and the importance of advertising, they cannot save and guarantee the product needed by the consumers. So, the conceptual approach of advertising can be done from an economic perspective but not from social perspective.

You cannot talk about the success of a commercial, if you do not take into account the objectives and its specific functions, its communication environment that a consumer, to whom it addresses, prefers. On the other hand, although it is expensive from financial perspective, the balance of a commercial in the context of a market economy is undeniable, due to the equilibrium created by the commercial between the economic unity and the attitude of the customers towards the product.

The differences between advertising and publicity lies in very characteristics of the two, in the sense that the advertisement is paid, is a persuasive and is made by a specialized organization, while publicity has an information character, is free and is executed by the beneficiaries themselves. The commercial is the product of advertising that means advertising is the process and the commercial is the final product resulted from this process.

A commercial advertising must not become dull in time. Not only publicity, but also commercial advertisement conveys information so that people buy products.

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