

Commercial ads often seek to generate increased consumption of their products or services through "branding," which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct response advertising.

### Early Forms

The town crier used to make public announcements in the streets. Criers by a tradition dating to the 18th century, in a red and gold coat, white breeches, black boots and a tricorne hat.

They carry a handbell to attract people's attention, as they shout the words "Oyez, Oyez, Oyez!" before making their announcements. The word "Oyez" means "hear ye," which is a call for silence and attention. Oyez derives from the Anglo-Norman word for listen (modern French, oyez, infinitive, ouïr, but largely replaced by the verb écouter). The proclamations book in Chester from the early 19th century records this as "O Yes, O Yes!"

In India, you see street vendors, going through the lanes and by lane, telling that they are here : "Baida Wala" "Sabjiwala" etc. People then call them up and buy !

### Modern Times

Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and into the 20th century

As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

But remember, that the scope of advertising should be commensurate with the area, and size of your clientele otherwise you will be spending your hard earned money for a perceived goal. Simple word of mouth action of your satisfied customers itself is a great form of advertisement, and does not cost money but your commonsense approach to them. Even if you are dead tired, you should always wear a pleasant smile. How much money do you have to genuinely smile .

If you have a larger set up with branches then ads of press, tv make sense.