Chapter 5
Advertisement Practices in Bangladesh:
Agency Perspectives

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ABSTRACT

Advertisements are constantly losing their appeal as people question their credibility. Advertising agencies are pushing the boundaries to increase their ad reach, but they seem to forget about this. This chapter focuses on the factors that might be the reason for the failure of the current advertisement industry in Bangladesh. This chapter is based on secondary research and field surveys. Secondary research was done based on several renowned research papers, journals, newspaper articles, and so forth. The field survey was conducted specifically focusing on the advertisement experts, executives of 300 advertising agencies in Bangladesh. Almost all of the respondents agree that ads are transforming rapidly. They also agree with the fact that these ads are becoming really interesting to watch. At the same time, respondents think that ads are somehow negatively affecting the cultural and social issues of Bangladesh. They have also marked down some ethical issues of the current advertising trend of Bangladesh.

INTRODUCTION

In modern marketing, advertising is the most effective tool of conveying the marketer's message to the present and potential customers. The scope of products and services has been increased widely to satisfy the varied needs of the people. Advertisements play a great role in the middle of the goods and services and the satisfaction level of the customers. An effective advertisement has a direct impact on making marketer's sales efforts profitable. Advertising stimulates the inner needs of consumers and is considered as an integral part and parcel of all business and industrial organizations (Rahman, 1974).

Indeed, "advertisement appeared a long time ago. Its existence in prehistoric times is confirmed, for example, by an Egyptian papyrus with the information of the upcoming sale of a slave. Advertising in those days was presented by written or oral announcement touting a particular product or service. The oral advertising was spread by some sort of barker. Besides papyrus scrolls and wax boards, the written advertising was embodied in inscriptions on roadside rocks, as well as on buildings. As nowadays, there was a promotion of almost everything - olive oil and amphorae to keep the oil, oxen, horses and other livestock, tools, and weapons" (Feofanov, 2004).

The needs and the wants of the individuals has increased with the gradual development of the economy and, the essence of the advertising is felt more with wide expansion of the market.

The term advertising has extensive coverage. It covers the man who cries loudly and sells 'Battrish Vaza', 'Austobrozo Tooth Powder', or Rub of Dhal & Co. and the widespread advertising through the daily newspapers, weekly and monthly journals, signboards in train, bus, railway station, street and also on the cover of the matches (Gosh, 1950).

The American Marketing Association defined advertising as "any paid form of non-persona; presentation and promotion of goods, services and ideas, by an identified sponsor" (Sandage and Fryberger, 1948). Advertising is the technique of the skill of creating and placing advertisements effectively. It is a technique of communication for influencing human behavior (Rubin, 1966).

The main objective of the current chapter is to explore the views of one of three stakeholders of the advertising industry i.e., advertising agency regarding the different aspects of advertisement practices prevailing in the country.

BACKGROUND

Advertisement is unidirectional and paid form of communication that is used to circulate the product or services information (Wells et al., 2007). Since World War II, it has become a traditionally high-profile management function (Fraedrich et al., 1989; Tansey & Hyman, 1993). The primary focus of the advertisement is to heighten business profitability. Therefore, companies do not even hesitate to ignore many social aspects while designing an advertisement campaign (Bari & Abbas, 2011). In contemporary marketing practices, advertisement refers to create a demand for a specific product in the mind of the consumers so that they feel to have the product in their possession, whether they need that product or not (Singh, 1998). Advertisements try to establish a thought that, the certain product will make their life better, happier, and more successful (Frolova, 2014).

Akhtar et al. (2011) assumed that, in today's competitive era, the success of any organization depends on the strength of its advertising strategy, at least up to a certain extent. It is also the same reason for both local and multinational companies to investment on advertisement (Bari& Abbas, 2011). Advertisement

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