

ИСТОРИЧЕСКИЙ АСПЕКТ В РЕКЛАМЕ В СФЕРЕ МЕЖКУЛЬТУРНОЙ
КОММУНИКАЦИИ
CROSS-CULTURAL GROUNDS IN ADVERTISING (HISTORICAL ASPECT)

Сегодня реклама окружает нас во всех сферах жизни, будь то экономика или культура. Её обсуждают как на бытовом уровне, так и в научных сферах. Настоящий рекламный бум случился в XIX веке. Тогда и появились компании, которые знают по всему миру. Одна из этих великих компаний - Coca-Cola, на примере которой лучше всего прослеживается развитие рекламной мысли.

First advertisements appeared with the trade relations. They had the informational function and were oral. The oldest written advertisement was found 2500 years ago on Crete. The fairs of The Roman Empire became one of the factors of the commercial communication forming.

The invention of the book printing in 1445 made the written advertisement widespread, but the real advertising boom burst out in the XIX century. The method of reproduction, as well as colour plates and photography which appeared in Japan, made written printed advertisements more attractive. Outdoor advertising transformed single playbills and posters into numerous dynamic displays lit in the night-time.

In the XX century different advertising appeared together with new powerful companies: Maxwell House, Coca-Cola, Gillette and Procter & Gamble – all these well-known brands were developed in the XX century.

Advertising followed social changes and helped the development of industry. New prospects of advertising had a big influence on the development of cinema, radio and television worldwide. It means that advertising became a component of communication technologies. The appropriate use of various advertising methods became even more important in the international economic activity and in cross-cultural communication.

One of the oldest companies which is still actively developing with the most expensive brand in the world (68, 9 milliards \$), the most recognized (by 94% of the world's population) trademark, the product which seriously influenced the XX century culture and whose name means so much to hundreds of millions of consumers in 195 countries and, finally, the symbol of America is Coca-Cola. Such success is the result of hard work of the advertisers during 130 years. The Coca-Cola Company has been using numerous effective methods to sell their product. Those who start advertising should definitely study the experience of Coca-Cola.

In 1886 John Pemberton, a pharmacist from Atlanta, Georgia, concocted the Coca Cola formula. First it was sold as a nerve tonic, stimulant and headache remedy, but then Pemberton had to rewrite the formula and rename it to make it world-popular in future. His assistant Frank Robinson applied Spenserian red-white script – the dominant form of formal handwriting which was also fashionable that time. "Coca-Cola" translated into Chinese means "To make mouth happy". To choose the right variant advertisers had looked through hundreds of hieroglyphs.

Nowadays 5 cent Coca-Cola is served in all restaurants and cafes. It's not surprising that this soft-drink is so popular. The company has been using all methods of advertising paying attention to mentality and culture of people. Nevertheless the brand had various advertisements in different countries in all times it had never changed completely. They often show us wealth, beauty, love and good mood. The Company applies to the system of values (material and spiritual). During different wars and in peaceful periods Coca-Cola has always been with their country. Costs and location didn't matter. The Company showed itself patriotic.

In 1931 a Coca-Cola Santa Claus was created by Haddon Sundblom as a Christmas promotion. Each year Santa appeared in a new pose. Today this symbol has become international and children all over the world cannot imagine the other Santa Claus. That is why other

companies use this Coca-Cola Santa. Among Coca-Cola's Christmas symbols are a lot of joyful ear-catching songs. The animal-symbol of Coca-Cola was introduced in 1993. It is Coca-Cola Polar Bear, chosen as a cute, strong and kind animal, is loved by everyone. Short cartoons about the life of Cola Polar Bears were shown in TV commercials by more than 500 TV channels. That year appeared the slogan of "Always Coca-Cola" which is still in operation.

Coca-Cola has invented the six-pack carton for their specific bottles which are chosen the best pack in the world. Some call it "[hobble skirt](#)", but the prototype was a cocoa pod. The new bottle was designed to distinguish it from other beverage bottles. "It is a bottle which a person could recognize even if they felt it in the dark, and so shaped that, even if broken, a person could tell at a glance what it was". The second step to the individual image was made. In 1935 Coca-Cola proved that it cared about customers – a modern can was designed. It was moderated only once - in 1985 when Coca-Cola became the first soft drink to be consumed in space.

Around the world, some local brands compete with Coke. The most famous is Pepsi which was the first to be brought to the Soviet Union. Coca-Cola supported the Olympic Games from the early XX century and was brought to Moscow as a sponsor in 1980 and won again.

Coca-Cola Company has won the trade battle because of the perfect advertising and marketing. It has become the international symbol of happiness and consolidation.