

**ANALYSIS OF ADVERTISING FORMATS: COMPARISON IN TRADITIONAL AND  
ONLINE MEDIA**

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**ANNOTATION**

Nowadays, blog entries, white papers, webinars, podcasts, slide shows, videos, etc. are more popular than banners and pop-ups for advertising. Online advertising is currently the fastest-growing form of advertising that has demonstrated its stability and efficacy in the advertising industry. This scholarly paper evaluates the efficacy, benefits, and drawbacks of the main advertising formats used in traditional and internet media. Advertising is becoming a crucial component of contemporary business development and communication. With the rapid growth of digital technologies, advertising strategies have shifted from traditional channels such as television, radio, newspapers, and magazines to online platforms including social media, websites, search engines, and mobile applications. The article analyzes the characteristics of both traditional and online advertising formats, focusing on audience reach, cost efficiency, interactivity, targeting capabilities, and consumer engagement. The study also highlights the influence of technological innovation on advertising practices and discusses the future trends of media advertising. The findings demonstrate that while traditional advertising still maintains credibility and mass influence, online advertising offers greater flexibility, personalization, and measurable results.

**Keywords:** advertising formats, traditional media, online media, digital advertising, social media marketing, television advertising, internet marketing, media communication, consumer behavior, marketing strategies, influencer marketing, television advertising, radio advertising

**INTRODUCTION**

The advertising industry has become one of the most difficult and demanding. industry as a result of integrated market expansion's rapid growth. It contributes significantly by generating the primary demand for the good or service, which raises the rate of client utilisation. In addition to increasing product distribution, it also shortens the period between purchases and encourages customers to explore new products. Telling and selling make up advertising.

Because it shapes customer behaviour and raises brand awareness, advertising is essential to corporate success. Advertising tactics have changed dramatically throughout time, moving from conventional media like print, radio, and television to digital platforms like websites, social media, and search engines. Technological developments, shifting consumer tastes, and growing internet accessibility have all contributed to this change.

Print media (newspapers, magazines), broadcast media (TV, radio), outdoor advertising (billboards, posters), and direct mail are examples of traditional advertising. These techniques are well-known for their wide applicability and reliability and have been in use for many years. Nevertheless, they frequently have expensive prices and restricted audience targeting options.

On the other hand, digital advertising reaches a more targeted audience by utilizing internet platforms like social media, search engines, and websites. Digital advertising has been increasingly popular among companies of all kinds thanks to advantages like cost-effectiveness, personalized targeting, and real-time statistics.

Today, online media has become one of the most influential advertising environments. Businesses increasingly invest in digital marketing strategies because online advertising allows direct interaction with consumers and provides measurable outcomes. Despite this transformation, traditional media continues to play an important role in brand recognition and public communication.

## **LITERATURE REVIEW**

### **Historical Development of Traditional Advertising**

The history of organised advertising in the West is usually traced back to Johann Gutenberg's print revolution in the middle of the fifteenth century, which made the mass reproduction of text commercially feasible. By the seventeenth century, English newspapers were carrying commercial notices for a variety of goods and services, and by the eighteenth century, advertising had developed into a recognizable commercial practice with its own conventions and emerging professional class. The nineteenth English newspapers began publishing advertisements for a range of products and services by the seventeenth century. By the eighteenth century, advertising had developed into a distinct business activity with its own set of rules and a new professional class. Both the excess output that required demand stimulation and the widespread literacy that made newspaper advertising commercially feasible on a big scale were produced by the nineteenth-century Industrial Revolution.

The advertising agency became a separate professional organization in the late 19th and early 20th centuries. The idea of reason-why advertising, which focused on logical arguments regarding the advantages of products, was created by individuals like John E. Kennedy and Albert Lasker at Lord and Thomas. Later, practitioners like Claude Hopkins, whose 1923 book *Scientific Advertising* established the foundation for evidence-based advertising practice [1], and Edward Bernays, who used Freudian psychology in commercial persuasion, developed emotional and psychological approaches that both challenged and enhanced this tradition [2]. The broadcast era, which began with radio in the 1920s and television in the 1940s, introduced the idea of the sponsored program as a means of commercial communication and expanded the reach of advertising to previously unreachable audience segments.

Advertising was positioned within the larger framework of the marketing mix by Philip Kotler, whose seminal textbook *Marketing Management* first appeared in 1967 and has since undergone sixteen editions of revisions. He identified advertising as one component of the promotional variable alongside public relations, sales promotion, and personal selling. The conceptual language that now governs academic and professional discourse on commercial communication was formed by Kotler's work, which was developed in partnership with academics like Kevin Keller. His theory of integrated marketing communications, which advocates for the co-ordinated deployment of numerous communication methods in service of a unified. Many of the difficulties that practitioners face in the twenty-first-century multi-channel world are anticipated by brand messaging [3].

### **The Emergence and Growth of Online Advertising**

When HotWired magazine sold AT&T the first banner ad in 1994, it achieved a click-through rate of about 44%, which would show to be unrealistic given the medium's eventual trajectory. This marked the beginning of the history of online advertising. Due to the dot-com boom and the speculative zeal of investors who thought the new medium would quickly replace traditional channels, internet advertising experienced phenomenal development in the late 1990s. The 2000–2001 crisis addressed these excesses, but it did not significantly halt the expansion of digital advertising, which continued to rise as social media platforms, search engine technology, and broadband internet access developed [4].

The launch of Google's AdWords platform in 2000, which was later renamed Google Ads, was a truly revolutionary development in the history of advertising. By allowing advertisers to buy placement in search results against particular keyword queries and to pay only when users clicked on their ads, Google created a self-serve, performance-based advertising marketplace that democratized access to commercial communication for businesses of all sizes. The pay-per-click model also introduced a new logic of advertising accountability that stood in stark contrast to traditional media's impression-based pricing. Google established a self-serve, performance-based advertising marketplace that democratized access to commercial communication for companies of all sizes by allowing advertisers to buy placement in search results against particular keyword queries and to pay only when users clicked on their ads. In stark contrast to the impression-based pricing of traditional media, the pay-per-click model also brought a new logic of advertising accountability.

Avi Goldfarb and Catherine Tucker of the University of Toronto are two academics who have made significant contributions to the economic analysis of online advertising. Their research, which has been published in journals such as the *Journal of Marketing Research* and the *American Economic Review*, offers rigorous empirical foundations for assessing the comparative performance of digital advertising across various product categories and consumer segments. Similarly, work by Sinan Aral at the Massa framework. Their study offers solid empirical underpinnings for assessing the relative effectiveness of digital advertising across various product categories and consumer segments. It has been published in journals such as the *American Economic Review* and the *Journal of Marketing Research*. In a similar vein, Sinan Aral's work at the Massachusetts Institute of Technology has contributed significant methodological insights to the subject by addressing the causal identification issues that arise when evaluating the efficacy of advertising in social media environments.

#### Theoretical Frameworks

The elaboration likelihood model, created by Richard Petty and John Cacioppo in 1986, suggests that persuasive messages are processed through either a peripheral route, involving heuristic cues like source attractiveness or message repetition, or a central route, involving careful cognitive evaluation of argument quality. This distinction has direct implications for advertising design and medium selection: media environments that afford sustained attention, like magazines or long-form online content, may favour peripheral cues, while high-distraction environments, like social media feeds. According to the elaboration likelihood model, which was created by Richard Petty and John Cacioppo in 1986, persuasive messages are either processed via a peripheral route that uses heuristic cues like source attractiveness or message repetition, or a central route that involves a careful cognitive evaluation of argument quality [5]. Advertising design and medium selection are directly impacted by this distinction: high-distraction environments, like social media feeds, may favour peripheral cues, while media environments

that allow sustained attention, like magazines or long-form online content, may be better suited to central route processing.

Byron Sharp's work, especially his 2010 book *How Brands Grow*, questions a number of widely held beliefs in advertising strategy. Based on actual data, Sharp argues that reaching light purchasers rather than strengthening relationships with devoted customers is what drives brand growth [6]. This conclusion has important ramifications for the medium-selection argument since it promotes advertising channels with a wide, undifferentiated reach—typically a strength of mass media—over the highly tailored strategies made feasible by digital platforms. Scholars like Jenni Romaniuk, who emphasizes the complimentary roles of physical availability and category entry points while acknowledging the significance of mental availability, have challenged Sharp's claim.

According to the media naturalness theory, which was developed by Richard Daft and Robert Lengel and later expanded upon by Ned Kock, face-to-face communication is at the high end of the spectrum of communication media's ability to capture the richness of human social interaction, while text-based digital communication is at the low end [7]. Although this paradigm was not created especially for the examination of advertising, it provides helpful insights into how television advertising, with its blend of narrative, sound, and moving picture, has a different emotional impact than internet platform display advertising.

Kelly et al. (2012) found that participants cited a number of reasons for avoiding advertising on online social networking sites, including doubts about the product's relevance, the medium's lack of credibility, and their mistrust of advertisers [8].

According to Colaco et al. (2012), commercials enable young people to compare products before making a purchase, saving them time when they shop. By giving some product information, it also helps with decision-making [9]

The evolution of advertising tactics is highlighted by Kotler & Keller (2016) in *Marketing Management*. They emphasise that while traditional advertising (TV, radio, and print) is still vital, it lacks the accuracy of digital marketing. They contend that improved targeting, cost-effectiveness, and real-time analytics are provided by digital advertising [10]

In *Advertising and Promotion: An Integrated Marketing Communications Perspective*, Belch & Belch (2018) compare traditional and digital advertising, pointing out that the former successfully raises brand awareness but has trouble with direct engagement [11]. Conversely, digital advertising enables performance tracking, personalisation, and interactive marketing.

The authors of *Digital Marketing: Strategy, Implementation, and Practice* (Chaffey & Ellis-Chadwick, 2019) analyse the transition from traditional to digital advertising, pointing to the rise in social media, search engine marketing, and programmatic advertising. They stress that, in contrast to traditional advertising, digital platforms yield quantifiable outcomes [12].

## **RESULTS AND DISCUSSION**

Advertising format refers to the method or structure used to deliver promotional messages to consumers. Different media platforms require different advertising approaches based on audience behavior and communication technologies.

Advertising formats can generally be divided into two major categories:

1. Traditional advertising formats

2. Online advertising formats

Each category has unique features and communication mechanisms.

### **Traditional Advertising Formats**

Commercial communication distributed via pre-digital mass media channels, such as radio, television, print media like newspapers and magazines, outdoor media like billboards and transit advertising, and direct mail, is referred to as traditional advertising. Several distinguishing traits are shared by these channels. First, they use a one-to-many communication approach, which broadcasts a single message simultaneously to a sizable audience with little room for personalisation. Second, instead of using the behavioural and psychographic information that characterises digital advertising, they target audiences using geographic or demographic proxies. Third, rather than using confirmed user interactions, their pricing structures are usually based on estimated audience exposure, either in circulation figures for print media or gross rating points for TV media.

Research by Peter Field and Les Binet, published in their 2013 report *The Long and the Short of It* for the Institute of Practitioners in Advertising, shows that television advertising is particularly effective at building emotional brand associations that drive long-term sales growth. This finding has significant strategic implications for the allocation of advertising budgets. Television advertising, the dominant force in traditional advertising expenditure throughout the latter half of the two Advertisers must condense brand tales into extremely short time frames in order to use the industry-standard thirty-second commercial format, which has spurred incredible inventiveness in advertising creation. In their 2013 report, Peter Field and Les Binet conducted research. Television advertising is especially successful at creating emotional brand associations that propel long-term sales growth, according to *The Long and the Short of It* for the Institute of Practitioners in Advertising. This conclusion has significant strategic ramifications for the distribution of advertising budgets.

Traditional media advertising includes promotional activities conducted through offline communication channels.

**1. Television Advertising.** Television advertising is one of the most powerful traditional advertising formats because it combines sound, visuals, and motion.

Advantages: Wide audience reach, Strong emotional influence, High credibility, Effective storytelling

Disadvantages: High production and broadcasting costs, Limited audience targeting, Short exposure time

Television commercials remain effective for promoting large brands and national campaigns.

**2. Radio Advertising.** Radio advertising delivers promotional messages through audio communication.

Advantages: Lower cost compared to television, Broad local audience, Frequent repetition possible

Disadvantages: No visual element, Limited audience attention, Short message retention

Radio advertising is commonly used for local businesses and public service announcements.

**3. Print Advertising.** Print advertising includes newspapers, magazines, brochures, and flyers.

Advantages: Detailed information presentation, Long-lasting physical format, Audience selectivity through specialized magazines

Disadvantages: Declining readership, Limited interactivity, Slow distribution

Although digital media has reduced print advertising popularity, it still remains influential in certain industries.

**4. Outdoor Advertising.** Outdoor advertising includes billboards, posters, banners, and transit advertisements.

Advantages: High visibility, Continuous exposure, Effective for local promotion

Disadvantages: Limited information delivery, Weather and environmental effects, Lack of audience targeting.

Outdoor advertising is especially effective in urban environments.

### **Online Advertising Formats**

Online advertising, often known as digital advertising or internet advertising, refers to commercial communication that is distributed via platforms and devices that are linked to the internet. Search advertising, display advertising, social media advertising, video advertising, email marketing, native advertising, influencer marketing, affiliate marketing, and programmatic advertising are all part of the incredibly diversified online advertising ecosystem. Because each of these subcategories has a unique technical design, pricing structure, and performance traits, generalizations about internet advertising as a whole are intrinsically difficult.

The foundation of search advertising is intent-based targeting, as demonstrated by Google Ads and Microsoft Advertising. Advertisers can bid to have their messages appear next to pertinent search results when a user explicitly expresses interest in a topic by entering a query into a search engine. Search advertising tends to provide high conversion rates for commercial queries because of this intent signal, which makes it especially efficient for collecting demand that already exists. The increasingly consolidated market structure of the online advertising business was demonstrated by data released by eMarketer in 2023, which showed that Google and Meta combined accounted for around 48% of all global digital advertising revenue.

Online advertising uses internet-based platforms to communicate with consumers.

**1. Social Media Advertising.** Social media platforms have become essential advertising channels.

Examples include:

- Facebook advertisements
- Instagram promotions

- TikTok campaigns
- YouTube advertisements

Advantages: High interactivity, Audience targeting, Real-time communication, Low cost compared to traditional media

Disadvantages: High competition, Privacy concerns, Ad fatigue among users

Social media advertising allows businesses to build direct relationships with consumers.

**2. Search Engine Advertising.** Search engine advertising appears on platforms such as Google through paid search results.

Advantages: Reaches interested consumers, Measurable performance, Fast results

Disadvantages: Competitive pricing, Requires technical knowledge

Search engine marketing is highly effective for businesses seeking immediate online visibility.

**3. Display Advertising.** Display advertising includes banners, pop-ups, and visual advertisements on websites.

Advantages: Strong visual impact, Brand awareness improvement, Flexible design options

Disadvantages: Banner blindness, Ad blockers reducing visibility

Display ads are widely used for increasing online brand recognition.

**4. Video Advertising.** Video advertisements have become increasingly popular on digital platforms.

Advantages: High engagement, Visual and emotional appeal, Shareability

Disadvantages: Production costs, Viewer skipping behavior

Short-form video advertising is especially effective among younger audiences.

**5. Influencer Marketing.** Influencer advertising involves collaboration with popular online personalities.

Advantages: Trust and authenticity, Strong audience connection, Effective niche marketing

Disadvantages: Reputation risks, Difficult performance measurement

Influencer marketing has become one of the fastest-growing advertising methods in online media.

Traditional and online advertising differ significantly in communication style, audience interaction, and effectiveness.

**Table 1. Comparison Between Traditional and Online Advertising**

No	Traditional Media	Online Media
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1	One-way communication	Interactive communication
2	Broad audience targeting	Precise audience targeting
3	Difficult to measure results	Easy performance tracking
4	Higher advertising costs	More flexible budgets
5	Limited consumer feedback	Instant consumer engagement
6	Strong public credibility	High personalization

Traditional media focuses mainly on mass communication, while online media emphasizes personalization and interaction.

**The Super Bowl as a Case Study for Conventional Advertising.**

The United States' yearly Super Bowl broadcast is arguably the most researched phenomenon in traditional television advertising. Thirty-second slots for Super Bowl advertising fetch incredible rates. Variety magazine projected that this inventory will be worth almost 7 million US dollars in 2024, yet businesses are still fighting fiercely for it. The basic power of the medium is reflected in the economic logic of Super Bowl advertising: the broadcast consistently draws over 100 million simultaneous viewers, reflecting a mass audience of unparalleled scale that is unmatched by any digital platform. Super Bowl commercials produce not only immediate audience exposure but also ongoing earned media coverage, social media conversation, and word-of-mouth propagation, which significantly increases the effective reach of the initial investment, according to research by John Antil and colleagues published in the Journal of Advertising.

Over the course of several decades, companies like Budweiser, Pepsi-Cola, and Procter & Gamble have used Super Bowl advertising to introduce new products, revitalise deteriorating brands, and strengthen long-standing brand associations. Super Bowl advertising's emotional storytelling conventions, which prioritise spectacle, humour, and sentiment over overt product claims, are a reflection of the medium's ability to communicate affectively and its role in creating the diffuse brand associations that propel long-term commercial success. The relevance of traditional advertising in sustaining brand salience through regular repeating exposure is further demonstrated by the persistence of some brand personas and story patterns over several years of Super Bowl advertising.

**The Amazon Advertising Ecosystem: Online Advertising in Action.**

One of the most advanced and profitable applications of online advertising technologies is Amazon's advertising division, which brought in over 46.9 billion US dollars in revenue in 2023. Amazon Advertising functions at the nexus of purchase behaviour data and intent-based targeting, a combination that is particularly potent in the business world. Amazon's advertising system enables marketers to insert sponsored products, sponsored brands, and display advertisements in response to relevant queries. Customers show clear buy intent when they search for products on the company's e-commerce marketplace. Amazon's targeting capabilities

go beyond inferred interest to confirmed purchase behaviour because it has access to actual purchase history data for hundreds of millions of customers.

The rise of retail media networks is a more general structural change in the internet advertising sector that is exemplified by the Amazon case. Using their private customer data, major retailers like Walmart, Target, and Kroger have created advertising platforms that provide businesses with highly targeted advertising options both within their own digital domains and through programmatic channels on the internet. According to a 2022 McKinsey & Company study, retail media advertising sales in the US are expected to exceed \$100 billion yearly by 2026, signifying a significant fundamental change in the dynamics of the advertising sector.

The future of advertising will likely involve greater digital integration and personalization.

Expected trends include:

- ✓ AI-generated advertisements
- ✓ Interactive video content
- ✓ Personalized marketing
- ✓ Voice search advertising
- ✓ Metaverse advertising environments

Traditional and online media may increasingly work together through integrated marketing strategies.

## **CONCLUSION**

In conclusion, the comparison of traditional and online advertising shows that choosing the right formats based on audience demands, corporate objectives, and technical opportunities is essential to efficient marketing communication.

Every wave of media innovation, from print to broadcast radio to television to the internet, has been accompanied by predictions that the new medium would supplant its predecessors. The history of advertising is a tale of institutional adaptation and technological disruption. These forecasts have frequently turned out to be exaggerated. Instead of adopting new technologies mindlessly or reflexively defending established practices, the most successful advertisers in each era have been those who recognised the unique qualities of each available medium and used them in support of clearly defined strategic objectives.

Advertising formats in traditional and online media each possess unique strengths and limitations. Traditional advertising remains important for mass communication, credibility, and emotional influence, especially through television, radio, and outdoor media. Online advertising, however, offers greater flexibility, audience targeting, interactivity, and measurable results.

Technological progress and changes in consumer behavior have accelerated the growth of digital advertising. Nevertheless, traditional media continues to play a significant role in brand development and public communication. Modern businesses often achieve the best results by combining both traditional and online advertising strategies.

In the end, a hybrid approach is typically the most successful advertising technique. While digital advertising can increase targeted engagement and conversion, traditional advertising can create a strong foundation and increase brand awareness. To develop a coherent and effective

marketing plan, it is essential to comprehend the target demographic, match messaging to platform features, and combine the two methods. Businesses must continue to be flexible as consumer behaviour changes, modifying their advertising tactics to take advantage of the advantages of both traditional and digital media to guarantee a fair and efficient reach across the wide range of consumer demographics.

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