Student’s Name

Professor’s Name

Course Code

Date

**Evolution of Marketing**

Part One

The interview was conducted on April 23, 2019 at the resident of the interviewee. The interviewee is Baby Boomers. He was born in August 1958. He is currently 61 years old and therefore, he has witnessed the kind of changes which has occurred in the history of advertisement. The interviewee remembers advertisement from Vintage Restaurant, Steven and Tate, and 1980 Canon Camera Vintage. Coca Cola and Pepsin are some of the notable advertisement, which most of them can still remember from their old days.

The interview revealed that Vintage Restaurant advertised its fast food, such as burger and cheese which was some of the common fast food during the early days. Steven and Tate common advertisement was its Turkey product and it was common during the Thanksgiving period. The most common mode of advertisement was Newspaper, magazine and TV advert. Though the TV advert was in existence but the graphic and the content of the information was different compared to the current TV advert. It is also noted that most advertisement were on newspaper and TV because most people had TV and also could afford to purchase newspaper. The radio advertisement was also common and some companies were only using the radio to advertise their products. It is therefore, noted that radio, TV and Newspaper were the most common mode of advertisement during the early 1970s. He remembers the advertisement for Turkey very. He noted that it used to appear on the in front page of ABC Newspaper and on radio stations. It used to starts with a sound of Turkey and people charting then a message to purchase turkey before it run out of stock. The interviewee revealed a deep change or revolutionary in the advertisement industry. The current advertisement has clear sound making them clearer. The advertisement from Coca Cola used to be on newspaper mostly and on radio.

**Part two**

Vintage restaurant does not exist it emerged with a different company and it exist in a different brand. But Coca Cola, and Pepsi still exit in the market but they have revolved. Steven and Tate exist but it has been reformed to become a marketing platform of products. The link <https://stevens-tate.com/> and it has a website, facebook and twitter page. The social media pages are used to interact with clients and therefore, it plays a critical role in marketing the brand and products being sold by the company. The company use facebook and twitter and their social media pages are very active. They join the social media in 2007, and since then they have been actively using their social media to engage customers.

The social media platform of coca Cola has been the center of attention and has been used to keep the brand popular. Both Pepsi and Coca Cola are some of the companies, which existed during 1970, which have an interactive social media pages. The social media page is engaging and it is good for the companies due to the impact, which it creates on the market. The company also uses the IMC to communicate with clients. The company uses direct mailing such as bulk emailing, social media and telemarketing to reach the potential customers. It has weekly direct mail to clients regarding the products which the company offers and offers available.

In comparison of marketing, we compare Coca Cola, McDonald and Pepsin advertisement. Among the three advertisement Coca Cola stands to be the best advertisement. Its advertisement is focusing on brand rather than products. It is engaging and looks local and therefore, the targeted customers can easily associate with and it is the reason its advertisement is appealing and popular in the market. Pepsi advertise products and this make it difficult to build customer loyalty.