

The Origin and Historical Development of Branding and Advertising in the Old Civilizations of Africa, Asia and Europe

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Abstract: The development of branding and advertising has always been mutually conditioned. The goal of this research is to determine the origin and show historic development of branding and advertising in the ancient civilizations of Africa, Asia and Europe. The historical method of research was used. New evidence on various means of branding, advertising and other promotional activities application in the ancient history is presented. What was found is that social development imposed a need for marking of goods and promotional activities. It was done in a similar manner in all ancient civilizations, regardless of different time span. There were two types of branding and advertising: commercial and personal. The roles of branding and advertising were versatile and similar to their contemporary roles.

Keywords: brand, advertising, branding history, advertising history, old civilizations

JEL classification: M31, M37

1. THE INTRODUCTION

It is often stated that branding and advertising are as old as human society. Furthermore, it is believed that branding comes from the prehistoric age (Almquist & Roberts, 2000, p.10). Many authors contributed significantly to the research of branding and advertising history (Bastos & Levy, 2012; Moore & Reid, 2008; O'Barr, 2005). There was no use of words such as "brand", "advertising", "promotion" and "public relations" in the ancient times. However, these activities existed in various forms in the activities of ancient civilizations.

The very word "brand" stems from Middle Ages Nordic word "brandr", meaning "burn down" (i.e. make a hot iron stamp on animals or objects), in order to distinguish the ownership (Leibtag, 2014, p. 9). The Vikings brought the word to England, but it was introduced in a dictionary no earlier than 1552 (Nordin et al., 2010, p. 179). The word "advertising" comes from ancient Latin word "advertere", meaning "turning to something", with the aim of provoking somebody's attention (Jenks, 1995, p. 27). In everyday speech, the word "advertising" came into use during the mid-seventeenth century (Jenks, 1995, p. 28). However, advertising exists since the occurrence of a need to influence the thinking of people, especially to provide support to the rulers or purchase goods (Jowett & O'Donnell, 2012, p. 50). The term "propaganda" will be occasionally used in this paper, as well, because it has a slightly different (often a negative) meaning, referring mainly to persuading people into certain "political or religious ideas" (Business Dictionary).

Branding and advertising in contemporary conditions are mutually connected and stimulating. It is therefore important to simultaneously observe the development of branding and advertising throughout history. Even though a significant number of works have been written on the topic of the history of branding and advertising, little has been written about the practice in the ancient time. The aim of this study is to present new evidence on the practice of branding and advertising in the ancient civilizations of Africa, Asia and Europe, as well as their mutual influence based on a large number of scientific and other available sources, in addition to existing views.

2. THE METHODOLOGY AND HYPOTHESES

The historical method of research was applied in this paper, as one of the most frequently used methods in humanities. Regarding the development of branding and advertising, an understanding of past events is very important because it provides an insight into the current market situation in this field. The principles of the historical method are very useful for evaluation and validation of secondary data, mainly used in this research. Also, the historical method of research is a very good method for uncovering and verifying data from the distant past as well as the recent past that is not available from conventional data sources (Golder, 2000).

All phases of the historical research method were conducted:

1) Selection of topic and collection of evidence

The challenge for this research was the selection of a topic which has not been widely covered in the marketing literature in general, due to the lack of documented historical sources. Modern practice shows that branding and advertising are interconnected, so it was important to explore whether these activities (i.e. their roots) were related to each other in the distant past and whether they were synergistic. The research focused on large ancient civilizations of Africa, Asia and Europe, which have had a major impact on social development.

Literature that was used to analyze the roots of branding and advertising in ancient times is very specific, due to the lack of scientific marketing sources. As the basis of this research, we used the published scientific sources (books and articles from scientific journals). The largest number of sources is in the field of history and they much more analytically describe the activities of ancient civilizations. It should be noted that marketing resources on branding and advertising used in this study were mostly partial, i.e. do not include real chronological overview of the facts and events in ancient civilizations. Likewise, the authors mainly wrote separately about topics of advertising and branding in all time periods. As additional sources, we used electronic databases, online archival materials, tourism promotional material of particular countries now located on the territory of ancient civilizations and cultural artifacts from those countries.

2) Critical evaluation of the sources and evidence
The purpose of this phase is to evaluate authenticity of the sources used in research, to exclude all inauthentic sources and to evaluate specific contents of documents. Bearing in mind that there is little objective documented evidence from the ancient times, research has imposed the need to assess the relevance of sources. In the field of history, a number of authors have written about similar topics. Therefore, the historical scientific sources are numerous, and the data more reliable, because there are plenty of replicas of particular studies. The situation is not the same for the sources from the field of marketing relating to the origins of branding and advertising. The practices of branding and advertising in ancient civilizations are mostly covered in general terms. Often, the same facts are repeated from one to the other source of literature, without historical verification. At this stage, we have rejected certain number of marketing sources because we have concluded that they do not correspond to the historical chronology of events. Articles published on certain Internet sites have been used only in cases when they represented confirmed historical facts. Free interpretations of historical data by individual authors are clearly stated in the paper.

3) Analysis and interpretation of the evidence

The paper contains a detailed chronological analysis and interpretation of practice of branding and advertising within each subject area. We separately analyzed the great ancient civilizations that have settled three continents - Africa, Asia and Europe. Subtitles are named on the basis of specific territories inhabited by ancient civilizations (i.e. Egypt, Ephesus, Greece, China etc.). Prior to analysis of old civilizations, the article provides a brief overview of the prehistoric period on the basis of a very limited number of sources, which implies a certain degree of subjectivity.

In this stage, we used our conclusions to complete information that was not specifically provided. First of all, we tried to find similarities between certain activities of ancient civilizations and practice of branding and advertising. For example, a number of activities that have been conducted by Ramses II were not considered branding or advertising by historians. However, from the perspective of marketing, these activities can be interpreted quite differently. This phase also helped us to eliminate additional references that were contradictory to the real historical facts.

- 4) Presentation of the evidence and conclusions
This part of the research was developed based on the previous stage's analysis and interpretation of the evidence. In this paper, we have presented an original table that briefly summarizes the activities of branding and advertising in particular ancient civilizations. In the process of synthesis, generalizations and conclusions about the studied phenomenon were performed, and presented in narrative form. In addition to the chronology of events, causes and consequences were presented (conditionality of development of branding and advertising in ancient civilizations). Bearing in mind that the sources used in this paper are primarily qualitative, this way of presenting the results provides a deep understanding of the activities of ancient civilizations.

In accordance with the use of historical research method, the paper tested several hypotheses:

- 1) In the ancient civilizations of Africa, Asia and Europe, several different forms of branding, advertising and other promotional activities were used, with similar roles in the contemporary era.
- 2) Social development has imposed a need for the use of certain forms of branding and advertising in ancient civilizations.
- 3) Between civilizations that were in touch there is a lot of similarity in the practice of branding and advertising.
- 4) The development of branding and advertising has always been mutually stimulating.

The main difference in the study of old and new forms of branding and advertising is that there were no documented records or those were not sufficiently clear during a long time. Therefore, conclusions about the practice in the ancient times can be drawn based on the limited documentary evidence, along with a significant degree of subjectivity.

3. THE PREHISTORIC ORIGINS OF BRANDING AND ADVERTISING

Prehistoric age is determined from the appearance of a man (2 600 000 BCE) and it lasted until the appearance of the first class society and written documents (4000-3000 BCE) (Renfrew, 2008, p. 13). There is very little evidence of the lifestyle of the ancient community. Drawings on the walls of caves in France and Spain from the Palaeolithic era indicate that the alre-

ady-used symbols were being repeated in that very period (McKie, 2012). Although the meaning of the symbols and drawings of animals was not determined, scientists believe that people performed magical rituals in front of them (Bourbon, 2004, p. 23).

Other scientists link the origins of branding to the late Stone Age, when hunting tools were marked with symbols for the purpose of efficient hunting (Almquist & Roberts, 2000, p. 10). Totemism, as one of the oldest types of religion, can be considered a precursor of branding. The origins of totemism are related to the first communities and Neolithic era (Magelah, 2007). It was believed that every community had its own patron saint, who was represented by the symbol, i.e. totem. These were usually animals and plants, whereas totems represented something else - faith, religion and values. Some authors compare modern practice of branding with totemism. Brands that have reached a certain status for a group of people who buy these brands, separate them from other groups of people (Manning, 2012, p. 138; Massey, 2008, p. 54). People buy brands to express their own self-concept (Park & Lee, 2005, p. 39). Totemism can be linked with the concept of "brand as a religion" as the highest stage of the brand evolution. Consumers are then becoming so emotionally attached to the brand and brand guides their behaviour (de Cheratony, 2012, p. 53-55). A typical "spiritual brand" example is Harley Davidson. Religion spreads as its followers emotionally connect and believe that religion provides something that other religions do not (Faris, 2014).

Most authors associate roots of branding and advertising with early civilizations and literacy, i.e. ancient times (4000-3000 BCE), which lasted until the fall of the Western Roman Empire (476 CE). The legacy and the buildings from this period have a major impact on the branding of nations which are now located there, especially on the tourism.

4. THE ORIGINS OF BRANDING AND ADVERTISING IN THE ANCIENT CIVILISATIONS OF AFRICA – ANCIENT EGYPT

Sahara divided Africa so that the north and south part developed independently, therefore, different cultures occurred. The shores of North Africa experienced a boom in the first century CE, when they were the province of the Roman Empire (Lydon, 2005, p. 293; Bourbon, 2004, p. 92-93). In this paper, it will be

written about Egyptian civilization as it had the most impact.

The birth of Egyptian civilization was around 3300 BCE and it is one of the oldest civilizations in the world. The Egyptians established the first cities in Africa. They had a large military and cultural power in North Africa and the Mediterranean region (LaFontaine, 2002, p. 1-3).

There were many different forms of application of branding and advertising in Egypt. There is evidence that the Egyptians marked, i.e. branded cattle around 2700 BCE. The purpose was to indicate ownership, so that livestock could easily be found should any escape or be stolen (Khan & Mufti, 2007, p. 76). The animal branding practice later spread to other areas. It became particularly popular in America, but during a much later period (Rozin, 2002, p. 4-5).

Pyramids, as funeral objects and symbols of the Egyptian culture, have a number of interpretations. First of all, those were "marks in the desert" where body of deceased ruler was laid. It was believed that the ruler continued his life after death as a defender of order from disorder (Bourbon, 2004, p. 92). In ancient Egypt, there were other forms of marking identity and ownership, such as on ceramic vases, which were largely produced throughout the history of this civilization. Marks of whole teams who participated in the construction of some buildings were found (The Old Kingdom and the Middle Kingdom) or mark of the ruler who had the building built (the time of the New Kingdom) (Harring et al., 2011, p. 1; Khan & Mufti, 2007, p.76).

Although the self-promotion and personal branding started quite late being written about in the theory of marketing, the practice is as old as human society. Egyptian culture was one of the most influential cultures in the past, due to the fact that Egyptian rulers (pharaohs) heavily used personal promotion to glorify their achievements (especially military achievements), and everything they built (Roberts, 2006, p. 40). In this way, they indirectly created personal brand too, although this was not a planned activity. Although kingdom was inherited from father to son, there was a great role of mother and queen. Women used to manage kingdom for political purposes, but rather shortly, except for Queen Hatshepsut (Allen, 2000). The rulers in Egypt were equal to gods and they were expected to glorify own achievements (Roberts, 2006, p. 40).

Personal promotion of individual rulers appeared as a large integrated campaign. When they had a building built, the ruler would celebrate the con-

struction works from their start to the end. This was particularly evident during the New Kingdom (1550-1076 BCE) and under ruler Ramses II (XIX dynasty, 1295-1188 BCE), as one of the most famous pharaohs, along with Tutankhamun (XVIII dynasty, 1550-1295 BCE). Many reliefs and inscriptions, which can provide evidence to this self-promotion, can be seen at the Great Temple at Abu Simbel, south of Luxor. Ramses II declared himself a god there while still alive, and he had his fame intensified by symbols. Messages on the size and divinity of Ramses II are repeated even in a Small Temple dedicated to his wife (Bourbon, 2004, p.134). There were many statues of Ramses II in Luxor and the Sphinx in front of the Nubian temples which resembled him. Reliefs showed his participation in military campaigns, marriage ceremony with his wife Nefertari, and various scenes with the other gods (Willey, 2009, p. 5). All symbols were mutually connected and can be said to have sent a unified message. There are different theories about the relief of Abu Simbel, such as the Battle of Kadesh. Some scientists believe that this battle never took place, but merely represents a meaningful campaign of rulers (Willey, 2009, p. 7). Ramses promoted the role of other family members, especially the Queen Nefertari (Gohary, 2012). War propaganda campaigns against the enemies of Egypt from the period of the father of Ramses II (Seti I - son of Ramses I) are also well-known (Roberts, 2006, p.39; Bourbon, 2004, p. 140). To sum up, all the symbols, figures and reliefs were focused on creating the image of a ruler as a god, in order to achieve an impact on people.

The Egyptians invented papyrus, around 3000 BCE. Around 1100 BCE, the members of civilization of Western Asia have started to buy papyrus from Egypt (Hornblower, Spawforth & Eidinow, 2012, pp. 239-241). Papyrus has enabled mass communication because notes could be spread and transferred from hand to hand. The first ad on papyrus was originally made in ancient Egypt, around 3200 BCE. It was an ad for the escaped slaves search, offering a prize (Sandage & Fryburger, 1963, p.4).

There were other forms of advertising and promotional activities in Egypt. Just as in ancient Babylon, hawkers walked the streets yelling to promote the names of the goods arriving by ships (Danesi, 2008, p.5). Because of illiteracy, as in other ancient civilizations, pictorial signs representing goods that are sold inside were placed in shops. It was often a wooden table or a stone slab with a carved sign (Landa, 2006, p. 20). There were no brands at that period of time. Products were generic, sold out of wooden boxes, bar-

rels and bags. However, increasing competition between craftsmen and retailers, as well as the import of many products, encouraged the use of promotional activities for selling products.

5. THE ORIGINS OF BRANDING AND ADVERTISING IN THE ANCIENT CIVILISATIONS OF ASIA

There is documented evidence of the existence of certain branding and advertising activities in the ancient civilizations of Asia. However, there are significant differences between the civilizations of the Middle and Far East, because they developed independently, and in different time periods.

5.1. Ancient Babylon (Mesopotamia)

Babylon was ancient Mesopotamia civilization's center located on the present-day Iraq territory (Joshua, 2011). When the city of Ur dominated central and southern Mesopotamia (2122-2004 BCE), Babylon was an important administrative centre. During the reign of Hammurabi (1792-1750 BCE) it became a great spiritual capital of southern Mesopotamia. Whereas royal propaganda was not as common as later in Egypt, still certain forms of personal promotion can be identified. Archaeologists have never found any statue of King Hammurabi, but a stone slab with the famous Code of Hammurabi was discovered in Susa. King Hammurabi is shown receiving the laws of god Shamash, the God of Justice (Bourbon, 2004, p.192). Some historians believe that this was not a legal document, but a form of royal propaganda that was to enhance Hammurabi's impact long after his death (Andrews, 2013). Some early forms of branding originate from ancient Babylon. 'Kudurru' stone monuments (meaning fence or boundary) originate from the period 1600-1200 BCE. These symbolised the division of land (Bahn, 2000, p.78). Some historians believe that these monuments represented no sign of ownership, but symbols used for royal propaganda. They usually had a text and picture of the events in which the rulers took part (Slanski, 2000, p. 97). The first documented evidence of the existence of outdoor advertising came from Babylon (Hayko, 2010, p.79). Prints on clay plates of ornaments and footwear sellers were found. These were the first media of communication in the Middle East (Ezejideaku & Ugwu, 2010, p.1). Symbols were also carved in stone or carved on a wood. Danesi believes that these symbols (cap for wine shop, boot

for cobbler) were the first manufacturers' trademarks (Danesi, 2008, p.5).

As Mesopotamia did not have many natural resources, the Babylonians were trading with neighbouring countries (The British Museum, 2015). Babylon was the cradle of the hawkers who promoted goods arriving by ships (McDonough & Egolf, 2003, p. 755). Babylon was the cradle of the first forms of trade promotion also. As Babylon was dependent on trade with neighbouring countries, the kings were aware that they had to promote trade. They gave incentives to merchants and even compensation if they suffered theft. However, the promotion of trade was a means of personal promotion of rulers (Classical Art History, 2014). Today, the visible remains of the city of Babylon date back to the ruler Nabuchodonosor II (604-562 BCE), who declared the Babylon independence (Bourbon, 2004, p.194). Although he participated in numerous military campaigns, he is better known as the famous builder. He built double walls around Babylon so as to protect the people. The main entrance to the city was famous Ishtar Gate (Somervill, 2010, p.62). It is estimated that for the construction of public buildings in Babylon around 15 000 bricks were used, which were labelled (hand inscription, fingerprint or small stamps) (The British Museum, 2015). There is a longer inscription at the Ishtar gate which Nabuchodonosor II put so as to explain why and from which materials the gate had been built, in addition to promoting himself as builder (Lindsay, 2014, p.16-17).

5.2. Ur (Mesopotamia)

The city of Ur was founded around 4500-4000 BCE. It is located in the area of modern-day Iran. There has been a tremendous progress of crafts and trade with distant countries around 3000 BCE regarding the city-states of Mesopotamia, and Ur among them. This made Mesopotamia the world leader according to application of technology (Bourbon, 2004, p.197). Although Ur was best known for the famous king and the epic of Gilgamesh (which was written about 2150-1400 BCE), this civilization is remembered for having introduced many things. First discovered written scripts originate from Ur. It is estimated to have been made around 4100-3800 BCE (Eby, 2015). Although the letters written in Mesopotamia and Egypt are different, some similarities imply the influence of Mesopotamia. There is still disagreement whether the writing developed independently in Egypt (around 3200 BCE) and China (around 1200 BCE) (Daniels & Bright, 1996, p. 24-25, 191). On the basis of the system

and signs, it was concluded that the systems are completely different (Keightley, 1978, p. 413-415).

Ur, along with Babylon, was the cradle of royal propaganda later spread to the Middle East. Kings had a role of ensuring state's welfare. By royal propaganda, numerous reliefs and detailed inscriptions, they emphasized military achievements and construction projects. However, even then, everything was exaggerated (McIntosh, 2005, p. 183).

Around 3300-2900 BCE, in Ur cylinder seal was introduced, which made an imprint on the surface. Thus, the labelling has become easier, and the same mark could be repeated. Cylinder seals and cuneiform scripts were symbols of the culture of Mesopotamia (Aruz & Wallenfels, 2003, p. 39). They were used as a seal for administrative documents, jewellery or a talisman, but the primary roles were: the marking of ownership and emphasising the personal reputation of the owner (Joshua, 2011). Cylinder seals were later used in other civilizations.

Archaeologist David Wengrow claims that, even 5000 years ago in Mesopotamia, caps for bottles were made with marks - which can be considered the first form of branded products. Also, cylinder seals, which occurred in a later period, were personalized. They often had the role of the trademark, guaranteed quality and origin of the goods, during food and drink export in the surrounding countries. Those are some of the contemporary roles of branding (Hetch, 2008).

5.3. Persepolis

Persian Empire was founded by Cyrus II. Darius I expanded the empire. Persepolis was the ceremonial capital of Persia. It is located in Iran as we today know it and founded by Darius I, around 500 BCE. The construction was strictly planned, and the architecture combined influences of different cultures (Bourbon, 2004, p. 200-203). Buildings had several important roles, and those were also monuments of Darius I personal propaganda (Codella, 2007, p.74). Materials from all over the world and numerous ornaments were used, to create a feeling of grandeur. However, the city building up never completed, because it was destroyed in the great fire of 330 BCE, when the army of Alexander the Great set fire to the city (Bourbon, 2004, pp. 200-201).

Persian Empire consisted of twenty provinces. Representatives from the provinces came to Persepolis for the occasion of New Year (according to the Mazdaism) and brought gifts to the king. The reliefs in Persepolis glorified the king and kingdom display-

ing a large number of people and objects brought. The famous Gate of All Nations built by Xerxes II in honour of the god Ahura Mazda, had the inscription glorifying him and his father as the builders (Eduljee, 2015). Twenty three nations with different ethnic characteristics were shown there. Opinions are divided over whether the reliefs and prints were part of the royal propaganda or just representations of ceremonies (Retso, 2003, p. 238-239). However, there was apparently a strong need for personal promotion of the ruler. That's evidenced by the numerous reliefs of king in different situations (walking, accompanied by servants, in a fight with a lion or mythical animals, etc.). The kings were shown as much taller than other people in reliefs, in order to emphasize their power (Facts and Details, 2015).

Darius I first started to use another medium for personal propaganda – engraving of his own face on all coins (Classical Art History, 2015). There were also used cylinder seals to indicate the identity of the owner or person responsible for the goods or documents (Garrison & Root, 2003, pp. 199-201).

5.4. Nemrut Dagı

Commagene, located in today's Turkey, was an important strategic place in the Middle East. This place was under the Assyrian Empire, then under the Persian Empire. 162 years BCE they succeeded in fight for its independence. Antiochus I came to the throne 98 BCE, in order to strengthen the Greek influence and build a new religion that would be a combination of East and West – Greek, Roman and Persian culture (Bourbon, 2004, p. 157). He built an enormous tomb on top of the mountain Nemrut Dagı (the Mountain of stone gods) (Goell, 1957, p. 5). The tomb is called "hierothesion", which is the Greek name for the tomb dedicated to a cult (Bourbon, 2004, p. 157). This ruler also sought to express his importance to the people, as the unifier of religions and deity during his life. He used various means of propaganda and symbols. There are numerous inscriptions in ancient-Greek and Persian on the preserved remains of a tomb. In addition to the statues, there are numerous reliefs of Antiochus shaking hands with the gods. This ruler organized lavish celebrations so as to gain the people (Belmonte & Gonzalez-Garcia, 2010, p.473). These campaigns were quite expensive. However, Greece's influence never tamed nature of Middle Eastern locals. Antiochus' son never finished the tomb and rejected this religion (Bourbon, 2004, p. 156). However, the fact is that the Middle East, Egypt, Ancient Greece and Rome were

culturally connected, as proven by similar means of communication and branding (Harper, 1971, p. 1).

5.5. Ephesus

Ephesus was one of the most beautiful and richest Greek cities of Asia Minor. It was known for trade, numerous activities and developed cultural life. Built in the tenth century BCE, the city experienced a boom in the sixth century BCE. Various government and political influences took turns there (Starkweather, 2008).

The best-known sights of the city are: The Temple of Artemis, Celsus Library, and the Great Theatre (Bourbon, 2004, p. 164). Numerous records were found in the ruins of Ephesus. Some had the role of informational advertising. There was a high building across Celsus Library, probably a brothel. Archaeologists discovered a marble road graffiti depicting a foot moving towards the building, a woman's head and heart. It is believed that these were billboards dedicated to sailors, but there are many different interpretations of this advert (Ephesus Travel Guide, 2015).

5.6. Indus Valley

Indus or Harappan civilization is one of the oldest civilizations of ancient times. Indus civilization occurred around 3300 BCE, and reached its bloom 2600-2000 BCE (Shinde & Willis, 2014, p. 1). Settlements were mostly concentrated around the southern part of the Indus River. Civilization encompassed the north-eastern part of Pakistan and north-western India, as well (Phuoc, 2010, p.6). The Harappan civilization is known for the management of cities (Agnihotri, 2010, p. 62). It was the cradle of the first forms of public relations. The manner of organization allowed for effective communication between the authorities in cities and other members of society (Reddi, 2009, p. 454).

The Harappan civilization depended on trade. Arts and crafts were highly developed. Many pieces of pottery shaped on the wheel were excavated. One of the biggest legacies of civilization are steatite seals of different forms. Wealth individuals had seals made of copper or silver (Shinde & Willis, 2014, p. 2; Encyclopaedia Britannica, 2004). More than 1200 different seals were found, mainly with figures of local animals and prints or people in yoga pose (Moore & Reid, 2008, p. 427). These seals were most commonly used as trademarks in the stores (Reddi, 2009, p. 454).

5.7. Ancient China

The ancient Chinese civilization dates from Palaeolithic era (Rixiang et al., 2003, p. 341). It began and developed in the valley of the Yellow River, and later around other major rivers south and east of these areas. Several major dynasties took turns in China, spreading over different geographic areas.

The first documented evidence comes from the Shang Dynasty (1600-1046 BCE), which ruled after the Xia Dynasty (2100-1600 BCE). At that period of time a system of writing developed (Encyclopaedia Britannica, 2015). Most of the records were found on oracle bones used for religious purposes, but also on the leaves of bamboo, stone, pottery, bronze and even turtle shell (Keightley, 1983, p. 134). Despite being an agricultural dynasty, it developed a large production of bronze weapons and vases (Cultural China, 2015). Most of the tombs of kings of this dynasty were robbed, but one of the richest ones was found almost intact - Tomb of Fu Hao, one of the wives of King Wu Ding. More than 2000 items and more than 200 ritual vases were found with her name inscribed. This was the only woman who participated in military activities on behalf of king, leading a war propaganda campaign. Even then, it was known what "power of influence" meant (The British Museum, 2015). In the era of Shang Dynasty in China first seals appeared. They were initially used mainly for verification of documents by the authorities and had a simple mark. Much later, during the Qin Dynasty (221-206 BCE), seals of rulers became separated from the seals of lower levels of administration. However, the use of the seal for the purpose of branding and signing of artworks is related to the later dynasties (Li, 2009, p. 167-169). Artists often used pseudonyms when they marked their work. Famous collectors put their stamp or signature on the artwork and thus raised the value. Some works of art had several different marks (Li, 2009, p. 171).

China made significant progress during the Zhou Dynasty (1046-256 BCE) – its cities grew, roads were built, a writing system developed and communication improved. There was a blooming of philosophy with numerous influential schools, as Confucianism and Daoism (Encyclopaedia Britannica, 2015). Trade being developed and daily trade fairs were held. They also used hawkers as a medium of communication. They promoted goods sold on a daily basis in cities (Landa, 2006, p. 20). The goods were exhibited in the streets as precursors of today's supermarket displays. It is believed that these fairs represented the beginning of commercial advertising in China (Cheng &

Chan, 2009, p. 26). The famous book „The Art of War“, written by a Chinese warrior and philosopher Sun Tzu comes from the period of Zhou Dynasty (Wilson & Xue, 2006, p. 22).

Qin Dynasty (221-206 BCE) was the first imperial dynasty in China. Feudalistic system was then abolished, and the first centralized state created. Trade and agriculture significantly enhanced, writing system standardized, military and transport technology developed. The first emperor, Qin Shi Huang began construction of the Great Wall of China, as a defence against the Mongols (Boundless, 2015). However, the rulers of this dynasty sought to destroy all traces of previous dynasties, so they carried out activities such as burning books, etc. persecuted scholars. Dynasty is remembered for the famous Terracotta Army, which was found in a pit, 1,400 km from the mausoleum of Qin Shi Huang. The army had more than 6,000 statues of soldiers, more than 400 horses and war chariots. The soldiers were slightly larger than life-size people, so represented with the aim of emphasizing strength. Some soldiers and horses had marks or signatures of artisans. More than eighty five different names can be traced, and there are some other names next to them, which are assumed to have been assistant craftsmen. The faces of all the figures are different and they represent ethnicity, while the bodies are mostly uniform (Bourbon, 2004, p. 260-262).

There was a flourishing of the arts, politics and technology during the Han Dynasty (206-220 CE). The boundaries got wider and they created institutions that strengthened China. A large network of trade routes that are collectively called the “Silk Road” developed, connecting China and India with the Mediterranean and other European countries (Feddersen & Zucatto, 2013, p. 159).

During the Tang Dynasty (618-907 CE), the market was largely developed. Media advertising partially used in the previous dynasties has become common, such as large hanging banners and pictorial signs. In order to make goods noticeable, the lanterns were used as lights (Cheng & Chan, 2009, p. 26). During the Song Dynasty (960-1279 CE), “block printing” for printing the whole page was introduced, therefore making possible mass advertising (Landa, 2006, p. 20). Papyrus originates from Egypt, but the development of printing system in China enabled future mass communication.

5.8. Sanchi and Ajanta Caves

Sanchi is the best preserved complex of “stupas” in India, as the most important forms of Buddhist culture. The site was established during Ashoka, the Buddhist emperor from the third century BCE. Sanchi was important until the first century BCE, when there was a decline of Buddhism in favour of Hinduism. When Buddha was cremated his remains were divided among the main warrior tribes. Then he made the top ten stupas. The main stupa (Mahastupa) had a diameter of 36 meters and height of 19 m (Kamya, 2015; Bourbon, 2004, p.9). It had four entrances, (known as “torana”) and triple architrave. On them were reliefs with scenes of Buddha from the present and past life. Buddha did not appear anywhere in the human form, but in the form of symbols or animals (Kleiner, 2010, p. 16). On Sanchi buildings a multitude of inscriptions was found. They identified the signatures of buildings donors, as well as the most skilled craftsmen and ivory carvers (Phuoc, 2010, p. 155).

The site of Ajanta is located in Maharashtra in India and it is made out of thirty caves in a row. These were Buddhist shrines excavated at various levels in a stone amphitheatre. First, the caves digging took place between the second and the first century BCE and additional 400 years later. The caves are famous for their wall paintings - frescos, depicting the stories of Buddha’s previous life (Bourbon, 2004, p. 231). Archaeologists have found a large number of inscriptions. Although some are not interpreted, it is assumed that those include personal names (Dhavalikar, 1968, p. 148). The Fourth cave comes from the sixth century CE, but was never completed. There are also other numerous frescos, and at the foot of a Buddha image there is an inscription that depicts religious gift from a person named Mathura (Deshpande, 1973, p. 9).

6. THE ORIGINS OF BRANDING AND ADVERTISING IN THE ANCIENT CIVILISATIONS OF EUROPE

Being the cradle of Western civilization, Europe has a history thousands of years old. Many excavations are a proof of the great achievements and influence of ancient civilizations from this region.

6.1. Crete

Cretan or Minoan civilization was one of the first advanced civilizations on the European soil (Hughey et al., 2013). Crete was the dominant merchant and naval

force. It had strong merchant links with Egypt and the Middle and Far East. At the beginning of the Bronze Age (2000-1750 BCE) first cities with palaces appeared. Knossos was the most fascinating architectural complex. The island was rich in resources and there were no signs of war. Production was developed, and trade based on the food exchange and craftsmen's products (pottery, gold, ivory, metals). Houses and tombs often had ornaments made of imported luxury materials. There was also a way of marking the product or property. Small disc-shaped seals with a simple sign, made of wood, bone or stone, were used for marking the goods or property (Cavaliere, 2007, p. 411). Around 1700 BCE, there was a series of earthquakes that completely flattened Crete (Bourbon, 2004, p.33).

6.2. Ancient Greece

Ancient Greece had a glorious past. Pottery is often used for reconstruction of the past (White et al., 1995, p. 5). In ancient Greece and Rome, pottery was produced to a large extent, even industrial. It was sold around the Mediterranean and in distant countries. After the great industrial revolution in Athens (around the second half of the sixth century BCE), pottery marking became common, including the signature of the person who made the vase and painted it (Wilson & Xue, 2006, p. 530). The first well-known author in Greece who painted the vase was Sophilos. A vase with the inscription "Sophilos painted me" was found (Khan Academy, 2015). Many pieces of pottery had been produced before Sophilos, but the artists had not signed their art. The first Greek artist whose signature was known (prior to Sophilos), and did not live in Greece, was Aristonothos. He lived in the first half of the seventh century BCE in Etruscan Caere. His famous vase "Aristonothos crater", found in Cerveteri, reflects the mutual influence of Greece and Etruria (Lomas, 2004, p. 191). A motif from Homer's *Odyssey* is shown on the vase and the signature of the artist lies between the painted figures. It is believed that the same person both made and painted vase (Lyons & Papadopoulos, 2002, p. 161). In ancient Greece, trade in delicately painted pottery, in contrast to ordinary pottery, did not have such a share of the economy as it did in Rome (Morris, 1995, p. 99). Signing pottery was performed by a large number of competitive craftsmen. It became vital that the products should be different. Also, these products needed promotion. The most common used media were pictorial signs in stores and hawkers.

Some authors believe that propaganda in ancient Greece was planned for the first time (around 800 BCE). In the writings of Confucius it was spoken about the power of rhetoric (Jowett & O'Donell, 2012, pp. 50-51). The pharaohs in ancient Egypt used some form of propaganda and public relations for the first time. In order to have an impact on the opinion of the broad masses, they used the arts and made huge buildings (O'Shaughnessy, 2012, p. 30). Taylor also believes that in Babylon and Egypt those were all sporadic attempts (Taylor, 2003, p. 24).

After 750 BCE, there were established city-states who competed for dominance. It was fertile ground for the development of advertising (Taylor, 2003, p. 26). Buildings and the volume of trade were the greatest symbols of development of cities. Alexander the Great (356-323 BCE) was one of the first persons who knew how to evaluate the psychology of the enemy (Jowett & O'Donell, 2012, p. 51). He used large events as a medium for personal propaganda. In an attempt to unite Macedonia and Persia, he married the eldest daughter of the Persian king Darius, and enabled eighty officers to marry the women of Persia (Taylor, 2003, p. 33). Such propaganda has had a greater impact than politics (Jowett & O'Donell, 2012, p. 53). Alexander the Great also realized that symbols can increase his influence. His image appeared on coins, pottery, buildings and works of art (Taylor, 2003, p. 33).

The Greeks were in love with sports. The Olympic Games started taking place in 776 BCE as integral part of religious life (Taylor, 1997, p. 24). Olympic Games can be considered one of the first event brands, which later developed into a global brand event (with interruptions from 393 BC to 1896 CE). The Athens Acropolis plays a major role in the branding of Greece as a tourist destination nowadays. There is an impressive collection of Greek inscriptions, describing public and private buildings, religious events and life in Greece (Bourbon, 2004, p.45).

6.3. Ancient Rome

Ancient Rome was the first metropolis in the history of human kind. It was founded in 753 BCE. It was the city of the best baths, libraries, theatre performances and shops, great healers and lawyers. The buildings we admire today were built during the Roman Empire period (Bourbon, 2004, p.72).

The town was like a large bazaar, full of shops called "taberna". Those shops had pictorial signs as a means of outdoor advertising. There was a license for doing business on walls of some shops (Holleran, 2012, p.

100-106). There were officially authorized travelling merchants, who were making their way through the crowd by shouting the names of products (Bourbon, 2004, p. 74). That was a paid advertising job. Retailers had to fight for customers due to tremendous competition. Word of mouth played a major role.

A number of public events were held in Rome. What was popular were gladiator fights, circus games and chariot racings. Members of all social classes used public baths (Bourbon, 2004, p. 76). Those were built in a large number of buildings for public events (Weiss, 2014, p. 2). The most famous buildings from this era are the Colosseum, Amphitheatre of Pompeii and The Circus Maximus. Public events were the mass media for political propaganda of rulers. Rich people struggled for sponsorship of these events (Galbi, 2009).

Some gladiators, actors and charioteers were like today's celebrities. Even then the power of their influence was recognized (Köhne & Ewingleben, 2000, p.4-5). Gladiators were so popular that they became an art inspiration, for making portraits and souvenirs (Futrell, 2006, p. 136). Rome's inhabitants were offered such a quality of life which could not be achieved until the end of the eighteenth century (Bourbon, 2004, p. 84).

There were other forms of mass media. There was a publication entitled "Acta Popidi" or "Acta Publica" during the rule of Caesar. It is a first discovered form of newspapers for information purposes (dates of birth and death, the availability of food, etc.), and it was controlled by the authorities (Ronnick, 2006, p. 39).

Some authors believe that social media is not a new phenomenon, but something that has long existed in a different form. The system of social media stems from ancient Roman age. Important information from public meetings was spread on papyrus, which was then copied, commented and shared. They used quotes as well and changed the written content like on contemporary social networks (Bullard, 2014, p. 182-185). To maximize impact, Caesar (100-44 BCE) also used the money as a medium of mass communication. The coin portrayed not only his character, but war victories and his other roles too (Jowett & O'Donell, 2012, p. 53-54).

A lot of hand-made pottery and works of art come from ancient Rome. The mark of the artist, merchant or place of origin was put on them. The labels were trademarks (Anttiroiko, 2014, p. 48). The pottery was produced in large amounts and a lot of it was exported. Different marks were used on unfinished and finished pottery. Signature or mark identified the person who

made the pottery (usually in italics), the name of the factory or workshop (as a stamp) or the person who finalised it (as small stamps). Factory stamps were visible and had a promotional purpose (Johns, 1963, p. 288). Thus, in the ancient world, the role of branding was not just informative. The goal was to create a brand image and increase the value of the product.

In Rome, there was a mass production of oil lamps in factories and workshops, which were exported. They had a signature of modeler or factory stamp and even brand name ("Fortis", "Communis", etc.) (Reiter, 2008). Fabric stamps were found on the figures of terracotta.

The buildings of ancient Rome were made of large quantities of bricks and tiles, and had different types of decoration (Brodribb, 1992, p. 82). Many of them were marked. It used to be a sign of army units that had made them, controller of production, factory or government property owner, or the head of city. Labelling bricks became frequent in the third century CE when their production became a ruler's monopoly. Some bricks had impressed fingerprints, but the purpose of this practice is yet unknown. Roman numerals were put in some bricks, probably because of the records (Adkins & Adkins, 2004, p. 360).

6.4. Pompeii

The Roman colony of Pompeii was founded in the eighth century BCE, and the volcano Vesuvius destroyed it by the seventh century BCE (Dobran, 2006, p. 141). Political propaganda was developed. Hundreds of slogans and inscriptions found on the walls were used in political elections. There was abbreviation OVF ("Oro vos faciatis" - please vote for him) at the end of the inscription (Milnor, 2014, p. 8). Homeowners with an available wall could control what should be painted or written, as Smith compares with practices on social networks (Smith, 2013). There were found many of pictorial ads for the events, which at the same time promoted sponsors and sponsored events. Advertisements were informative. What could be found there were the sponsor's name, and date of the gladiator spectacle (Galbi, 2009). People were not charged for the tickets, because the events were a means of political propaganda of the ruler. It is obvious that the good practice of advertising and branding has spread among the civilizations in contact.

7. DISCUSSION

The objective of this research was to determine the origin and show historical development of branding and advertising in the ancient civilizations. The research was based on many sources from the fields of history, marketing and branding. Table 1 gives an overview of the branding, advertising and other promotional activities that existed in the ancient civilizations of Africa, Asia and Europe. As it can be noted, different forms of branding and advertising were in use in all great ancient civilizations.

The symbols used in ancient civilisations had several different roles:

- 1) Ritual (from the prehistoric period);
- 2) Designation of ownership;
- 3) Differentiation of objects;
- 4) Emphasising the identity and reputation of traders, craftsmen and artists (the function of information and persuasion);
- 5) Emphasising the origin, quality and value of the goods (the function of adding value);
- 6) Reinforcing the image of rulers.

Though in a different form, all functions of branding that exist in the modern era existed in ancient civilizations. They evolved over time, depending on the progress of a particular civilization.

There was even the misconception in the literature that brands were created in the second half of the nineteenth century and before that was a generic commodity. Although in the long historical period the goods were sold from barrels, wooden boxes, bags and small packages did not exist, there were 'surrogates' for the name and trademark of the brand. These were unique symbols, mostly made by seals or otherwise impressed and drawn. Even in ancient civilizations, commodities were not the same. Also, some traders and craftsmen had a better reputation than the others. Their name itself guaranteed the quality and value of the goods. Prominent signs on shops were not totally identical.

With the growing production, there was the need for informing people about the product availability and convincing them to buy from a particular merchant, but also to add value to products. In ancient times there were two types of promotional activities:

- 1) Those aimed at products (primarily advertising);
- 2) Those aimed at promoting the ruler (advertising and public relations).

Promotion focused on products and later, services, caused by the occurrence of competition. Because people were illiterate, the most commonly used media were hawkers (WOM effect) and outdoor advertising (pictorial signs, symbols, graffiti, etc.). This practice was used in all the great ancient civilizations (the area of the Mediterranean, Middle and Far East), although they occurred in different time periods. With the invention of papyrus in Egypt and the development of systems of writing, mass communication was enabled. As the papyrus was exported to other parts of the world, similar practice was transferred to other civilizations.

As we can see in Table 1, the method of marking items and products was also similar in all ancient civilizations. Although they used different symbols, roles were the same: labelling of ownership, emphasising the identity, reputation, origin, quality and increasing the value of the product. In ancient Rome factory stamps were used as a forerunner of corporate branding.

However, personal promotion of rulers can be distinguished between, on the one hand - the ancient civilizations in Africa, Europe and the Middle East and on the other side - civilization in the Far East. In the first-mentioned civilizations, personal promotion and image of the rulers were extremely important. They used all available means of communication and symbols which enhanced the personal image of the ruler. In this way, the rulers, completely unintentionally, made a personal brand. It was different in the Far East, partly because of religion, which was emphasizing other values. Regarding ancient China dynasties, it is evident that the personal promotion of ruler was not nearly as intense as in the first-mentioned civilizations, among which there was much more contact.

Although terms "branding", "advertising" and "promotion" were not known in ancient civilizations, examples of their planned use are evident. As we stated, the roles of branding and advertising evolved over time in order to reach certain goals (marking of ownership, product differentiation, persuading people to buy the product etc.). All activities had a purpose. Personal promotion of rulers was not a random event. The rulers wanted, above all, to influence the people, and to leave traces in the long term. Already during the reign of Ramses II, a variety of fairly integrated means of personal promotion and branding was used. Although the research of the "influence of power" is linked only to the time of ancient Greece, the activities with planned influence on the people were used before.

TABLE 1. The summary of the practice of branding, advertising and other promotional activities in the old civilizations

THE OLD CIVILISATIONS OF AFRICA	
Egypt	<ul style="list-style-type: none"> • Cattle marking (identification of the ownership) • Pottery marking (identification of the craftsman or merchant) • Bricks marking (signature of the ruler or a list of team members) • Hawkers and WOM effect (promotion of the goods coming on ships) • The first ad on papyrus • Outdoor advertising (pictorial signs and symbols on the shops) • Intensive self-promotion and personal branding of the rulers (symbols, statues, inscriptions, reliefs, buildings and architecture) • Military propaganda (Seti I, Ramses II)
THE OLD CIVILISATIONS OF ASIA	
Babylon	<ul style="list-style-type: none"> • 'Kudurru' stones (identification of the land ownership) • Bricks marking • Forerunner of trademarks • Outdoor advertising (inscriptions on clay tablets, symbols on wood and stone) • Hawkers and WOM effect (promotion of the goods arriving on the ships) • The first forms of trade sales promotion • Moderate self-promotion of the rulers (inscriptions, reliefs, buildings) • Military propaganda (Nabuchodonosor I)
Ur (Mesopotamia)	<ul style="list-style-type: none"> • The first cylinder seals (identification of the ownership, emphasising of the reputation, document verification and trademark) • The first brands (bottle caps with marks) • The cradle of royal advertising/propaganda
Nemrut Dagi	<ul style="list-style-type: none"> • Self-promotion of the rulers (reliefs, inscriptions, architecture, festivals and celebrations)
Efes	<ul style="list-style-type: none"> • Outdoor advertising (graffiti, informative inscriptions on the walls)
Indus Valley	<ul style="list-style-type: none"> • The seals of steatite, copper and silver (identification of the merchant or craftsman on the pottery, sender or receiver of the goods). They often had the role of a trademark. • The first forms of public relations
China	<ul style="list-style-type: none"> • Cylinder seals (document verification, marking of artistic works) • Pottery and figures marking • Signatures and pseudonyms of collectors (adding value to artistic works) • Hawkers and WOM (promotion of the goods sold every day) • Outdoor advertising (hanging banners, pictorial signs) • Trade fairs • The sale of goods on the street (forerunner of the displays) • The use of lanterns for better promotion of goods • Moderate self-promotion of the rulers (signatures on objects and ritual vases, architecture) • Military propaganda • The invention of block printing
Sanchi and Ajanta	<ul style="list-style-type: none"> • Marking of objects (signatures of craftsmen) • Identification of the person who built a particular object

THE OLD CIVILISATIONS OF EUROPE

Crete - Knossos

- The seals in the form of a disk of wood, bone and stone (marking of goods)

Greece

- Marking pottery (identification of person who made or painted item)
- Hawkers and WOM (promotions of the goods and services)
- Outdoor advertising (pictorial signs on the shops)
- The forerunner of branded events
- Self-promotion of the ruler and use of public relations (public events, architecture, coins, pottery, figures)
- War propaganda (spreading of disinformation)

Rome

- Marking of pottery and artistic works (signature of artist, merchant or country of origin). These marks were used as trademarks.
- Marking of bricks (military unit, controller of production, owner of the factory or state property)
- The origins of corporate branding (the factory stamps)
- The first brands of lamps (with names)
- Persons as brands (gladiators, carriage drivers, etc.)
- Marking of slaves
- Outdoor advertising (pictorial signs on the shops)
- Hawkers and officially-authorized travelling salesmen (a paid profession)
- Political propaganda (public events, the use of publicly recognizable persons as promoters, engraving characters on coins)
- Events sponsorship
- The first informative newspaper on a papyrus
- The forerunner of social media (putting the information on a papyrus, with comments and content changes)

Pompeii

- Intensive political advertising/propaganda (slogans and graffiti, organizing public games)
- Outdoor advertising
- Sponsorship of events and promotion of sponsors

* The source: The original table as a summary of the research

As shown in Table 1, in all ancient civilizations, branding activities as well as various forms of promotional activities were used. Branding and advertising have always been interconnected, even in the distant past. It must be emphasized that in many cases, promotion was the consequence of branding, i.e. product labeling. However, the occurrence of certain promotional activities has further stimulated development of branding. For example, in ancient Egypt and Babylon, the use of hawkers for promotion of goods has caused the need to further differentiation of products. Similarly, in the case of personal promotion of the rulers, means of branding and advertising were interconnected. Although the concept of personal branding did not exist in the distant past, personal branding has largely been used in practice.

The contribution of this paper lies in a detailed analysis of the practice of branding and advertising in ancient civilizations of Africa, Asia and Europe, which is only partially documented in the literature. The paper was particularly focused on finding similarities

and differences in these particular activities between ancient civilizations and their comparison with modern practice. As the research provides a precise chronological overview of events, it can be very helpful to other authors in the field of marketing as the basis for their future research. On the other hand, this research can be helpful to authors from the fields of history that are not familiar enough with the topic of marketing, i.e., branding and advertising.

This research has certain limitations. As we previously stated, there are very few sources of marketing literature and documented evidence about the activities of ancient civilizations in general. Therefore, the literature on history is used as the basis of research. Many conclusions are made by simply linking the historical facts and events, which means that they are to some extent subjective. Also, the research did not include the ancient civilizations of North and South America. Although the Europeans discovered America in the late 15th century, many civilizations in this area have been living there for many years BCE. It

would be very interesting in the future to investigate the roots of branding and advertising in these ancient civilizations, and to compare them with the activities of the great civilizations of Africa, Asia and Europe. Recommendation for future research is also to investigate the same subject together from the aspect of the fields of history and marketing. New evidence will probably be found, as historians and marketers have a different perspective on events. Also evident is a lack of research on the practice of branding and advertising in the Middle Ages, which should be tackled in the future.

8. CONCLUSIONS

The study confirmed that in all the great ancient civilizations of Africa, Asia and Europe, there were several different forms of branding and advertising activities, with similar roles as in contemporary era. Symbols used in ancient civilizations had many roles, which is quite similar to the roles of branding today: marking of ownership, differentiation of goods, emphasizing the quality and origin of goods, adding value and emphasizing the reputation of individuals (rulers). Also, different forms of promotional activities have been used in ancient civilisations (advertising, sales promotion, trade promotion, public relations and publicity, even sponsorship). These activities can be divided into two groups: activities used for promotion of products (primarily advertising and sales promotion) and activities used for promotion of rulers (advertising and public relations).

The need to promote the products emerged with the development of trade and the occurrence of a large number of competitors. It was necessary to convince the people that the product of a particular trader or craftsman was better than the product of their competitors. One of the conclusions of this study was that social development has created a need for marking and differentiating objects with symbols, even in ancient civilizations.

It should be noted that the activities of branding were quite similar in all great ancient civilizations. Some basic forms of advertising and promotions were also very similar in the civilizations of Africa, Asia and Europe (pictorial signs on shops, using of hawkers for the promotion of products, different types of seals). However, the self promotion of the rulers was much more prominent in the civilizations of North Africa, Europe and the Middle East, as opposed to the civilizations in the Far East.

It is clear that the development of branding and advertising were mutually conditioned. Branding, as marking of items, was created first, but the increase in production and trade caused the occurrence of advertising and other promotional activities, as a way to influence the sale of goods. Rising competition caused the need to raise the value of products by various means as well, and that customers were not only informed, but also persuaded in the value of certain products. Mutually-conditioned development of branding and advertising is obvious in the recent period, but their interweaving occurred in the long-distant past.

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Sažetak:

Poreklo i istorijski razvoj brendiranja i oglašavanja u starim civilizacijama Afrike, Azije i Evrope

Sladana Starčević

Razvoj brendiranja i oglašavanja oduvek su bili međusobno uslovljeni. Cilj ovog istraživanja je da se utvrdi poreklo i prikaže istorijski razvoj brendiranja i oglašavanja u starim civilizacijama Afrike, Azije i Evrope. Primenjen je istorijski metod istraživanja. Predstavljeni su novi dokazi o primeni različitih oblika brendiranja, oglašavanja i drugih promotivnih aktivnosti u starom veku. Pokazalo se da je društveni razvoj nametnuo potrebu za označavanjem predmeta i promotivnim aktivnostima. Praksa je bila

slična u svim starim civilizacijama, bez obzira na različite vremenske periode. Postojala su dva tipa brendiranja i oglašavanja: komercijalno i lično. Funkcije brendiranja i oglašavanja bile su raznovrsne i slične njihovim savremenim funkcijama.

Ključne reči: brend, oglašavanje, istorija brendiranja, istorija oglašavanja, stare civilizacije

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