

# ADVERTISEMENT

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**Abstract-** Advertisement is a managerial function in which the organization or company promotes its product through the banners, radio and television. The company like Colgate, Maggi, Dairy milk chocolate, etc needs to promote their products for better sale. In advertising, dealer tries to communicate with their customers. is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. The idea is to drive consumer behavior in a particular way in regard to a product, service or concept.

**Index Terms-** advertisement, classified, social networking, media, advertorial

## I. INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popup, skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. Virtually any medium can be used for advertising. Commercial

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## II. DEFINITIONS

Advertising is the paid, impersonal, one-way marketing of persuasive information from an identified sponsor disseminated through channels of mass communication to promote the adoption of goods, services or ideas. Advertising creates awareness in people. When general public becomes conscious to the products, services and goods under the brands, they persuade people towards these brands and make them buy better brands. Advertising can be used to create brand awareness in general public and to make business more popular within the circle of potential buyers. In short, advertising does not only give a proper awareness of brands but a nice introduction of companies as well. Attractive advertising increases the demands of public which directly boost sales of the brand.

## III. ADVERTISING AGENCIES

- An advertising agency is a service business that helps client businesses sell goods and services by producing and placing advertisements.

- A client is a customer who buys and receives services, help and advice from an advertising professional. Ad agency clients include businesses and corporations, non-profit organizations, educational institutions, government agencies and others.
- Non-commercial advertisers, such as charities, political parties, interest groups, religious organizations, governmental agencies and other non-profits, also use advertising to sell their causes and services.
- Non-profit or not-for-profit organizations are agencies, institutions or organizations that are not commercially motivated and have no interest in profit. They rely sometimes on paid advertising and most heavily on free messaging, such as public service announcements, which are not considered to be advertising.
- Free media is persuasive information produced by advertising and public relations professionals for publicity purposes and placed in mass media at no cost to the originator. Such PR messaging is not advertising. While there may be production costs, the advertising or public relations professional and the client do not pay a fee for placement of their publicity information in media.
- An integrated media campaign combines paid advertising with free media. These also are referred to as integrated marketing communications.

#### IV. RADIO ADVERTISING

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online.

#### V. ONLINE ADVERTISING

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, advertising networks and e-mail marketing, including e-mail spam.

#### VI. NEW MEDIA

Technological development and economic globalization favors the emergence of new communication channels and new techniques of commercial messaging.

#### VII. IMPROVEMENT IN ADVERTISEMENTS

Advertisements include text, audio, video, photography and graphic designs.

An effective ad has:

- Smart placement where it will be seen by your target audience.
- A compelling headline, which is the most important technical aspect of your ad. A powerful headline suggests benefits, news, how-to or something curious. Readers scan headlines. If yours doesn't grab attention, your ad won't be read.
- Eye-catching graphics are a means of getting your audience to read your ad. An attractive graphic and a strong headline will pull a reader or viewer into your ad.
- A focus on the objective with all the elements of your ad working to persuade consumers to fulfill your one main objective. Having multiple objectives will confuse people and then they will do nothing.
- An irresistible offer including valuable bonuses and risk-free, easy-pay terms. If your offer seems too good to be true, give a plausible explanation for your low price. Help purchasers reconcile

your offer in their minds so it makes sense and are believable.

- A risk-free offer using testimonials and a strong guarantee. Include facts and statistics. Consumers are skeptical, so make your ad credible and risk-free.
  - People don't like to be guinea pigs, so testimonials from real people are powerful. Pictures of the endorser will double the effectiveness of your testimonial.
  - Provide as strong a guarantee as absolutely possible. Remember that guarantees are exercised infrequently.
  - People take comfort from positive, scientific proof, so use facts and statistics from reliable sources.
- A unique competitive advantage tells your prospects why they should do business with you. Often your unique competitive advantage is the best benefit you can offer so consider including it in your headline or prominent place in the ad
- Selling benefits that your prospects care about. Ultimately, people want to gain pleasure or avoid pain, so tell them how your product or service will help them gain pleasure or avoid pain. They care about what your product or service will do for them personally. Studies show people respond better to the fear of loss (pain) than they do to the promise of gain (pleasure).
- Advertorial style makes your ad look like a news story, which will give it credibility. Advertorials have compelling headlines, lots of informative, interesting text, quotes and graphics. People are tired of in-your face ads and prefer this soft sell today.
- A call to action that is explicit and clear, so your customer knows exactly what to do.
- A sense of urgency to overcome naturally laziness and procrastination. Lend a sense of scarcity so the customer will act immediately. Limit the quantity of the product available or the

length of time it is available.



And HUNDREDS more...

- A simple way to respond urges people buy on impulse rather than logic. Make it easy to do business with you. Because some people like to telephone, others like to the Internet, and others will only fax their order, it's important to offer multiple ways to be contacted.

#### Criticism of advertising

Advertising has social costs:

- Unsolicited e-mail spam is a major nuisance and a financial burden on internet service providers
- Advertising is invading public spaces including schools where some call it child exploitation, green vistas where pollution is an unintended consequence, and politics where some say it fosters dishonesty and ethical issues.
- Advertising exerts psychological pressure on consumers, which could be harmful. For example, appealing to fear of losing loved ones or feelings of inadequacy.

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