



# CERTIFICATE



**L**OVELY  
**P**ROFESSIONAL  
**U**NIVERSITY

*Transforming Education Transforming India*

LOVELY PROFESSIONAL UNIVERSITY  
PHAGWARA

This is to certified that the Dissertation on  
"Advertising And Promotion" which is being submitted by Manisha Saini,  
M.F.A Applied Art, Lovely Professional University, is a record of student's  
own work carried out by her guidance of....

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Thanking You  
Manisha Saini  
11211352

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## Introduction Of Advertising

Advertising involves the process where in a message is designed so as to promote a product, a thought, an idea or even a service. Advertising is a very wide concept which is perceived differently by different schools of thought and thus has many definitions to advertising area a simpler one would be that it is a public promotion of a product or a service advertising is a form of communication intended to persuade an audience to take some action. From the above we can infer that advertising is promotion of a product or service. It is done by companies to maximize sales, to launch a new product in the market. Companies pay a premium for doing this promotion. Advertising could be done through billboards and various media's like, print, outdoor/indoor and so on. Advertising is as old as civilization and has been used as the means of communication to buy and sell the goods and service to the society. Advertising is an important tool of promotion that can create wonders with beautiful words to sell product, service or idea. Advertising has acquired great importance in the modern Indian characterized by tough competition in the market and fast changes in technology and fashion and taste of customers. Today as per the changing marketing situation advertising is not the only sufficient medium so as to create the long lasting impact on the consumer. Thus the concept of integrated marketing communication is gaining considerable momentum due to challenges faced by the advertising in designing and implementing their advertising communication message.

## DEFINITIONS OF ADVERTISING

1. American Marketing Association has defined advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor".
2. According to Webster, "Advertising is to give public notice or to announce publicity".
3. According to Gardner, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

## FEATURES OF ADVERTISING

1. **Communication** : Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

**2. Information** : Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

**3. Persuasion** : The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

**4. Profit Maximisation** : True advertising does not attempt at maximising profits by increasing the cost but by promoting the sales. This way it won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.

**5. Non-Personal Presentation** : Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

**6. Identified Sponsor** : A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale of products. The product gets good market because of its identity with the reputed corporate body.

**7. Consumer Choice** : Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

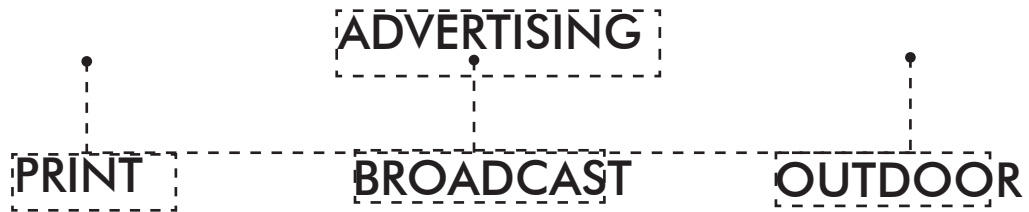
**8. Art, Science and Profession** : Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organised knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

**9. Element of Marketing Mix** : Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

**10. Element of Creativity** : A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

## Classification of Advertising

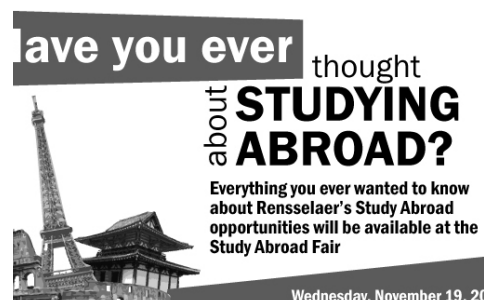
There are several branches or types of advertising which can be used by the companies



**Print Advertising** - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

### Newspaper Advertising

Newspaper advertising includes publications such as national, local and community newspapers. According to Dun & Bradstreet, small businesses have an advantage over national businesses when it comes to newspaper advertising. Depending on the location of your business, advertising in a national newspaper such as "USA Today" might not make sense. If the goal of your business is to attract local customers, then advertising in a neighborhood or small local newspaper is an effective way to reach your target audience. The price of your print ad depends on the newspaper's popularity and your ad's size. With so many different ad sizes available, you can probably find a size that fits your budget. You also might have bargaining room with a small newspaper that you wouldn't have with a national newspaper.



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**GIVE YOUR  
HEART WINGS**



**COUPLE'S FARES  
TO BARCELONA  
STARTING AT \$1900\***  
OFFER VALID ONLY DURING THE MONTH OF FEBRUARY 2014\*

**IBERIA**

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**STUFF  
YOURSELF**  
*- with our -*  
**STUFFED  
STROMBOLIS**

Have them delivered or  
come pick them up at  
**3000 DUVAL ST.**  
(3 blocks north of UT  
Football Stadium)

**476 DOUBLEDAVE'S 3283**  
PIZZAWORKS  
SINCE 1984

## Magazine Advertising

Magazine advertising includes advertising in regional and national magazines. Magazines present an effective way to brand your business. A magazine gives you freedom to focus on creating an ad that's visually appealing. Appearances might not count as much if your goal is to simply attract customers. However, appearances count when you're working to increase your visibility and build a public image. Magazine print ads run the gamut when it comes to cost. An ad can cost a few hundred dollars or anywhere from \$2,000 or more -- depending on the magazine. It's important to focus on advertising in magazines favored by your target audience. A national maternity magazine is probably not the best place to run a \$2,000 full-page color ad for your startup skateboard company. On the other hand, a \$800 display ad in a local magazine that targets skateboarders or teenagers might pay for itself.

ROUGE  
**COCO**  
*Classic Beauty Everytime*

**CHANEL**

**CHANEL**

CHANEL presents a modern interpretation of classic, iconic colour as an homage to the soft, the old beauty of 'Coco' Chanel. New interpretation by

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**SCOTT KAY**  
The World's Most Respected Bridal Brand.

"Never Compromise  
when asking someone to spend the rest of their Life  
With You"

*Scott Kay*

"Your proposal...  
is the most intimate conversation  
you'll ever have."

Ail: Amené de la France  
pour tes boulettes de viande au chilipotle

LAS ESPESAS MAS VENDIDAS  
EN EL MUNDO

*¡Póngale lo sabroso!*

**McCORMICK**  
AJÍO EN  
POLVO

THROUGH  
**THICK**  
OR  
**THIN**  
INTRODUCING  
**WHAT A LINE**  
FELT TIP EYELINER

POINT-PRECISE LINER THAT  
DEFINES & INTENSIFIES  
A LONG-WEARING COLOR  
THAT WON'T LET YOU DOWN

mark.  
what a line

ASHLEY GREENE FOR

**mark.**

meetmark.com

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## Poster Advertising

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to original artwork.



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Sweeten up your MORNING  
with Real Mango Jam!

**National**

National  
Mango  
Jam

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The advertisement features a central image of two slices of toast topped with a thick spread of bright orange mango jam and a small green leaf garnish. The toast is served on a round plate with a blue and white sunburst pattern and a green border decorated with white daisies. The background is a dark green surface with a white fork and a white napkin partially visible. Below the toast, a jar of National Mango Jam is shown, with a red banner displaying the 'National' logo. The text 'Sweeten up your MORNING with Real Mango Jam!' is written in white and yellow. The word 'PROMOTION' is written vertically on the right side, and 'ADVERTISING AND' is written horizontally at the bottom. A decorative pink dotted line with square end caps runs across the bottom of the page.

# MARKS & SPENCER SIMPLY FOOD

Your new Simply Food store  
on Earls Court Road is now open.



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## Billboard Advertising

A billboard (sometimes also called a hoarding in the UK and many other parts of the world) is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas. Bulletins are the largest standard-size billboards. Located primarily on major highways, expressways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic). Bulletins afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embellishments.

Posters are the other common form of billboard advertising, located chiefly in commercial and industrial areas on primary and secondary arterial roads. Posters are a smaller format than bulletins and are viewed principally by residents and commuter traffic, with some pedestrian exposure.





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## Pamphlet Advertising

A pamphlet is an unbound booklet (that is, without a hard cover or binding). It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths (called a leaflet), or it may consist of a few pages that are folded in half and saddle stapled at the crease to make a simple book.



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## BATH

It's no longer a four letter word

Let's face it, establishing routines while bathing could seem stressful in a bathroom full of kid's stuff, toys, soap suds, and bubbles. That's where Boon's bath toys come in. Innovative and fun, Boon's bath toys are designed to be easy to use, safe, and fun. They're made of soft, flexible plastic that's easy to clean and safe for your little one. Boon's bath toys are designed to be fun, safe, and easy to use. They're made of soft, flexible plastic that's easy to clean and safe for your little one.

## OUR NAME

The idea for Boon was born in 2004. It is a result of a passion for creating innovative, fun, and safe bath toys for children. Boon is a result of a passion for creating innovative, fun, and safe bath toys for children.

## OUR THING

Our things get them soaking wet, playing, and having fun. Boon is a result of a passion for creating innovative, fun, and safe bath toys for children. Boon is a result of a passion for creating innovative, fun, and safe bath toys for children.



boon

Innovative. Fun. Modern. Safe.



boon



## Butterflies in Flight

Welcome to our tropical paradise. Enjoy gardens and flowing water across a vast, lush environment for 2000 tropical butterflies. Over 90 different species of butterflies fly freely through the 1000 square meter (11,000 sq. ft.) climate controlled Conservatory. A 1000 meter (3300 ft.) path winds its way around the Conservatory creating different views to observe the butterflies as they lounge for nectar, search for mates or bask in the sunshine. Observe butterflies emerging from their chrysalides in the emergency window which is opened to release the butterflies several times a day. The Conservatory houses the Botanical Gardens' tropical plant collection of over 300 labeled unique and exotic plants.

### EXHIBIT HALL

Located in the main lobby, the Exhibit Hall lets you explore the life cycle of a butterfly, discover the difference between a butterfly and a moth, take a closer look at butterfly parts, and test your knowledge in the interactive games. Live caterpillars from our breeding program are on display for you to observe.

### GIFT SHOP

Don't miss the gift shop filled with a wonderful collection of butterfly gifts and accessories. There are books, postcards, toys, jewelry, gift items and clothing including our own line of butterfly wear. Butterfly Conservatory videos are available in the gift shop.

### CAFE

Before or after your visit enjoy a light meal or snack at the licensed Butterfly Cafe, conveniently located by the main parking lot. The cafe features sandwiches, hard ice cream, old-fashioned soft shakes, and hot and cold drinks. Escape the elements in our indoor setting and enjoy the flowers and views of the Botanical Gardens from our patio. Open 7 days a week in warmer and milder hours in the winter.



## BOTANICAL GARDENS & HERB & CABBAGE TRIALS

The Conservatory is located in the middle of the Niagara Parks Botanical Gardens and School of Horticulture. You can explore the 300 acres of grounds on your own, or sit and relax on a guided Floral and Cabbage Tour. The tour highlights the rock garden, woodland and shade garden, formal potting garden, adonias, bog garden, herbaceous water feature, seasonal bedding displays, water beds and vegetable gardens, the old specimen rose area, and the 2,500 specimen Rose Garden. Discoveries with maps and tickets for the tour are available at the Conservatory ticket counter.

### Conservatory Hours

Open daily from 9 am - closed on December 25th  
 Closing time varies according to the season.






Niagara Parks  
 Department of the Environment of Ontario since 1999

Niagara Parks Botanical Gardens  
 2400 Niagara River Parkway, Niagara Falls, Ontario, Canada  
 For information or group rates please visit our website:  
[www.niagaraparks.com](http://www.niagaraparks.com)  
 2-866-967-6272

NIAGARA GARDEN TR

# Visitor's Guide



NIAGARA PARKS  
 BUTTERFLY  
 CONSERVATORY

## 10

YEARS  
 2007

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# Brochure

A brochure is a flyer, pamphlet or leaflet that is used to pass information about something. Brochures are advertising pieces mainly used to introduce a company or organization and inform about products and/or services to a target audience. Brochures are distributed by radio, handed personally or placed in brochure racks. They may be considered as grey literature. They are usually present near tourist attractions.

The most common types of single-sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Other folder arrangements are possible: the accordion or "Z-fold" method, the "C-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or six panels. When two card fascia are affixed to the outer panels of the z-folded brochure, it is commonly known as a "Z-card".

Booklet brochures are made of multiple sheets most often saddle stitched, stapled on the creased edge, or perfect bound like a paperback book, and result in eight panels or more.

Brochures are often printed using four color process on thick, glossy paper to give an initial impression of quality. Businesses may print small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost.



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### Training and Placement Cell

100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.

### Overseas Education and Placement Cell

100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.

### How to reach us?



Dr. Anil Kumar Choudhary  
Dean, Cambridge Engineering College, Kharagpur

### Features and Facilities

- Highly qualified and experienced faculty with excellent teaching skills.
- State-of-the-art infrastructure with 100% international students.
- Well-equipped labs and workshops.
- World-class library and e-resources.
- Online courses for National and International students.
- Transport facility from all major cities.
- Interactive classrooms with modern teaching applications.
- Offering the most comprehensive international degree for all students.
- Spacious and comfortable facilities.
- 24x7 internet access.
- Computer center with 100% internet.
- 24x7 security and surveillance system.
- Complete hostel facility (B/E).
- 24x7 food services (Canteen).
- Open Source Development lab.
- Association with 100% jobs.
- Advanced Placement Services.
- Open to all.
- and more...

### In Near Future

- Online Distance Classes
- Specialized Cell
- Smart Class
- Open Air Theatre
- Library Hall
- 24x7 security
- and more...

### Admission Helpline

M: 97798 8622, 97798 2205  
 WASH MOBILE (CAMBRIDGE)  
 T: 0377 400000  
 E: admissions@cambridge.edu.in

### Cambridge Engineering College

100% Top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.

### Imparting High Standard Education Worldwide





### University Honors College

100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.



## University Honors College



Program from OSU

### Benefits that stand the test of time

100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.

### Why choose us?

100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students. 100% top-up and Cambridge placement certified. A dedicated cell for international students.



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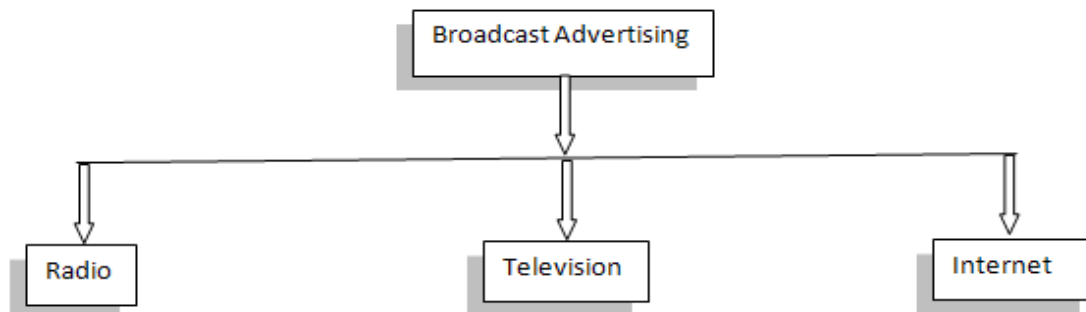
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## Broadcast Advertising

Broadcast Advertising - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.



## Radio Advertising

A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial.

## Television Advertising

The television advertising is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa.

It is extremely important that whatever has been advertised in the commercial is true. For this reason, organizations such as Federal Trade Commission (FTC) are there to monitor the commercials on television and radio. This ensures that the advertisers are not making any false claims to lure consumers to buy their products.

Most of the radio and television advertisements are paid though there are some public service ads which can be aired for free. The advertisers usually have to pay for the spot which lasts for 30 seconds. In rare cases, this spot can increase to 60 seconds too.

These days radio and television ads are prepared by advertising agencies for their clients. They understand the need of the client and make the commercial keeping in mind the current state of affairs. Broadcast advertising has become a very essential part of marketing in recent times. Companies allocate specific budget for radio and television ads and make an estimate of how much revenue they can earn through broadcast advertising. For example, marketing consultants are hired to determine the return on investment (ROI) for spending on radio and television ads. Sometimes the marketing consultants of these businesses run sample ads to judge its popularity among the viewers.



The TVC opens with a family driving on a highway. The boy sitting next to his father who is driving says, "Dad or kitni der jaar"



The father replies, "Bas do minute pahunch hi rahe hai..." The boy is in the emergency situation as he needs to urgently go to toilet.



His sister sitting behind plays the song, 'Hum ko mann ki shakti dena...' to tease him even more and starts giggling.



The boy gets pissed off and turns to her and shouts, "Very funny!" Everyone in the car starts laughing loudly.



His mother also laughing hits his father and says, "Stop it jaar!" and they stop at a petrol pump for him to go to the toilet.



The boy gets off the car and rushes to the mobile toilet but finds it closed from inside. He bangs on the door.

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**PROMOTION**



His father and sister laugh at him from inside the car while his mother also laughing but to calm her son says, "Stop it



The boy gets frustrated but waits for his turn. A message appears on screen 'Introducing Vodafone music, listen and download from 500000 songs.'

## Internet Advertising

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful.

Whatever the mode of advertising, broadcast advertising is an inherent part of any advertising campaign these days.

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**BuzzFeed**

LOL win omg cute geeky trashy fa

Politics Tech Lifestyle Food Rewind Celeb Music LGBT Sports Animals More Search



**FRUGALicious**

### How To Make 5 Easy And Healthy Dinners For \$10 Each

### Things We Would Were Kids Again

PRESENTED BY  
**Ragú®**

### The Science Behind 9 Big Diets

From low-fat to paleo, here's what the latest research says about diets' effect on weight and health.

Adina North · a few minutes ago · 1 response

### Big Stories

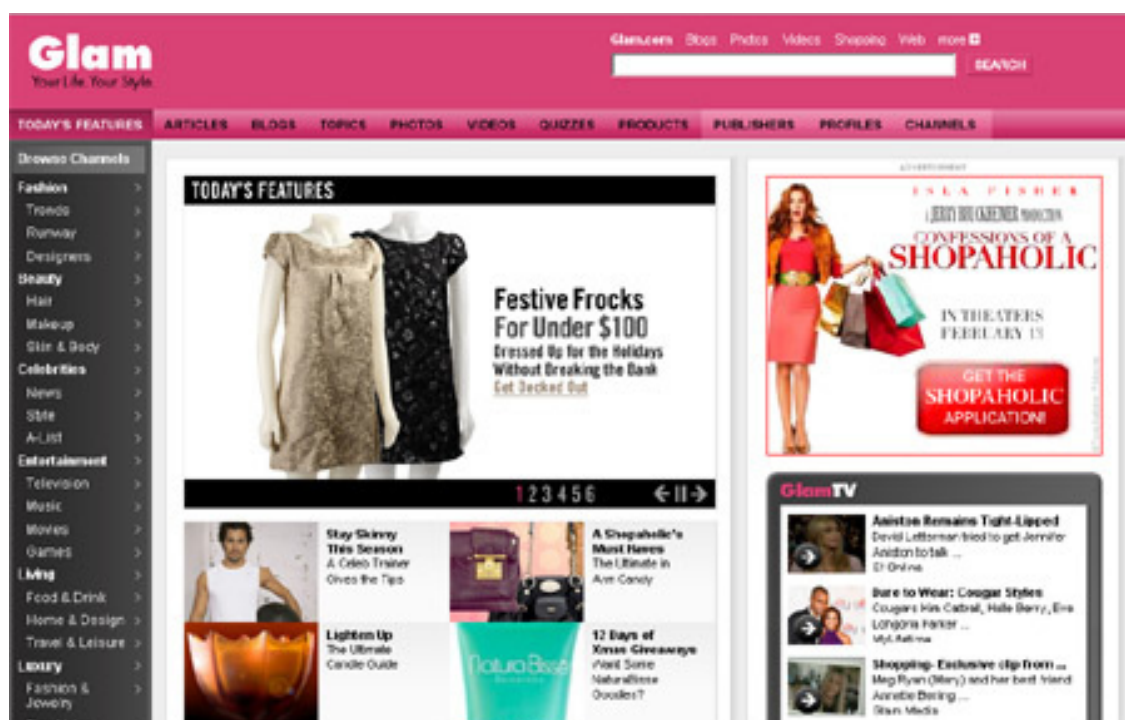
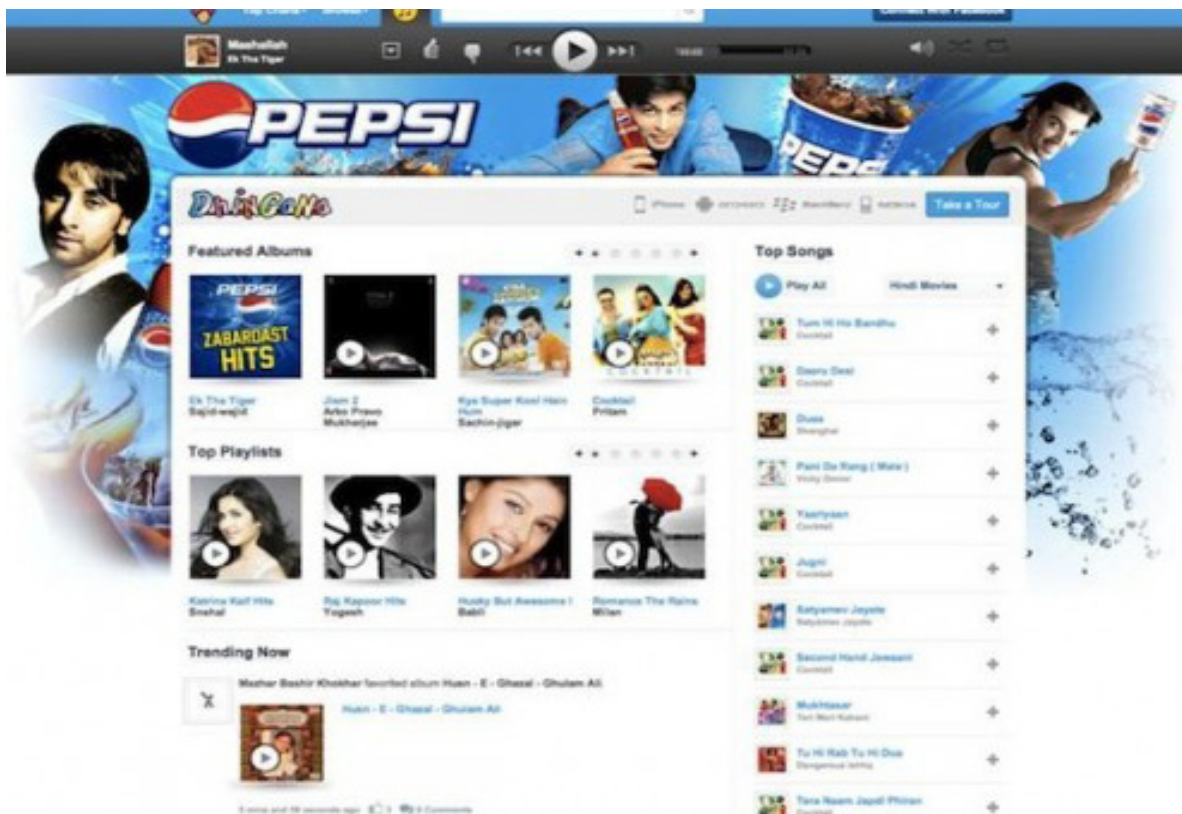
**SPORTS**

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## Outdoor Advertising

Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on. Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all. The important part of the advertising is that the message to be delivered should be crisp and to the point. Though images can be used, but they cannot be used in excess. Everything should be presented to the viewer in such a format so that the viewers make up their mind to buy the product or service.

The message to be delivered can be an ad to buy a product, take a trip, vote for a politician, or give to a charity. According to Outdoor Advertising Association of America (OAAA), millions of dollars are being spent on outdoor advertising each year and the figures are expected to grow. This is due to the fact that outdoor traffic keeps on growing every year and hence the target audience for outdoor advertising is ever increasing.

The print and newspaper advertising takes up a huge part of advertising but outdoor advertising is unique in its own way. It is an extremely cost-effective method of advertising. All you need to do is to design a billboard and get it printed as compared to the television advertising where an entire 30 second commercial has to be designed. If the outdoor ads are strategically placed, it can guarantee substantial exposure for very little cost. That is why outdoor advertising is very cost-effective.

Different industries make use of outdoor advertising in their own different way. For example, eating joints and eateries on the highway make use of highway billboards to draw the customer to have a bite and rest a little at their joint. Mac Donalds and Subway are the excellent examples. The automobile and tourism industries make use of the billboards to advertise their products and tourism plans. These are way too successful because of the fact that people on the highway are on the lookout for such information.

Apart from the billboards, there are several other forms in which outdoor advertising can take place. For example, beverage companies make use of sporting events and arenas to showcase their products. For example, Coca Cola was one of the FIFA World Cup sponsors. Other places where you can see outdoor advertising are:



taxicabs.

buses.

railways.

subways and walls on which murals are painted.

All these forms of outdoor advertising are very popular and extremely cost effective.



The OAAA has divided the Outdoor Advertising into four major categories: Billboards - These usually account for almost half of the revenue of outdoor advertising. Then there is transit system and mobile advertising which also takes up a major pie of outdoor advertising. Advertising on public furniture is also used comprehensively these days globally. Last but not the least is alternative advertising. Such advertising can be in the form of Corporate blogging which is an important form of advertising these days.

## Types, Forms or Kinds of Outdoor Advertising

Outdoor advertising may take any of the following forms:

**1. Posters** : This is the most common and popular form of outdoor advertising. These are exhibited on a hoarding or on walls, roofs, fences, chimneys etc. A really commanding effect can be produced by posters which cost less than any other advertising media. Design is the basis of all poster-advertising. These mostly contain pictures. Advertising for a movie is done in this way. Even where no pictures are used, the proper arrangement of lettering is important. The posters should be simple, attractive and capable of telling its story at a glance. Posters also give considerable scope for the use of suitable and attractive colours. Humour can also be used with advantage in poster-advertising.

**2. Vehicle Advertising** : It refers to moving advertisement. It consists of placing posters or playcards inside or outside vehicles such as trams, buses, taxis, delivery-vans, railway carriages etc. The main advantage of this system is the small space available for such posters. These posters are fairly sighted by the eyes and can be easily read. This method is a very common media and is considered to be very effective.

**3. Electric Displays and Signs** : Signs illuminated by electricity are today to be seen in large number in cities. This is the most modern and the most attractive form of outdoor display. It may consist of wooden letters studded with bulbs. Sometimes with a view to attract the attention, coloured bulbs are used and the colours are changed at short intervals. Another device used to attract attention is to turn on the light on each letter at a time to give the impression of the sign being written by an invisible hand.

**4. Neon Signs** : There are brilliantly coloured tubes available in various shades. These can be of the still or the flashing type. These signs are more attractive and interesting than the signs built up by a number of electric bulbs.

**5. Sandwichmen** : They are hired persons and properly dressed who walk in the streets in a procession with boards, posters and notices placed about them. The idea is to attract the attention of the public. The cinema-theatres usually arrange this kind of advertising media when a new picture is released.



## Advertising Management

Advertising simply put is telling and selling the product. Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product. Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, companies that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services.

As mentioned above, advertising management begins from the market research phase. At this point, the data produced by marketing research is used to identify what types of advertising would be adequate for the specific product. Gone are the days when there was only print and television advertising was available to the manufacturers. These days apart from print and television, radio, mobile, and Internet are also available as advertising media. Advertising management process in fact helps in defining the outline of the media campaign and in deciding which. If you wish to make the advertising effective, always remember to include it from the market research time. Market research will help to identify the niche segment of the population to which the product or service has to be targeted from a large population. It will also identify why the niche segment would opt for the product or service. This information will serve as a guideline for the preparation of advertising campaigns.

Once the niche segments are identified and the determination of what types of advertising will be used is done, then the advertising management focuses on creating the specifics for the overall advertising campaign. If it is a radio campaign, which type of ads would be used, if it is a print campaign, what write ups and ads will be used, and if it is a television campaign, what type of commercials will be used. There might also be a mix and match advertising in which radio might supplement television advertising and so on. It is important that through advertising management the image is conveyed that all the strategies complement each other. It should not look to public that the radio advertising is focusing on something else while television on something else. The whole process in the end should benefit the product or service.



The role of people designing the advertising campaign is crucial to its success. They have been trained by seasoned professionals who provide the training in the specific field. Designing an advertising campaign is no small a task and to understand the consumer behavior from the data collected from market research is a very important aspect of the campaign. A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate

## IMPORTANCE OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following

**1. Promotion of Sales** : It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as wet as in the international markets.

**2. Introduction of New Product** : It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

**3. Creation of Good Public Image** : It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

**4. Mass Production** : Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

**5. Research** : Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

**6. Education of People** : Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

**7. Support to Press** : Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage.

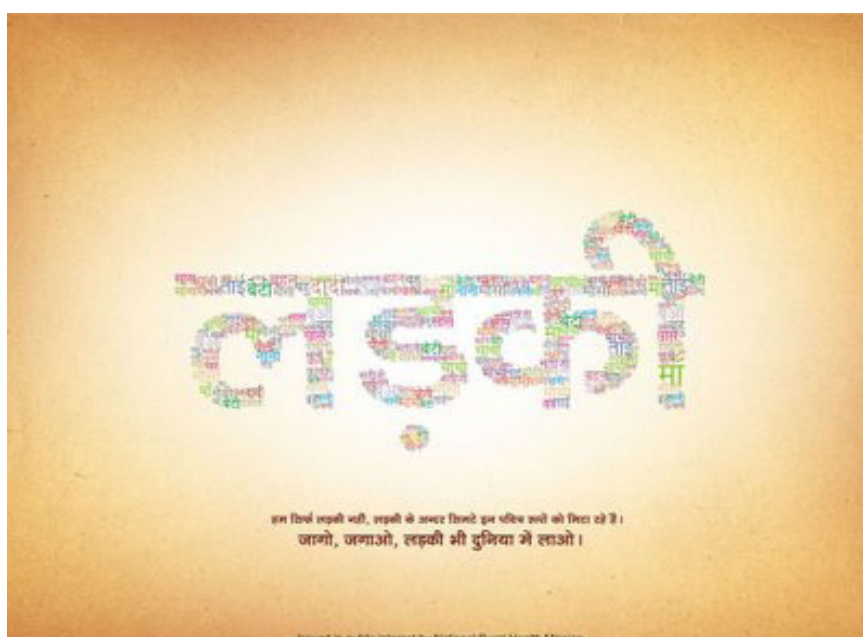
## 8. Important for the customers

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customers life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending

## TYPES OF ADVERTISING

Advertising is also classified according to their functions and role. Some of the important classifications of advertising are as follows :

**1. Social Advertising :** Social Advertising is undertaken by noncommercial organisations such as Trust, Societies, Associations etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.



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ISO 9001:2008

don't waste  
**save water**  
save life

**KOLKATA PORT TRUST**  
15, Strand Road, Kolkata-700001, Phone: 033 2230 6645 (Direct), 033 2230 3451 (Extn. 214)  
Fax: 033 2230 4901. E-mail: calport@vsnl.com Website: www.kolkataporttrust.gov.in

satinder pal singh  
DESIFIC.blogspot.com

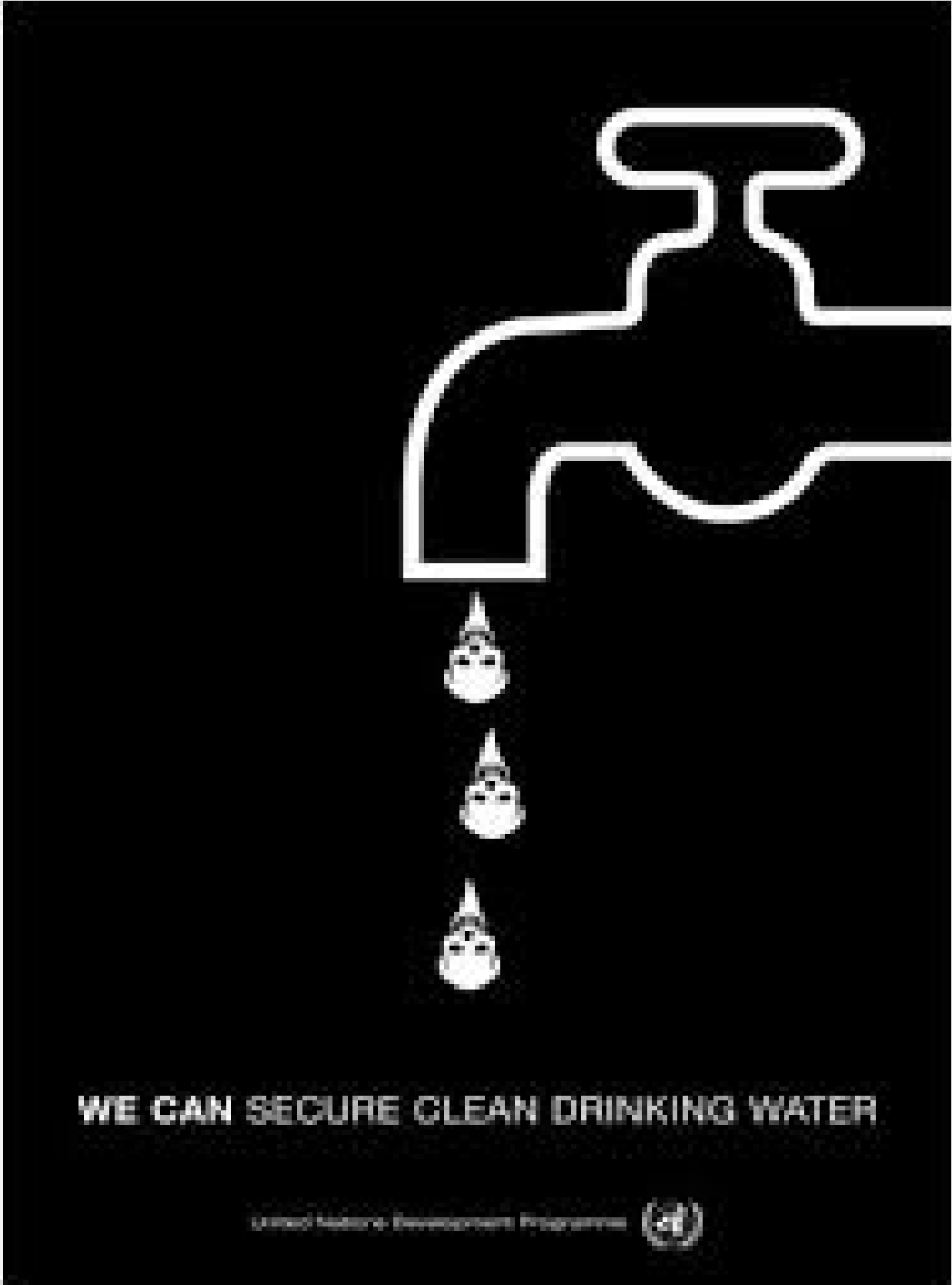
**save GIRL child**

DESIFIC DESIGNS FB.COM/DESIFIC

FOR A BETTER TOMORROW

Falling Female to Male ratios just means  
that the human race will become extinct.  
Help make the world a **gender-equal** space.

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**2. Political Advertising :** Political advertising is undertaken by political parties to motivate the general public in favour of the ideology of the party in question. Political advertising are intensively made during election times to gain favour of the voters. Such 28 advertising promote plans and policies of the concerned party. It also try to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisement are also made to assist the Government to implement its schemes for rehabilitation and national reconstruction. Mumbai Regional Congress Committee children by communal riots in Mumbai under the scheme of National Foundation for Communal Harmony. Advertisements issued by a political party is essentially a political advertising.

**“ I GOT THE RIGHT TO WORK.  
DID YOU CLAIM YOUR RIGHT? ”**

- ▶ MGNREGS benefited more than 5 crore families in the year 2011-12
- ▶ Average wage is increased from Rs. 67 to Rs. 116

**BHARAT NIRMAN**  
IT'S A COMMITMENT TO PROGRESS

**“ I GOT THE RIGHT TO BE LITERATE. DID YOU CLAIM YOUR RIGHT? ”**

Ministry of Human Resource Development  
Government of India

Dr. Anand Kumar  
Minister of State

Dr. Manoj Kumar Singh  
Minister of State

2x2=4

- ▶ Saakshar Bharat Mission is approved for 372 districts with low female literacy
- ▶ 7 crore illiterates from 1.6 lakh village panchayats to benefit

Saakshar Bharat

**BHARAT NIPMAN**  
IT'S GOVERNMENT'S WORD, IT'S EVERYONE'S LANG.

**“ I GOT THE RIGHT TO HAVE A SAFE MOTHERHOOD. DID YOU CLAIM YOUR RIGHT? ”**

Ministry of Health & Family Welfare  
Government of India

Dr. Anand Kumar  
Minister of State

Dr. Manoj Kumar Singh  
Minister of State

- ▶ More than 1 crore pregnant women benefitted
- ▶ All medical services related to the delivery are free, including ambulance service and free check-up of the newborn

AMMA  
Aamta Maanata Manojan

**BHARAT NIPMAN**  
IT'S GOVERNMENT'S WORD, IT'S EVERYONE'S LANG.

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**3. Advocacy Advertising :** We often come across advocacy advertising relating to the use of family planning methods, conservation of scarce resources, maintaining a green environment. An extreme example occurred in the 1960s, when a private citizen bought a two-page advertisement in the New York Times at a cost of \$12,000 to offer his peace plan for ending the war in Vietnam. In 1974, Mobil Oil Company began advocacy advertising concerning the need for offshore oil drilling to alleviate the energy crisis that existed at the time. NBC accepted the television commercial, but ABC and CBS did not, because of the controversial nature of the topic. As a result, Mobil Oil Company took out full-page newspaper ads, which reproduced in print the visuals and text for the commercial.

This is designed to alert people to the fact that such ads are not editorials or informational pieces, but are specifically advertisements. Companies can place advocacy advertising on billboards, in print magazines and newspapers, online, and on television. In fact, many advertising firms consider candidates who have completed advertising internships far more attractive than those who have not. If you are planning to begin your career in advertising in the creative department of an advertising firm, a bachelor's degree may not be as essential.

#### 4. Advertising by Google

**Ponds Age Miracle :** Looking young is now really easy Get Ponds tips and tricks!  
www.Ponds.in

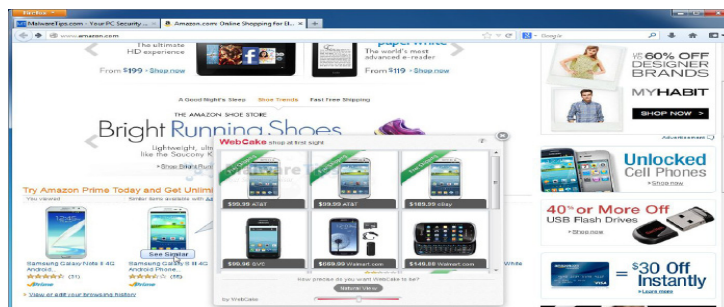
**Use Olay Total Effects :** www.Olay.in/SkinCare

**Tips for Beautiful Skin :** Get the right beauty tips for your skin from the Experts. Apply Now! KayaClinic.com

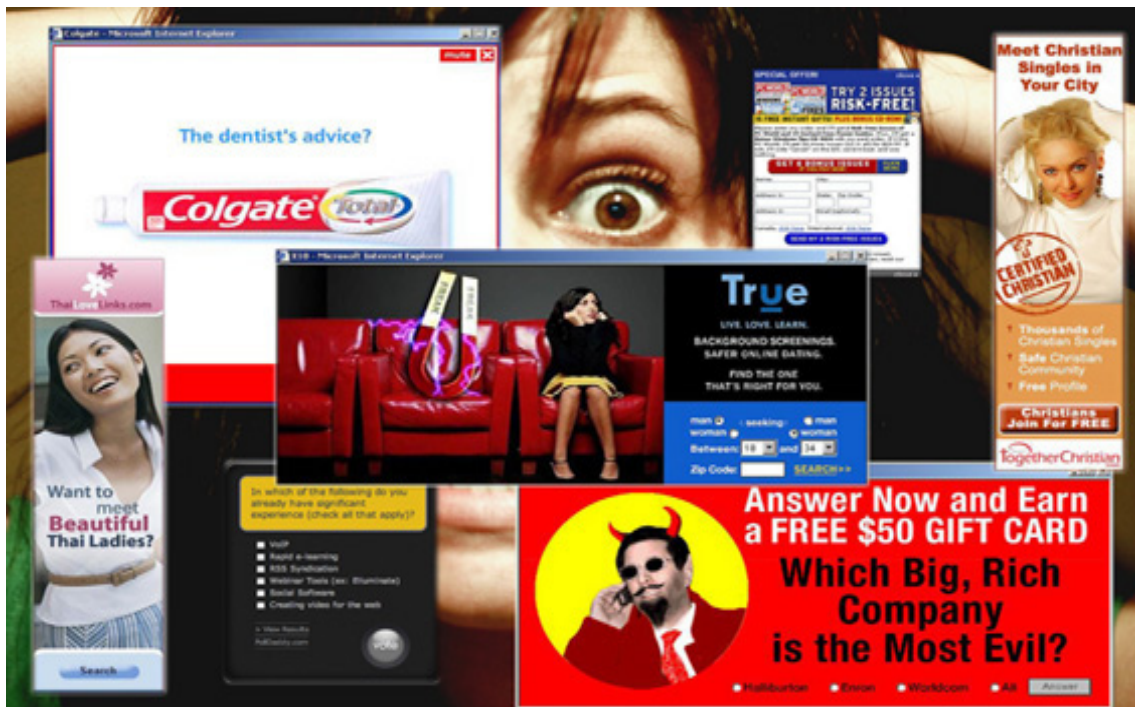
**Gym Management Course :** Learn how to successfully manage a Gym, Fitness Club or a Health Club! www.keleven.com

**Admissions Open For MSW :** Study MSW in Amrita College. Download free application here! www.amrita.edu/MSW

**ICICI Health Care Plans :** One Health Policy For Entire Family No CheckUp or Paperwork. Buy Now! ICICILombard.com



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[Start New Search](#)

[Our Community](#) | [Our Services](#) | [News & Directory](#) | [Service Help](#) | [Advertise Here](#)

[Sign In](#) | [Register](#) | [Why Register?](#)

**Media categories**

- Business (202)
- Consumer (100)
- New Media (70)
- Newspapers (21)
- Out of Home (28)
- Radio (8)
- TV (7)

Myadbase is an advertising media marketplace for publishers, buyers of advertising and agencies based in the UK and Ireland. Whether you buy or sell advertising, or just want to know about the industry, you are in the right place....

Publishers	Advertising agencies	Media buyers
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**Opening the door to Advertising Agencies**

Take a look inside

Freelance advertising	Audio Intro	Advertising community
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Myadbase signs up for Publishing Expo 2008. Read why we are exhibiting...

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**5. Retail Advertising :** Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as : (i) to sell the stock; (ii) to establish the identify of business; (iii) to attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character. The various advertising approaches of Akbarallys, Amarsons, Asiatic Departmental Stores are the examples of retail advertising.

The image shows a collage of Old Navy promotional materials. At the top left is a 'WEEKLY' coupon for \$73 off a purchase of \$100 or more. Below it are several product photos with price tags: a woman's shirt for \$10, a family's clothing for \$19, a woman's pants for \$25, and a pair of pants for \$19. To the right is an 'OVERHEARD...' section with a quote from Kelly about coupons. At the bottom left is a 'WATCH THIS!' section for 'The SUPERMODELQUINS' TV show. At the bottom right is a 'DOPPS! CAPTURED!' section for a 'SUPERMODELQUINS' display. The entire collage is framed with a blue border and includes a 'SUBSCRIBE', 'SHARE SITE', and 'STORE LOCATOR' bar at the bottom.

The image shows three retail advertisements. The top one features a tan jacket with the text 'able elegance' and 'clothing retailer'. The middle one features a woman in a floral top with the text 'the boutique experience without the boutique price' and 'clothing retailer'. The bottom one features a tan jacket with the text 'pretty picky' and 'clothing retailer'. The advertisements are arranged in a grid-like fashion.

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## 6. Corporate Image Advertising :

Corporate Image advertising designed or aimed to create a proper attitude towards the seller and to build goodwill or image for the advertiser (manufacturing concern or the selling concern) rather than to sell a specific product or service. Institutional advertising is done to build good public

relations image in the market for the marketer and a patronage for its product or products. Institutional advertising can therefore be patronage advertising and public relations service advertising. Public relations institutional advertising is aimed to create a favourable image of the company (advertiser) among employees, investors or general public. Public service institutional advertising aims at changing the attitudes or behaviour of the people to the good of the community or public at large. Patronage advertising is aimed to attract customers by appealing to their patronage buying motives rather than product buying motives. Most of the companies are successful in making their image in the minds of the people by using their names, such as „Bata, „Tata, „Dunlop, „J.K., „BombayDyeing etc.

**Nestlé®**  
Good Food, Good Life

“Motiva a tus hijos a caminar contigo y a formar parte de actividades deportivas supervisadas.”

La cantidad de personas activas al sol, continúa creciendo día a día, la juventud ha sido criada por el placer de ver televisión. La verdad, es que muchos de nosotros invertimos tiempo en esta actividad, en vez de pasar tiempo al aire libre en alguna actividad física. ¿Haz calculado cuántas horas pasas frente a una pantalla? Ya sea una pantalla de televisión, un monitor de computadora o un video juego. Los resultados te sorprenderán.  
**¡ponle en acción!**

“Alimenta tu cuerpo apropiadamente para descubrir la belleza real que viene desde tu interior”

Nestlé, comprometido con tu Salud, Nutrición y Bienestar.

**siéntete Bien!**

**PROMOTION**



**Green Signal for  
Total health care**  
"Ahalia introducing Asia's first and largest health care campus"



Ahalia health care campus is encompassed in a far spreads 500 acres of an aesthetic environment of trees, lake, garden and beautifully natural landscape. At Ahalia, we are committed to provide quality care that not only address the illness but also concentrate on the overall wellness of the patients. Ahalia foundation has marked its presence in sophisticated eye hospital and ayurvedic hospital in the health care zone.

**LAUNCHING SOON DIABETICS HOSPITAL AND WOMEN AND CHILDREN'S HOSPITAL**

One stop solution for health related issues | Spacious and airy interior | Specialized doctors and medical staff | State-of-the-art facility with latest equipments



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Building India**

**Technology | Engineering  
Construction | Manufacturing**



**LARSEN & TOUBRO**

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Outlook mag ad size: 196mm x 280



## ऊर्जा... जिसने सजाई करोड़ों मुस्कुराहटें।

पिछले 50 वर्षों से भारत वाशियाँ की संतोषपूर्ण मुस्कुराहटें ही इन्डियनऑयल की प्रेरणा रही हैं। यही वह प्रेरणा है जिसकी बदीलत 1959 में शुरू हुई एक छोटी सी राष्ट्रीय कम्पनी, आज 35,000 से अधिक बिजली केन्द्रों से युक्त देश का सबसे विशाल व्यवसायिक प्रतिष्ठान बन गया है। हमारे एक लख से अधिक ग्राहकों का दिल एक साथ धड़कता है और हमारी ऊर्जा से उनके मुख पर खिलती मुस्कान और खिल चली है जो देश ही नहीं पूरी दुनिया को रोशन कर रही है!

*इंडियनऑयल. भारत की ऊर्जा*



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**7. Internet Advertising :** The Internet facility has been around for some 30 years. It actually began in the early 1960s in USA, where the U. S. Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until its commercial explosion in 1990s, the Internet remained a relatively obscure network of linked computers - mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases –At present, Internet the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

**8. Product Advertising :** Product Advertising refer to the advertising of tangible product. It is for the marketing of the product advertising as a powerful instrument has emerged. A product may be anything in which a trader deals or trade. A product may be tangible or intangible. Products like radio, soap, pen cloth etc. are tangible products and services of professional people like doctors, lawyers, engineers etc. are intangible products. The fundamental of any advertising campaign is to establish the fact that among the substitutes the product advertised is the best. Thus product is the heart of any advertising programme. Advertising makes possible for the smooth entry of the new product into the market.



ALCOOME  
perfumes for men and women  
LLC, USA

Comes with Attraction

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The advertisement features a woman with dark, wavy hair wearing a red and black dress with a white lace collar. She is posed against a red background with faint floral patterns. To her right are three perfume bottles: a round silver one, a tall red one, and a square red one. The text 'ALCOOME' is at the top in large white letters, with 'perfumes for men and women' below it and 'LLC, USA' in the top right corner. The phrase 'Comes with Attraction' is written below the bottles. A vertical dotted line on the right side contains the word 'PROMOTION' written vertically.



*Morning without Tropicana Pure Premium?  
Not an option.*

*Perfect.*

©1997 Tropicana Products, Inc.

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**Service Advertising** : Service advertising is designed to operate in the public interest. It is undertaken to seek public welfare and social development. It is in the nature of non-commercial institutional advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and, as a result, benefit the public at large. It is generally used by government and other organisations to promote public welfare. We often come across advertisements focusing on the need of small family norms, functional literacy and environmental sanitation and so on. The Government of India and many industrial houses have been sponsoring advertising campaigns pertaining to family planning programmes, national integration, employment assistance schemes, cleanliness campaigns, need for vaccinations, anti-dowry cause, drug addiction, AIDS, wildlife preservation, road safety measures, adult literacy programmes, etc. Today, most of the manufactures and businessmen have also started issuing advertisements in the interest of the public. Advertisements released by the Indian Railway appealing to the public to take care of public properties and ads released by Cancer Society of India for free Cancer check-up, are for socially relevant causes. Many companies have also taken up public causes such as supporting a leprosy eradication programme, avoiding pollution, safe driving, blood donation drive etc., by resorting to public service advertising. To create awareness of AIDS and its preventions Lintas has designed TV/film/video campaign.

**3G डाटा कार्ड**

BSNL  
Communications  
India

**स्पीड कामयाबी की**

BSNL 3G डाटा कार्ड के साथ पाएं लाइटनिंग फास्ट वायरलेस इंटरनेट एक्सेस, किसी भी समय, कहीं भी.

**BSNL 3G**  
A generation ahead


• 3.6 Mbps की स्पीड • पूरे भारत में वॉयस (हिंदी व इंग्लिश सहित) • फ्रीकॉल कॉलिंग  
• 10 कॉलिंग टैक्स • 6 GB सीमित कॉल टाइम (1 GB किसी भी समय और 5 GB रात में इस्तेमाल के लिए) • प्लान के डिवाइस से मासिक शुल्क • प्रत्येक उपयोक्ता के लिए उपयुक्त प्लान

बीएसएनएल 3G सेट में 30 उपयोक्ता तक 384 Kbps स्पीड पर इंटरनेट की सुविधा प्राप्त कर सकते हैं।  
SMS करें DEMAND 3G 51503 पर कॉल करें: 1503 लॉग-ऑन करें [www.bsnl.in](http://www.bsnl.in)

BSNL 3G सेट में 30 उपयोक्ता तक 384 Kbps स्पीड पर इंटरनेट की सुविधा प्राप्त कर सकते हैं।

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**BROADBAND**   
SERVICE

Very Fast...  
Very Strong...  
More Affordable...

*www.precityvinta.com*



 **BSNL**  
Connecting India

**Data One**  
Broadband

**BSNL Best Hai Mere Liye**

Life made simple with customized solutions.  
Business made simple with Bank of Baroda.

Bank of Baroda offers a wide range of products and services to **Small & Medium Enterprises**. Be it Loans & Advances or Cash Management Services, each tailor made to suit your diverse business needs, Bank of Baroda makes your banking effortless.

**SME Loan Pack | SME Gold Card | Cash Management Services | Baroda Arogyatham  
| Baroda Vidyasthali | Baroda Overdraft against Land & Building**



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 **बैंक ऑफ बड़ौदा**  
**Bank of Baroda**  
India's International Bank

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## Media Strategy in Advertising

Every work to be done needs a plan of action so that the work is done in a desired and correct manner. Media Strategy plays a very important role in Advertising. The role of Media Strategy is to find out the right path to transfer or say deliver the message to the targeted customers.

How many people see or hear or read all the advertisements or promotional offers and buy the product or service? The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant. So, here the planners of the organization decide the Media Strategy to be used but keeping the budget always in mind.

The Media Strategy process has three “W”s to be decided. They are

Where to advertise ?

When to advertise ?

What media type to use ?

Where is the place for showing or delivering advertisement. In short it means the geographical area from where it should be visible to the customers who use or are most likely to use the product or services offered. The place does not mean only TV or radio but it can also be newspapers, blogs, sponsorships, hoardings on roads, ads in the movie break in theatres, etc. The area varies from place to place like it can be on national basis, state basis and for local brands it can be on city basis.

When is the timing to show or run advertisement. For e.g. you cannot show a raincoat ad in the winter season but you need to telecast ad as soon as the summer season is coming to an end and rainy season is just about to begin. The ad should be delivered with perfect timing when most customers are like to buy the product. The planners need to plan it keeping the budget in mind as the maximum of 20% of revenues of the company can be used in the advertisement section. Different products have different time length for advertisements. Some products need year long ads as they have nothing to do with seasonal variations e.g. small things like biscuits, soaps, pens, etc and big services like vehicle insurance, refrigerators, etc. Some products need for three or four months. E.g. umbrellas, cold creams, etc. So the planners have to plan the budget according to the time length so that there is no short of money at any time in this process.



What is what type of media is to be used for delivering the message.

There are basically two media approaches to choose from.

## Scope of Advertising

The Indian advertising industry is up coming and has a lot of promise. However there is a lot of competition and so only the hard working and efficient companies will survive what matters most in this sector is knowledge and experience of the work and the industry. The better the research and analysis done by following characteristics its services are a boon as they can be used to develop better communication packages for clients all over. Much better and advanced print, tv and web media. A lot of the Indian agencies have global connections thus increasing the pool of resources and ideas. We also have global connections, thus increasing the pool of resources and ideas. We also have a good pool of human resources to provide the necessary solution. The vast population. The vast population base in India is always an advantage.

## Advantage of Advertising

Advertising is the best way to communicate to the customers. Advertising helps inform the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer.

## 1. Advertising is important for the customers

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customers life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending

## 2. Advertising is important for the seller and companies producing the products

Yes, advertising plays very important role for the producers and the sellers of the products, because

Advertising helps increasing sales

Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.

Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.

The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

## 3. Advertising is important for the society

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

## Media Concentration approach

### Media Dispersion Approach

In media concentration approach, the number of categories of media is less. The money is spent on concentrating on only few media types say two or three. This approach is generally used for those companies who are not very confident and have to share the place with the other competitors. They don't want anyone to get confused with their brand name so this is the safest approach as the message reaches the target consumers.

In media dispersion approach, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. They place their product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles, etc.

## Selection of Media Category

Whichever category is selected by the planners of the organization, they should select a proper media to convey their message. If the product is for a big amount of customers then a mass media option can be selected like TV, radio or newspaper. The best examples for this type are detergent ads, children health drinks and major regular used products such as soap, shampoo, toothpastes etc. If the planners want to change the mind of people doing window shopping or just doing shopping for sake of name, then point of purchase type can be opted by the company. This helps the company to explain their point to the buyers and convince the buyers to go for their product. If the planners want to sell their product on one to one basis, then the third option is direct response type. Here, the company people directly contact the customers via emails, text messages, phone calls or meeting for giving demos. The best example of this type of media is the Life cell Cord Blood Banking. They go to their customers, explain them what it is all about and try to convince them. Thus, this process of media strategy plays an important and vital role in the field of Advertising.

## Conclusion

Advertising is a promotion of a product, a thought, an idea or even a service. The importance of advertising is getting more and more awareness in modern society. Advertising is one of the most important things present in society today. Advertising using powerful media to control people's choice. Advertising supplements personal selling to a great extent. Advertising has acquired great importance in the modern Indian characterized by tough competition in the market and fast changes in technology, fashion and taste customers. It creates an active role in integrated marketing communication and good medium of publicity. In today's world, advertising is playing such an important role that without advertising, a brand is like a person or a thing whose existence is unknown to the world. Advertising gives a personal separate identity to a brand or a company.

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