



## [Glossary]

### Effective Advertising Message – I

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 6 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 621 Elective PaperM2 – Advertisement & Branding
<b>Unit No. &amp; Title:</b>	Unit – 3 Effective Advertising Message
<b>Lecture No. &amp; Title:</b>	Lecture – 1 Effective Advertising Message – I

## **Glossary**

### **Advertising**

Non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media

### **Advertising appeal**

Stimulant which attracts the attention of the audience and influence them by attempting to address an individual's needs, interests, or wants

### **Copy**

The text of the advertisement

### **Copywriting**

The process of writing the words that are printed, spoken or displayed in any type of advertising, marketing, sales and publicity piece

### **Creative brief**

Message Strategy Brief

### **Demonstration**

The style which shows the actual working of the product is known as Demonstration

### **Straight-sell**

The style which provides basic information about the brand without employing feelings or special tricks

### **Testimonial**

The style in wherein a person with product experience shares a positive report on the brand

### **USP**

Unique Selling Proposition

### **UVP**

Unique Value Proposition