



## **[Summary]**

### **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

## **Summary**

Advertising is a non-personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. It aims to bring about such a change in customer's behaviour that is beneficial to the company or brand being advertised. Advertising is a process and its end result is advertisement. However, effective advertising is more than creating a clever punch line or tag line or an impressive audio-visual clip. It consists of various aspects of product/service integrated in such a coherent way that a customer is persuaded to make a positive decision towards buying product/service. This is done by presenting the unique selling proposition of the product/the service using appropriate executional style, appeal, theme and the right kind of copy.