

Understanding Advertising

Advertisements draw our attention to various products, describing them positively so that we become interested in buying them. Advertisements are found in several forms: Print and electronic media as well as in hoarding or on taxis.

Building Brands and Brand Values

- Advertising is all about building brands. At a very basic level, branding means stamping a product with a particular name or sign. Products have an associating brand value with which the consumer associates themselves.
- For example, there are many soaps but every company will have to give the soap a different name, by doing this, they create another brand of soap.
- Through advertisements, the company uses visuals and images to create a brand value for their product such that the products may create an impression in the customer's mind.

Brand Values and Social Works

- Advertisements play an important role in social and cultural life.
- Branded products are costly but companies link them to style, design, etc. such that people tend to buy them.
- Advertisements appeal to personal emotion of people which induce people to buy the products.

How Does An Advertisement Get Made

- Advertising plays an important role in making a brand name.
- Advertising is normally made by advertising agencies which help in devising a marketing strategy.
- Making an advertisement involves a high cost.
- Campaigning is done carefully by the companies to promote their products.

Advertising and Democracy

- Advertising a product costs a lot of money. Small manufacturers are not able to compete in the market.
- It makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets.
- Democracy is based on equality. Sometimes advertisements confuse the customers and influence their thinking. As citizens of a democratic

country, people should understand that they can take a better decision about whether they wish to buy a product or not.

All of us are very much familiar with advertisements or ads. It is because we see advertisements everywhere—on television, on street walls, in newspapers, etc.

Advertisements draw our attention to various products and describe them positively in order to impress us.

Advertising is all about building brands. Branding actually means stamping a product with a particular name or sign in order to differentiate it from other products in the market.

Only branding a product is not enough because there are many brands of the same product available in the market. This creates tough competition for the manufacturers. They have to convince us that their products are better than the others. And at this juncture advertising comes in. It plays a crucial role in trying to convince us to buy a product that is advertised.

But when a similar product under different brand names is advertised, it creates confusion for the consumers. They fail to decide which one they should buy.

The advertisers are aware of this. Therefore, they begin claiming certain special values for their brand. In this way, they try to differentiate it from other similar product. These brand values are conveyed through the use of visuals and words to give us an overall image that appeals to us.

Advertisements have become a part of our social and cultural life.

All of us watch advertisements with great attention. Most of us discuss them and often judge people according to the brand products they use.

Advertisements influence our life to a great extent.

Branded products are costly because they include the costs of packaging and advertising. It is therefore, many people cannot afford them.

Those who manage to buy them feel exalted but those who fail to buy feel depressed.

We must be aware of the fact that there is little difference between things sold in packets and those sold loose.

Advertisements often target our personal emotions. By linking our personal emotions to products, advertisements tend to influence the ways in which we value ourselves as persons.

Our cricket heroes and film stars advertise several products. We often feel tempted to buy these products.

Advertisements often show us images of the lifestyles of rich people and seldom show us the real-life situation.

Advertisements aim to get people to buy a particular brand. This means that often we see an advertisement we should want to buy the brand.

The persons who make advertisements decide on what images, text and personal emotions to use to sell the product.

Advertising a product is a costly affair. It is therefore only large companies can advertise.

Small business cannot afford the cost of advertisement and therefore they sell their products in weekly markets and neighborhood shops.

Product: A thing or a service that has been made for sale in the market.

Brand: A special identification or name that is associated with a product.

Branding: Stamping a product with a particular name or sign.

Manufacturer: One who is associated with the production of a thing or things.

Advertisement: Advertisement is a visual and verbal representation to provide a product among the masses.

Consumer: The person for whom the goods or products have been made and who pays money to buy and use them.

Lifestyle: The way of living.

Social Advertisements: These are made by the State or private agencies that have a larger message for society.

