

**Presentation on the topic:  
"Advertising. Types and its  
purpose."**



Advertising - is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological



# Types of advertising:



TV



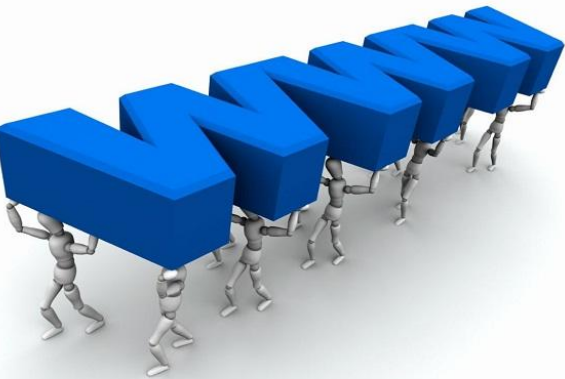
press

Street



internet

radio



# Television



TV has become very popular in the last few years. This is a normal TV show, which focused on the sale of certain goods. Read more about how to buy the product (phone numbers, etc.) are repeated many

Television combines sound and moving images. It is one of the most expensive forms of advertising, but on the other hand it reaches a very wide audience. Advertisers buy time from TV stations to broadcast their commercials.



# Pres

# S

Display ads are big ads that can take up from a few cm to a full page. They have illustrations, headlines and lots of information on a certain field.

Classified ads appear in a separate



Almost half of a newspaper is made up of ads. Local papers have ads of local companies, but nationwide newspapers also advertise products that are sold all over the country.



# Street advertising

The large outer advertising space aims to exert a strong pull on the observer, the product is promoted indoors, where the creative decor can intensify the impression



This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancers and 3D pavement advertising, for getting brand



# Internet



Internet advertising is becoming more and more important. Especially young people spend less time watching TV and more time on the Internet. The Internet has the advantage of being available to people around the world at all times.



...change from banners to pop-ups. Companies that spend a lot of money on advertising often create their own Internet site for a certain product.



# Radio



Local advertisers place about 70 per cent of advertising on the radio. An advantage of radio is that people listen to programs while doing other things. In some cases radios are on the whole day. Commercials last about 30 seconds. Radio stations are more specialized in what they broadcast.

One radio station offers pop music and has a younger listening audience; the other may broadcast classical music with older listeners. The ads can be chosen according to the group of people who



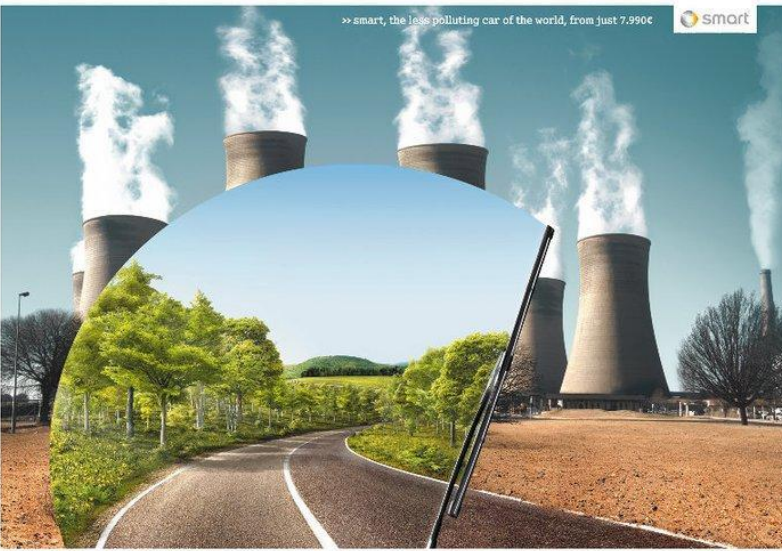


# Advertisizing purpose:

The purpose to advertize consists in convincing clients that services or products of the company are the best, increase image of the company, specify and create need for products or services, show new use for the established products, declare new products and programs, strengthen separate messages of sellers, involve clients in business and to hold the existing clients.











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## "Ói por dentro e faz ruir o regime"



...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...

Programa 200 L.I.C. Flex  
a partir de **R\$ 25.990**



**O motor assusta.  
O preço acalma.**

...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...

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## 'Vivemos a mais democrática das Constituições'

...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...  
...o Brasil não é um país democrático...



Get them off  
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**FRONTLINE**  
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# The End

