



СЕВАСТОПОЛЬСКИЙ
ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ

Advertising

By
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The aim of the presentation - is to introduce the concept of "advertising", to give an idea of the main goals, objectives and methods of advertising.



The agenda of presentation:



- *The concept of advertising*
- *Objectives of advertising*
- *Classification of advertising*
- *From the history of advertising*
- *Conclusion*



The concept of advertising

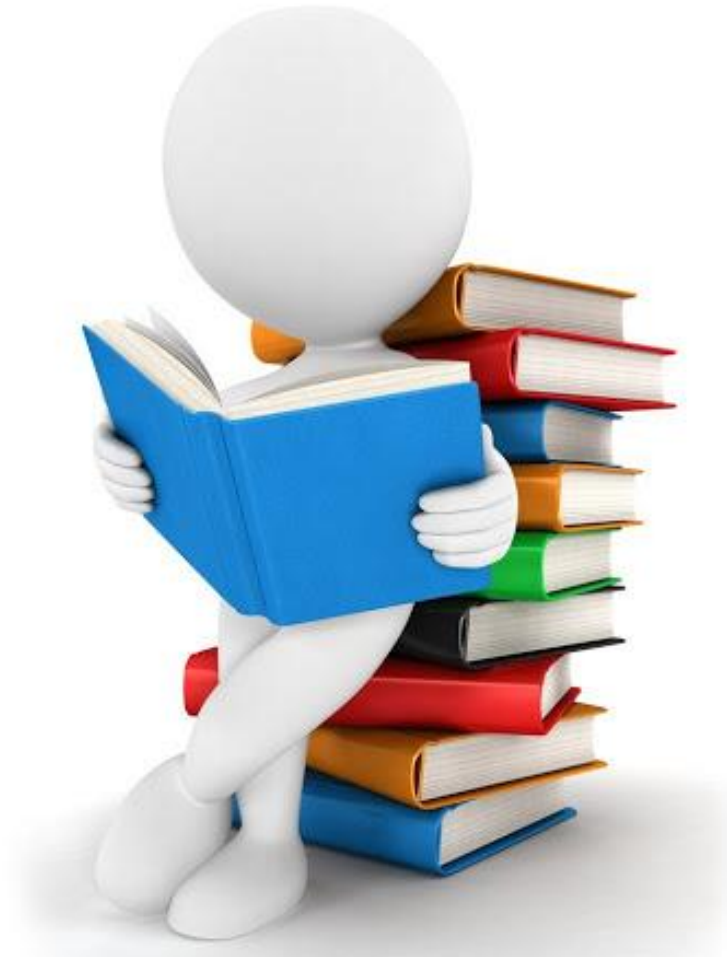


Advertising - a direction in marketing communications, in the framework of which information is disseminated to draw attention to the advertising object in order to form or maintain interest in it.



Objectives of advertising

- *Inform*
- *Suggestion*
- *Reminder*
- *Positioning*
- *Customer retention*
- *Image solutions*



Classification of advertising

By means of distribution:

- *Print advertising*
- *Press advertising*
- *Radio advertising*
- *Television commercial*
- *Online advertising*
- *Outdoor advertising*
- *Transport advertising*



Classification of advertising

By territory covered:

- *Local advertising*
- *Regional advertising*
- *Nationwide advertising*
- *International advertising*
- *Global advertising*



From the history of advertising

The World's first photo advertisement appeared in 1839 in America. The first photo that showed the advertised product was a photo of a pack of corn flakes called "ToastedCornFlakes".



From the history of advertising



The first promotional video in the United States was shown on July 1, 1941. It advertised Bulova wristwatches. The watch manufacturer paid for it, according to various sources, from 4 to 9 dollars (now 67-151 dollars at the beginning of 2016).



Conclusion

At the end of the presentation, it is worth noting that advertising is an important element of the modern world, without which we would not know about many useful products.





*Thank you for your attention, have
a nice day)*