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**13125**

**ASSIGNMENT**

**SUBMITTED TO SIR SHAHZEB ANWAR**

**Q1: what is advertising? Mention different types of advertising with examples.**

**Ans:** Advertising is the business or act of making something known to public, usually through some type of paid media. It is the CTIONOF Calling public attention to something, especially by paid announcements.

Advertising may be defined as the process of buying sponsor identified media space or time in order to promote a product or an idea.

**TYPES OF ADVERTISING**

**1 online advertising:**

Online advertising is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in email.

It's relatively inexpensive

It reaches a wide audience

It can be tracked to measure success (or failure)

It can be personalized for a target audience.

Indeed, online advertising is only growing in scope, as new avenues for marketers pop up (think ads delivered through text message or marketing messages delivered to users in a certain area, known as geo-targeting). But, while some of the ads are less common or just gaining traction, there are plenty that we're exposed to multiple times every day. Let's take a look at some of the most popular types of online advertising.

Ads on YouTube, Facebook Ads, Ads displayed on Google search results page are an example of Online Advertising.

**A) SMS advertising:**

SMS advertising is the promotion of products and services via mobile phones. Companies send short pieces of information to subscribers worldwide with the help of bulk SMS services to increase brand awareness and build trust with the audience.

**Why is SMS advertising important?**

* It encourages high interaction
* It has a global reach
* It opens opportunities for local businesses
* It is fast to create
* It works with other marketing channels

**2) Television Ads**

About a decade ago television was the most popular form of advertising. Events like the international cricket games, Olympics, Football games where the top attractions for advertisers to advertise about their products.To some extent, it still is effective for most advertisers but with the advent of online streaming of television on mobiles, marketers have now moved from television to online as their preferred advertising medium. Another form of television ad is infomercial. An infomercial is a specially designed advertisement for information and awareness of the public. The term information comes from the combination of words information and commercial. Ads of almost all products are shown on television. Although it is costly, Television Ads are till date one of the best types of advertising and have the most fantastic reach for a large audience.

**3 Ads in theatres:**

The advertisements in movie theatres before all the movies start or during the warning are called movie ads. These are one of the costliest forms of advertising since people cannot skip it change the channel or move away. Many of the companies have started opting for movie ads since it ensures that the entire message reaches the audience and unlike online advertising, the audience cannot interfere till the advertisement is over. Movie ads are different from placement ads.

**4 product placements:**

Product placement is a form of advertising in which branded goods and services are featured in a production that targets a large audience. Also known as "embedded marketing" or "embedded advertising," product placements are typically found in movies, television shows, personal videos, radio, and—less commonly—live performances. In exchange for product placement rights, companies may pay a production company or studio in cash, goods, or services**.**

How Does Product Placement Work?

Product placements are presented in a way that will generate positive feelings towards the advertised brand and are implemented, mentioned, or discussed through the program. They are not explicit advertisements. Product placement is effective because it enables the audience to develop a stronger connection with the brand in a more natural way, rather than being directly marketed to. When a brand appears in a movie, TV show, or other performance, it is most likely because an advertiser paid for that privilege. Some people believe that such advertising is inherently dishonest and deceptive to easily-influenced children.

**5 Radio Advertisement:**

Radio advertisements are the ones that are broadcast it through radio waves and heard on radios all over the place. These mostly consist of audible advertisements or jingles. While some consider this to be an ineffective form of advertising there are still many followers listen to the radio every morning.

Advertisement for almost every product can be found on the radio. Every single feature and benefit of the product have to be explained on the radio, unlike other sources where the customer can see the product for inside.

**6 Print Advertising:**

Print advertising means advertisements that are printed in hard copy in publications (newspapers, magazines, journals) likely to be read by your target audience.

If you buy an advert in a magazine with a big circulation, you increase the likelihood that you will reach a wide audience.

Also, you can choose between daily newspapers or monthly or quarterly magazines, depending on your target audience and their reading habits.

Following are the types of print advertising.

**A, Magazine advertising:**

These are also known as periodical advertisements in which a weekly fortnightly or monthly magazine are used for advertising.

Print ads that run in local or national magazines. When it comes to magazine advertising, most people think of the large, glossy, national publications full of big brand advertisers

Ads are categorized and segregated according to the magazine category for example business magazines will feature ads from Rolex watches, while entertainment magazines will feature ads from high branded apparels.

**B, Brochures, or handouts**

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

**C, Newspaper advertising:**

Newspaper advertising has been around longer than any other form of advertising we see today and is still the first kind of advertising that businesses think about doing. These ads can do a lot more than just advertise one item or one sale--each one can work really hard to bring in customers, and then bring them back again and again. They're a good way to reach a large number of people, especially those aged 45-plus who tend to read the paper more frequently than younger demographic groups who tend to get their news from television, radio or the internet. And you can target your ads to the appropriate markets by requesting that your ads run in the section(s) that most closely relate to your target audience, be it sports, lifestyle or business.

Like all forms of advertising, your print ad costs will depend on a lot of things: the size of your ad(s), what publication(s) you use, what sections of the paper(s) you want your ads in, the frequency with which you run the ads, and whether you use color in your ads. When it comes to working with the publication, you'll have a different sales representative from each newspaper who will not only quote you prices and deadlines but will also help you design your ad.

**7. Outdoor Advertising:**

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that’s where consumers spend 70 percent of their time.

**Examples.**

**.1 Billboard Advertising:**

Most people are familiar with billboard advertising, regardless of where they live or travel. Billboards are placed next to high-traffic highways as well as along less-traveled roads in non-urban areas. Drivers see them almost anywhere because they are an efficient and cost-effective means of communicating information that is geographically important – the location of the closest chain fast food restaurant on the route, the nearest motel, or campgrounds at the next exit.

**2 Transit:**

Ads on the sides of busses are the most common form of transit outdoor advertising, but outdoor advertising is common in subway stations and within subway cars, in taxis, along airport walkways, and wrapped around vehicles – one of the newer trends.

**8) Global Advertising:**

Global advertising positions a brand in the same way all over the world, has the same target market, and a consistent brand name. Coca-Cola, McDonald's, and Microsoft are examples of companies that utilize global advertising. These are massive companies that are able to advertise throughout the world and gain significant profit.

These companies work well globally because they address the customers needs no matter what country they live in. For instance, Microsoft is an application used on computers worldwide which makes it easy for the company to advertise itself across the globe.

In Global Advertising, a single Ad runs throughout all the countries where the product is present, irrespective of the audience and their language. Apple ads are known to be the most effective global ads. They also are known for not endorsing any celebrities to promote the product. The ads are homogeneous and run through the entire world in the English.

**9. Email Advertising:**

Email advertising is a type of marketing performed via email whereby the recipient has consented to receive promotional messages from a brand. In this form of advertising, marketers seek to gain permission from their prospective customers by giving them an option to opt-in before sending emails.

An example of permission email advertising is an email newsletter sent to customers of a particular brand. Newsletters usually inform subscribers about new products, upcoming events, or promotions. Marketers tell prospects what they will receive after leaving their email address in a subscription form. This way, the leads are aware of what they subscribe to.