

B. Com, Sem. II (MIC-2)  
Subject - Advertising Management

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Types or Classification or  
Forms of Advertising

The types of advertising are  
as follows -

A. On the basis of objectives -

On the basis of objectives, advertising may be divided in types:

1. Product or Service Advertising; Most of advertising is product advertising which is designed to promote the sale or reputation of a particular product or brand. This is true ~~with~~ whether the advertising is done by a manufacturer, a middle man or a dealer, and whether the advertising concerns the product itself or some of its features, such as service, price, or the quality directly associated with it.

The objective of product advertising is to promote particular product or service that the organisation sells. The market

may use such promotion to generate exposure, attention, comprehension, attitude change or action for an offering.

Product advertising may be divided as -

- (i) Informative Product Advertising
- (ii) Persuasive Product Advertising
- (iii) Reminder Oriented Product

Advertising

(i) Informative Product Advertising:

This type of product advertising leads to characterised the promotion of a new type of product or service.

(ii) Persuasive Product Advertising: This type of product advertising is

generally used in the growth period and to some extent, in the maturity period of the product life-cycle.

(iii) Reminder oriented: This type of product advertising is to remind the public for the use of the product brand.

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