

# Advantages of advertisement essay

[Media](#), [Advertising](#)



It is undeniable that advertising brings some benefits to both customers and producers. Firstly, regarding to producers; they can expand the marketplace by means of advertising. When an advertisement is published, especially in public communications such as TV or newspaper, there are a growing number of people knowing products, even habitants in remote areas. This leads to an increase in the number of customers. For example, the product market of the Binomial Company is expanded in all areas in Viet Name thanks o advertising extension.

Secondly, consumers can get products with more reasonable prices due to the advertising diversity. That different business groups advertise the same kind of goods at once stimulates competition in price between them. Thus, with a view to increasing sales, these companies tend to make reduction in price. For instance, customers can buy a TV with a lower price because TV manufacturers push down the price Of flat-screen televisions while continuously improving both the image quality and the size.