

Good example of a successful marketing advert essay

[Business](#), [Company](#)



Introduction

Advertising is the process used by various businesses to entice the viewers and listeners to consume the products those businesses offer. Advertising is also used by various companies when new products are being introduced in the market. The main concept of advertising is to make sure that the products featured are consumed at a faster rate. An effective advert translates to an increase in sales and contributes to the general awareness of the public about the company and the products put forward. The most successful adverts are those that persuade even the uninformed customers to consume the said products. This paper seeks to evaluate the features of a successful advert that has the aptitude to attract and convince consumers to use the featured products.

Features of a good advert

An advert is not just prepared for the sake of it. It needs thorough preparedness before it goes into the public domain. A good advert should be persuasive in nature (Blick, 2013). Companies have mutated their way of doing adverts, and there is need to ensure that their products do not vanish soon after introduction into the market. Persuasion can be achieved through use of humor. The advert ought to have a statement asserting that everyone is using the product, thus prompting the viewer of the advert to have the urge to consume the product advertised. A company could also introduce some free samples that will move consumers to buy the product. Repetition could also be applied to ensure that the product gets into the mind of the consumer.

An effective advert ought to be clear, concise, and straight to the point. It should not be too wordy as consumers would tire to read or listen to a prolonged advert. A selling advert should be seasonal and pocket friendly. An advert for warm clothes for instance should feature during summer, but during winter or just before the wintry weather (Hill, 2010). It should also cover a wider portion of the populace. An advert that marginalizes a portion of the population could thwart the intent of the advertising campaign. The advert featured above is for Coca-Cola Company. It has the impact of happiness after using the beverage. The people featured show the satisfaction derived thereof. The statement “delicious and refreshing” proves further that the beverage on the advert is a true refresher. The statement at the bottom of the advert “Thanks for the pause that refreshes” lays more emphasis to the assertion that the beverage refreshes. Thus, the advert has achieved persuasion through repetition, and has an element of happiness. This gives the advert a feature of enticement.

Conclusion

(Blick, 2013) says that an advert is not a meager combination of words or a collection of pictures. It needs to be well thought out so as to achieve the desired results. The product to be advertised should be considered whether it is a new entry or an improvement of an existing brand. It is important that existing brand names are protected, and upcoming brands are well boosted by a thorough advertising campaign that will make it easier for the product to penetrate the market with ease.

References

Blick, D. (2013). *The 15 Essential Marketing Masterclasses for Your Small Business*. New York. John Wiley & Sons.

Hill, D. (2010). *About Face: The Secrets of Emotionally Effective Advertising*. London. Kogan Page Publishers.