

Good essay on advertising communication

[Business](#), [Marketing](#)



ADVERTISING

In this age of globalization and an array of choices for a consumer for a product or service the consumers are spoilt with choices. Thus the communication has to be effective to leave an impression on the consumer for a subsequent purchase & most importantly creating an emotive connect (Alisa, Burriss, 2014).

Once a communication is able to connect with the target audience the primary objective of an advertising campaign is achieved which makes it stand out from other competitor products and services.

The means of communication has seen new trends in the last few years and besides the usage of conventional media, new age technologies has added a great deal in creating buzz and a connect with the consumers.

Brand activation is one of the tools that has gained precedence over the years and is now used by organizations to interact with the target market both on ground and through other media outlets namely TV, Print and Internet.

The advertisers in the last 5 years have taken to internet to communicate their campaign as the medium has the capacity to link with a massive audience who are connected 24/7 and the chances of the communication visibility is more online than on other traditional media in view of the busy lifestyles and trend changes.

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Face book, twitter, blogs and websites are new age media tools in the digital marketing genre have in essence helped the marketers position their respective communication accordingly.

The 360° amplification as elaborated in (Daily News Brief, 2014), which takes into account PR, Sampling, Outdoor, Promotions, CSR link, trade activity, brand activation, media amplification and last but not the least social media space helps the advertisers in the long run as it surely builds the right pillars and fundamentals for better serving the future needs of product and services.

ADVERTISING

References

Alisa, Burris. (2014). Importance of Communication in Advertising by Demand Media Retrieved from <http://smallbusiness.chron.com/importance-communication-advertising-15349.html>

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