

# Power of advertisement essay sample

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



What comes into our mind when we hear the word advertisement? You can say; it is about shampoo, whitening soap, dishwashing liquid and all commodities that you can watch in your television. Some will say names of those advertisement king and queens like Sharon Cuneta and Michael V. Some will say advertisement is the longest running show of all time. Due to that, rest assured all of us comes in the situation saying 'anu ba yan puro na lang commercial! Mas mahaba pa kesa sa palabas'. That's the reason why I choose this topic to present to every one of you.

So, to formally start my talk about advertisement, let me define first my topic. Advertisement is form of communication for marketing and used to encourage an audience to continue to take a certain merchandise or service. It also helps inform the customers about the brands available in the market and the variety of products useful to them. It is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Advertisement and the process of advertising have been in the history since 3000BC. It has been proven through papyrus, a leaf that serves as paper, used by Egyptians to make sales messages and wall posters. . Commercial messages and political campaign displays have also been found in the ruins of Pompeii and ancient Arabia. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. Till such this time, advertising is diversify for more effective ways of introducing products.

That is the brief history of advertisement. To continue, I will now state the objectives having those advertisements. As a marketing student and to my fellow student it is important for us to know what advertisement should aim.

There are four main objectives of advertising based on the source that I've used; First is trial, the companies which are in their introduction stage generally works for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market. Here, the advertisers use flashy and attractive ads to make customers take a look on the products and purchase for trials. Second is continuity, this objective is concerned about keeping the existing customers to stick on using the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products. The third one is brand switch; this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product. The last objective is switching back; this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

As part of marketing course in connection to advertisement are the types and forms of it. There are thousands of advertising approach and types but I will discuss particular types of it. Way back 4000BC history tells that Out-of-home advertising and billboards are the oldest forms of advertising, but

nowadays out-of-home ads are called ‘ signs and billboard advertisement’. Those are structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums. Second type is television and music advertisement. It is one of the trending approaches in making ads; TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. Those two types are enough examples but other types are radio advertising, online advertising and many more.

Basically speaking, after that information, advertising is part of our daily life that affect our life. Having such knowledge about advertising is important to everyone. It is important for customer because they are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. It is important for the seller and companies producing the product because they are responsible in creating and producing the products and services that they will advertise. Their sales are at stake base on how they introduce and advertise the product to the consumer. Contents and process of product is most important thing in making products but the challenge is how they will market those products. It is important to our society because advertising helps educating people. There are some social

issues also which advertising deals with like child labor, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

Should you really need to care for those advertisements flashing on your television every day? Will it affect your life that much? Try to consider those questions to yourself. I just want you to know that every one of us must care about the products that we are using every day. We are directly affected of those products. Advertisement has a power to drive out one's mind. It can manipulate our mind believing to the advertisement not knowing the real content of the product. Advertisement has a power towards our quality of life and as well as our cost of living. Most of people today are advertisement driven one, they always tend to buy things base on advertisement. See how it affects us? Now is the time of practicality. We are made far more than powerful than those advertisements. Just be wise in choosing products and don't be blinded be fancy advertisements. Remember that a wise man live long than the fool ones. Choose wise.