

**MASTER OF BUSINESS ADMINISTRATION**

**M.B.A SEMESTER: I (SESSION: 2020-2022)**

**BY**

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**TOPIC- Advertising objectives**

The main objective of advertising is to communicate about the product and service to the prospective customer. Its long-term objective is to generate profit to the firm. General object of advertising is to inform the customers about the attributes and uses of the product.

**Advertising objectives**

**1 Introduction of new products-** Advertisements are used for presenting a new product in the market. New product needs introduction as potential customers do not have any awareness about it. Mass media is used for promoting the product so that its knowledge reaches wide markets.

**2 'Inducing potential customers to buy-**At times the customers get dissatisfaction with the product due to some complaint or test. Then the firm has to make its position clear by explaining that the basis of dissatisfaction is wrong and 'Inducing potential customers to buy.

**3 Reminding users** Advertisements helps in leaving the product and the company's image in the consumer's mind. Many customers are likely to forget the company and its products, but repeated ads on popular media help the firms to remain in touch with customers.

**4 To create brand image -Advertising** aids to sell a new produced quickly, thus enabling the manufacturer to recover the costs of developing the new product. Advertising is done to build brand familiarity and brand popularity.

**5 To intimate customers about new uses of a-product** Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand, packing, etc., they must be informed to the public by the producer through advertisement.

**6.Neutralising Competitor's Advertising:** Advertising is unavoidable to complete with or neutralise competitor's advertising. When competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralise their effects. In such cases, it is essential for the manufacturer to create a different image of his product.

**7.Barring New Entrants:**

From the advertiser's point of view, a strongly built image through long advertising helps to keep new entrants away. The advertisement builds up a certain monopoly and for the product in which new entrants find it difficult to enter.

In short, advertising aims at benefiting the producer, educating the consumer and supplementing the salesmen. Above all it is a link between the producer and the consumer.

**8.To Face the Competition:**

In modern days advertising is undertaken not only to inform the people about a product, but also to maintain and increase the demand of the product by weaning people away from rival products in the market. Under competitive conditions, advertisement helps to build up brand image and brand loyalty. Loyal customers are the best safeguard the company can have during times of cut-throat competition.