

Advertising: Characteristics of effective ads

- On two levels: **satisfy consumers' objectives** by engaging them and delivering a relevant message. And the ads must achieve **the advertiser's objectives**,
- A customer may watch an advert for **entertainment value** or **satisfy her curiosity**,

The advertiser's objectives

- **gain their attention**,
- **change purchasing behaviour**,
- An advert should also create a **sense of humor**,
- Humor will satisfy the viewer's **curiosity** and **need for entertainment**.

Effective Advertiser

Robert R. Redfield



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