

Lesson 1 - The Aims Of Advertising



There are 5 basic aims of advertising. The higher up the pyramid those aims are the more likely the audience will be affected and as a result will buy the product, idea or service. The higher up the pyramid the harder it is to achieve.

What would happen to a product that could get everyone **NEEDING** it through it's advertising?

What other factors would stop people buying the things that they see advertised?