

Advertisement

Part 1:

1. Are there plenty of advertisements in your country?

Certainly, there are. The roadside is lined with large banners and posters for advertising. Furthermore, many advertisements are shown during television programmes, and there are numerous radio advertisements. Indeed, online advertisements are popular in my nation.

2. Why do you think there are so many advertisements coming nowadays?

I believe that in today's period of fierce competition, businesses launch new items on a daily basis in order to increase profits and maintain a competitive edge. As a result, firms are promoting their products more and more in order to remain profitable and competitive. Consequently, there are currently numerous commercials.

3. What are the different places where we often see advertisements?

There's nowhere left where we cannot see advertisements. We can see advertisements everywhere, such as on the internet like websites, and social media. Newspapers and magazines also contain a great deal of advertising, and we can also see advertisements on television, radio, and billboards.

4. How do you feel about advertisements?

Honestly, ads have both benefits and drawbacks. From a positive perspective, advertisements not only provide information about a new product but also explain its operation. Before buying, individuals are able to compare the quality of several products. On the other hand, some companies mislead consumers by displaying qualifications that do not exist in the product.

5. What kind of advertisement do you like or prefer the most?

Well, I like commercials for fashion and technology equipment since I am inclined towards trends, and companies' debut new styles and equipment daily. Therefore, these advertisements always offer something new.

6. Do advertisements influence your decision or choice of product?

Yes, it does. Before making a purchase, I see advertisements for similar products from other companies and read customer reviews of the product.

7. Have you ever bought something after seeing its advertisements?

Yes, I bought a cell phone after seeing its commercial online. The advertisement was crystal clear, in the sense that everything was defined in great detail.

Part 2:

Describe an impressive advertisement you remember well

There are several advertisements we come across while watching television or surfing the internet.. I used to either find advertisement monotonous due to which I didn't paid much attention to them. Lately, while watching videos on YouTube, a Vicks advertisement grabbed my attention. It was a short story about a transgender woman activist and her adopted daughter.

Vicks is a P&G owned cold and cough brand, which broadcasted a short story on 'Touch of Care'. The advertisement gave a strong message on adoption and transgender rights. The video commences with a daughter and her transgender mother on their way to the boarding school, recounting all the memories that they've cherished together so far. Though her mother wanted her to become a doctor, her daughter reveals her ambition of becoming a lawyer.

The contents of this short digital film were mainly about a close connection between a daughter and mother even though the society opposed to this pure relationship. Gayatri, the adopted daughter wanted to become a lawyer and fight against the unfair legal treatment to transgender in India. The orphan girl innocently questions the society about why her mother is denied fundamental rights if everyone gets this privilege. This question by a naïve child is an eye-opener for the society we live in.

I cannot forget about this particular advertisement mainly because of the stigma shown in it. Even after the Supreme Court passed a law for the transgender, these people continue to face bias and humiliation in the Indian society. In the advertisement which lasted for nearly two minutes, the campaign was successful enough to deliver a powerful moral.

Part 3:

1. Do you think advertising influences what people buy?

Answer: Advertising is almost unavoidable nowadays. We are bombarded with a lot of ads which have influenced our minds and buying decisions. Sometimes we tend to buy things that we don't need just because those advertisements have attracted us.

2. What makes an advertisement effective?

Answer: Marketers consider advertisements effective when people buy products seeing their ads. The advertisements should attract people and tempt them to buy their products. Some advertisements become a trending topic for some time because of how creative it is.

3. What is the purpose of advertising?

Answer: Advertising helps a business grow. It helps the business to reach more people and to tell how good their products are. A business needs a marketing strategy and advertising specialists to create a good image of itself in front of the public.

4. How have advertisements changed since you were a child?

Answer: The advertisements that I saw when I was a child had more use of songs and dialogues which made the brand name stay in people's minds forever. Nowadays advertisers are more into creating visually appealing ads which attract a lot of young people to it. The use of songs is very less. Earlier the ad songs used to go viral.