

may use such promotion to generate exposure, attention, comprehension, attitude change or action for an offering.

Product advertising may be divided as -

- (i) Informative Product Advertising
- (ii) Persuasive Product Advertising
- (iii) Reminder Oriented Product

Advertising

- (i) Informative Product Advertising: This type of product advertising leads to characterised the promotion of a new type of product or service.
- (ii) Persuasive Product Advertising: This type of product advertising is generally used in the growth period and to some extent, in the maturity period of the product life-cycle.
- (iii) Reminder oriented: This type of product advertising is to remind the public for the use of the product brand.

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