

Types of Advertising

Reminder Advertising

Let's people know  
Still around  
Used in maturity & decline stage  
Coca-Cola

Informative Advertising

Factual information  
sale starts tomorrow

Persuasive advertising

You must have this product  
Essential to their life

Generic advertising

Entire industry  
Rather than one firm's product  
"Drink Milk"

Comparative

Measures up to competitors  
Better than  
Supermarkets