

## Advertising objective

Advertising objectives must flow from earlier decision about target market, brand positioning, and the marketing programme. An Advertising objective is a specific communication task and achievement level to be accomplished with a specific audience in a specific period of time.

We classify Advertising objectives according to whether they aim to inform, persuade, remind or reinforce. These goals correspond to stages in the hierarchy of effects model.

1. **Informative Advertising:** - aims to create brand awareness and knowledge of new products or new features of existing products. Consumer packaged goods companies like Colgate, General Mills, and Unilever will often focus on key product benefits.
2. **Persuasive advertising:** - aims to create liking, preference, conviction and purchase of a product or service. Some persuasive advertising is comparative advertising, which explicitly compares the attributes of two or more brands, such as the Chrysler TV ad for the Dodge Ram that says,
3. **Reminder Advertising:** - aims to stimulate repeat purchase of products and services. Expensive, four color Coca Cola ads in magazines remind people to purchase Coca-Cola.
4. **Reinforcement advertising:** - aims to convince current purchasers they made the right choice. Automobile ads often depict satisfied customers enjoying special features of their new car.

The advertising objective should emerge from a thorough analysis of the current marketing situation.