

# Product Advertising

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## Курсы валют

ЦБ (19.05) Покупка Продажа

\$ 31,3921 31,00 31,50

€ 39,7518 39,35 39,00



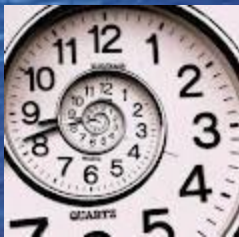
**PRA - 10-1**

**Olga  
Smirnova**

**Ignore advertising or hate it...but you can't deny that you need it!**

# Product Advertising

1. Aims of advertising, different media, classification.
2. Ethical considerations in product advertising.
3. Benetton Group: overview of its product advertisements.



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# *Aims of advertising*

- to sell: a product;  
a service;  
or an idea.
- to attract your attention, and then
- to make you buy this or that product
- real objective is effective communication between  
producers and consumers.



# *The most common used advertising media are:*

- Television
- Newspapers
- Radio
- Internet
- Telephone and mobiles
- Hoardings, boards and posters



# *Types of advertising based on the functional aspects*

- Informative advertising
- Persuasive advertising
- Reminder advertising
- Negative advertising



# Ethical considerations

It is generally agreed, illegal to use vexed questions of:

- race,
- religion,
- diseases
- ...



- advertising, which would influence on children and,
- telling the truth,
- promoting health,
- especially, shocking advertising.



# *Benetton Group*



The very first mention about Benetton was in 1955.

Giuliana and Luciano Benetton bought their first knitting machine and began selling Giuliana's woolen sweaters.

In 1965: The Benetton family formed a partnership.

In the middle of 80-s the photographer Oliviero Toscani was offered to lead an ad department of the company.



Oliviero Toscani invented a new name – "United Colors of Benetton", which became a brand of Benetton in the late 90-s.



# UNITED COLORS OF BENETTON



Above all – human equality!

# UNITED COLORS OF BENETTON



Above all – human equality!



# UNITED COLORS OF BENETTON



Above all – human equality!

Thank you for your attention!



Any questions?