

Product Advertising

Наружная реклама. Пермь.
Световые короба. Светодиодные вывески.
Неон. Изготовление. Монтаж.
www.reklama-dvor.ru



Табло Бегущая строка
Уличные и офисные. Любые размеры,
и варианты управления. Низкие цены
eltable.ru/



On-line размещение рекламы на ТВ!
Разместить рекламу на телевидении
теперь действительно просто!
Адрес и телефон · www.sntex.ru

Продвижение сайта
Эффективно с помощью Google AdWords.
Дарим 1000 рублей на первую кампанию!
services.google.com/AdWords

Курсы валют

ЦБ (19.05) Покупка Продажа

\$ 31,3921 31,00 31,50

€ 39,7518 39,35 39,00



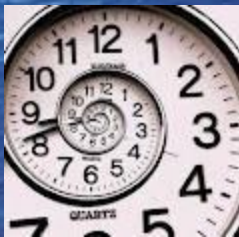
PRA - 10-1

**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.



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

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



UNITED COLORS OF BENETTON



Above all – human equality!

Thank you for your attention!



Any questions?