

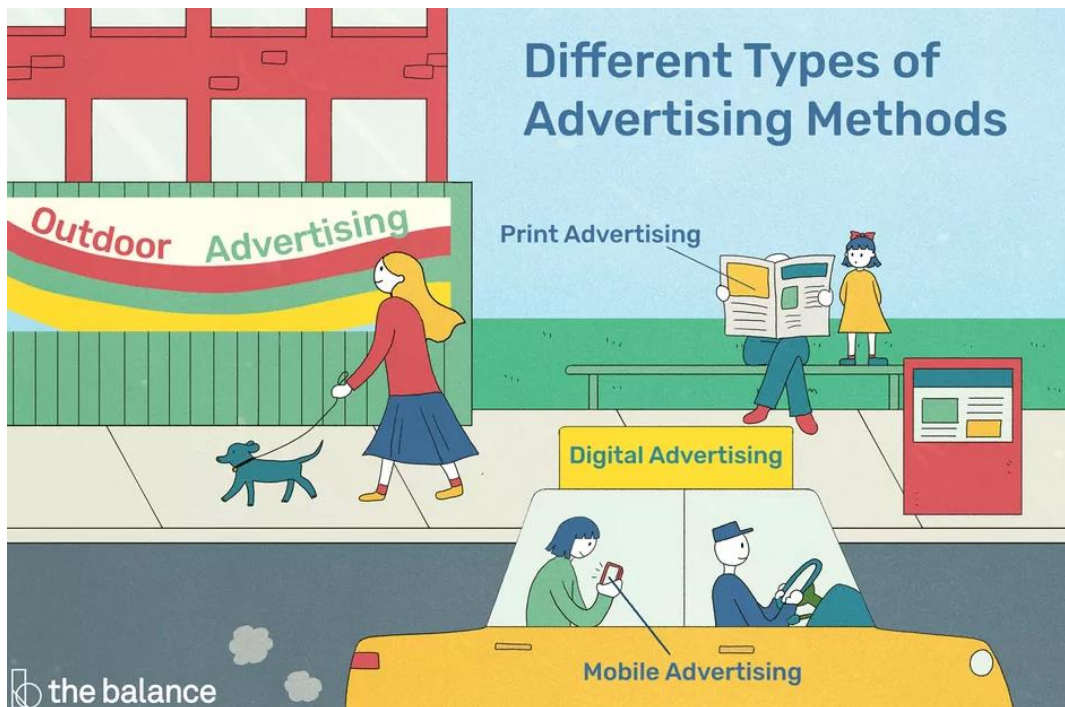
## Definition of Advertising

Advertising is the action of calling public attention to something, especially by paid announcements. Note that the definition uses the term 'action of' and doesn't specify that advertising is limited to print media, television, Internet, or any other specific medium. While it does place an emphasis on 'paid announcements,' it isn't a requirement. Finally, it only says that attention is called to something, not specifically good attention. Anyone that has turned on the TV during election season knows advertising can be negative.

Many business-specific definitions of advertising add that advertising is non-personal. This distinction is sometimes important because of the role face-to-face sales play in many businesses. A sales force is often considered a promotional strategy, not an advertising strategy.

## Types Of Advertising

Advertising activities can be categorised into above the line, below the line, and through the line advertising according to their level of penetration.



- Above the line advertising include activities that are largely non-targeted and have a wide reach. Examples of above the line advertising are TV, radio, & newspaper advertisements.
- Below the line advertising include conversion focused activities which are directed towards a specific target group. Examples of below the line advertising are billboards, sponsorships, in-store advertising, etc.
- Through the line advertising include activities which involve the use of both ATL & BTL strategies simultaneously. These are directed towards brand building and conversions and make use of targeted (personalised) advertisement strategies. Examples of through the line advertising are cookie based advertising, digital marketing strategies, etc.

Advertising activities can also be categorised into 5 types based on the advertisement medium used. These types of advertisements are:

- Print Advertising: Newspaper, magazines, & brochure advertisements, etc.
- Broadcast Advertising: Television and radio advertisements.
- Outdoor Advertising: Hoardings, banners, flags, wraps, etc.
- Digital Advertising: Advertisements displayed over the internet and digital devices.
- Product/Brand Integration: Product placements in entertainment media like TV show, YouTube video, etc.

## 8 Types of Advertising



Source : [www.study.com](http://www.study.com), [www.feedough.com](http://www.feedough.com)