**Functions of Advertising**

**Advertising influences consumers by informing them what is "desirable."**

Advertising infuses the Internet, network television, daily newspapers and roadside billboards. Products, services and ideas are sold through advertising, enabling businesses to attract customers for their wares. Internet advertising is rapidly displacing print advertising, due its convenience of use, cost effectiveness, and ease of distribution.

**Identifying Brands**

Products, services and ideas are sold through businesses that are differentiated by their brand identities. Brand identity is communicated to the public via advertising. Consumers build emotional relationships with certain brands with which they become increasingly familiar through the years, thanks to advertising.

**Information**

Advertising supplies the necessary information to consumers so that they know what is available and where to buy it. It broadcasts information on products, services and ideas sold on the open market through a variety of media portals. It reveals the special features being sold, what color and size the product is and which stores carry it.

**Persuasion**

Powerful, visual advertising presentations compel consumers to purchase goods, services and ideas as a way to achieve emotional fulfillment. Persuasion is the core mission of advertising. Advertising tells you how the product, service or idea you are considering will improve your life. According to Jeremiah O'Sullivan R, author of "The Social and Cultural Effects of Advertising," advertising feeds on the concepts of ideology, myth, art, sexual attraction and religion. Advertising infuses images and ideas into products and services, just as the meanings of products and services are infused into images and ideas, notes O'Sullivan.

**Previewing New Trends**

Previews about the virtues of new products, services and ideas motivate consumers to obtain them because they don't want to be left out. Advertising lets consumers in on up-and-coming trends and new markets. They offer coupons, rebates and trial offers on new products, services or ideas to recruit new customers and induce existing customers to try things. Advertisers preview new or improved products, services and ideas to consumers in order to appeal to their sense of wanting to be in the know about leading edge trends. Previewing new trends is a technique employed by advertisers that capitalizes on consumers' desires to "keep up with the Jones" by owning the latest and greatest product, service or idea.

**Demand**

The demand generated by advertising, public relations, and sales promotion "pulls" the goods or services through channels of distribution, notes "Reference for Business." One of the powerful functions of advertising is to generate consumer demand for specific products, services and ideas through ad campaigns that target the audiences that are most likely to buy them." Products, services and concepts are sold in volume, according to the consumer demand for them.

**Customer Base**

Consistent quality advertising increases consumer loyalty for a product, service or idea. Advertising seeks to maintain the current customer base by reinforcing purchasing behavior with additional information about the benefits of brands. The goal of advertising is to build and reinforce relationships with customers, prospects, retailers and important stakeholders.

**Pricing/announcement**

Advertising displays consumer goods with competitive prices relative to the current market, thus educating consumers about what things should cost. Advertising lets you know what the competition is doing, when the next sale is, and how you can receive the latest coupon or rebate and seeks to assure you that you are receiving the best value for your money.

5 Most Common Advertising Techniques

**Deliver your message effectively to produce sales.**

A successful advertisement creates a desire in viewers, listeners or readers. It also provides information on how to fulfill that desire and makes the potential customer feel good about doing so. With so many products and service providers in the marketplace, using a proven technique in your advertising increases the likelihood that your ad dollars will return value. Basic techniques used in propaganda transfer successfully to advertising and remain the most frequently employed.

**Repetition**

Repetition is a simple yet effective technique used to build identity awareness and customer memory. Even advertisements using other successful approaches mention the product or company name more than once, particularly in television because its combination of sight and sound, allows the advertiser to disguise the repetition by changing its delivery (from visual to audio). An ad first shown during a Super Bowl broadcast for a product called HeadOn remains the classic example of this advertising technique. Though the advertisement never explained what the product does, viewers remembered its name.

Claims

Advertising that promotes specific features or makes claims about what a product or service can do for the potential customers provides successful results by informing, educating and developing expectations in the buyer. Claims can state facts or simply use hype, such as calling one brand of orange juice "the best" when nutritionally it is identical to other brands. Claims may mislead through omission or by using what some advertisers and political campaigners call "weasel words." These are subtle statement modifiers that render the claim meaningless if studied closely. Common weasel words include "helps," "fights" and "virtually."

**Association**

Associating a product or company with a famous person, catchy jingle, desirable state of being or powerful emotion creates a strong psychological connection in the customer. Sporting equipment companies use successful athletes in their ads, automakers display their cars in front of mansions, brewers show their beer consumed by groups of friends having fun and cosmetic companies sign celebrities to represent their products. These ads encourage an emotional response in customers, which then is linked to the product being advertised, making it attractive through transference.

**Bandwagon**

The bandwagon technique sells a product or service by convincing the customer that others are using it and they should join the crowd. Other bandwagon advertisements suggest that the customer will be left out if they do not buy what's being sold. These ads often employ "glittering generalities," words linked to highly valued ideas or concepts that evoke instant approval, which may or may not relate to the subject of the advertisement. "America loves..." connects patriotism with a product, creating an automatic positive response.

**Promotions**

Coupons, sweepstakes, games with prizes and gifts with purchases create excitement, and participation encourages customers to build a relationship with the sponsoring product or service. The attraction of getting something "free" or earning "rewards" makes promotions successful. Limited-time offers and entry deadlines add urgency to this advertising technique's call to action.