

**Mrs. E. Pappulakshmi, M.com., M.Phil., SET.,**  
Assistant Professor,  
PG & Research Department of Commerce,  
Cardamom Planters' Association College,  
Bodinayakanur.

# Introduction to Advertising

- **Definition:** Advertising is a marketing tool used to promote products or services to potential customers.
- **Role in Commerce:** Helps businesses reach larger audiences, boost brand awareness, and increase sales.
- **Purpose of Presentation:** Overview of traditional and modern advertising types, with examples of each.

# Traditional Advertising Overview

- **Definition:** Advertising methods that have been used historically, relying on offline media.
- **Significance:** Widely used before the digital age, traditional methods helped brands establish recognition and trust.
- **Main Types Covered:** Print, Broadcast, Outdoor, and Direct Mail.



# Traditional Advertising – Print



- **Examples:** Newspapers, magazines, brochures.
- **Advantages:** Tangible, trusted medium, high engagement in target audiences.
- **Limitations:** Declining reach due to the shift to digital platforms, high costs for broad distribution.

# Traditional Advertising – Broadcast

- **Examples:** Television and radio commercials.
- **Advantages:** High audience reach, especially effective for brand-building and mass marketing.
- **Limitations:** Expensive production and air time, limited interactivity, hard to target specific audiences.

# Traditional Advertising – Outdoor

- **Examples:** Billboards, posters, transit advertising.
- **Advantages:** High visibility, effective in reaching local audiences, impactful for brand recognition.
- **Limitations:** Limited information delivery, effectiveness depends on location, high costs for prime spots.

# Traditional Advertising – Direct Mail

- **Examples:** Flyers, catalogs, promotional postcards.
- **Advantages:** Highly targeted, personalized, tangible, and encourages direct action.
- **Limitations:** High production and mailing costs, lower response rate, easily disregarded as “junk mail.”



# Modern Advertising Trends



- **Overview:** Digital transformation has introduced new advertising methods, reaching audiences online.
- **Types Covered:** Social Media, Search Engine, Influencer, and Video Advertising.
- **Importance:** Modern advertising is interactive, targeted, and offers real-time metrics for performance tracking.



# Conclusion and Key Takeaways

- **Choosing the Right Type:** Combination of traditional and digital methods may be most effective.
- **Continuous Evolution:** Advertising trends change rapidly; businesses must adapt to stay competitive.
- **Impact on Commerce:** Advertising remains a critical driver of consumer engagement and brand growth.

