

Role of Advertisement in Creating Brand Awareness

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Abstract: *Advertising is the activity or profession of producing information for promoting the sale of commercial products or services. Advertising is used through various media to generate brand awareness within consumers. They can be aired as radio ads, television commercials, internet etc. In the present-day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. This study, was conducted to know the effective role advertisement in their brand awareness. The advertisements given should reach the customer in the right sense and should be able to reach every customer. The study revealed that the advertisements of the organization were quite effective and this has helped the firm to create brand awareness as well as the overall sales of the firm.*

Keywords: Advertisement, Brand Awareness, Customers, Organisation, Brand Name

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