

# Study on Advertising Industry

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**Abstract:** Advertising is an essential aspect of life. Nowadays advertising plays an important role in everyone's life. Advertising has the power to influence people about different perceptions. The primary goal of advertising is to increase the visibility and awareness of a product or service, attract and engage potential customers, and ultimately drive sales or other desired outcomes. Because of advertising people come to know about the scenarios of what is going on in the World. Which includes traditional media (TV, print, radio) and digital media (Online, mobile, social media). Also animation is one of the trending advertising industries. The animation industry refers to the production of animated media such as films, television shows, and video games. Animation involves the use of sequential drawings, computer graphics, or a combination of both to create the illusion of movement and bring characters and stories to life. The project is on the topic "To detail study on Advertising and animation Industry". The motive behind this project is to know awareness about advertising in society. What is the biggest challenge facing the advertising industry? How much advertising is important for business? How much does the advertising industry contribute to society? Do people get influenced by advertising or do they make a purchase based on an advertisement they saw? The data acquired through primary and secondary resources. The primary source data is responses collected from the general public through questionnaires. The secondary source of data gathered in the form of literature survey, journals, internet, Google form, Microsoft word, docs etc. tools are used.

**Keywords:** Advertising.