

# Advertising: An Effective Promotional for Marketing New Products

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**Abstract:** *In our contemporary world, advertising serves as one of the media vehicles through which any organization or potential buyers of goods and services and to form direct communication of persuasion nature to existing customers or the generality of the populate. In communication system (through whatever means can deliver its message to recipient or receiver in a way and manner that the receiver will receive and perceive the message.*

*The word advertising is derived from the Latin word averter and meaning it turn literally, it means to turn people's attention to specific thing". Nothing definite can be said to how ad is the method of advertisement. It was originally used to warn public against something either drive or attract the public from something bad or good. It is presumed that the first advertisement was sometime in the form of stencilled. Inscription which was found on earthen bricks prepared by the Babylonians above three thousand years before Christ*

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