

# PRODUCT DESIGN & MARKETING

## Advertising 1

### AN ADVERTISING CAMPAIGN

We have discussed products & customers. Finally, we are ready to look at how advertisers do their jobs.

Introducing..... **YUMMO TOFFEE**

A company is making a new toffee (= sweet candy).

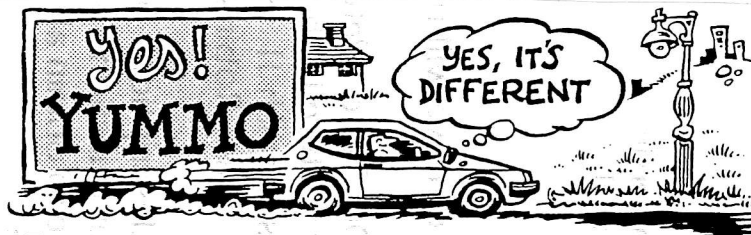
How will it advertise **YUMMO**?

1. It's a new product so nobody has heard of it before.



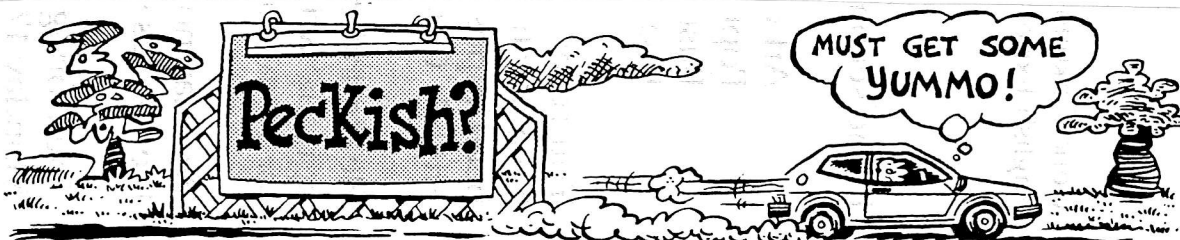
First comes the dawning of awareness, the recognition of the existence of a product.

2. The name is in people's heads. The product becomes familiar.



The conviction that a certain product offers certain benefits.  
And finally ...

3. People begin to think it might be a good idea to buy some.



... The *action* - the decision to buy the product.