

Commercial and non-commercial advertising

When **it comes to** advertising, we generally think of a communication of a commercial nature, aimed at the promotion of **consumption**, at the development of **sales** and which, in a systematic way, will affect the behaviour and choices of individuals with regard to the consumption of **goods** and use of services. The purpose of advertising is to stimulate a **disposition** for consumption and, before that, an intention to buy. Effective advertising is the ability to create benevolence, friendship, sympathy **toward** the product (**good will**), to **evoke** the desire and the conviction that the product may be the only **viable** answer and the best possible solution.

However, when considering the different objectives that advertising is intended to **achieve**, it is first necessary to make a, fundamental distinction between commercial advertising and non-commercial advertising.

Commercial advertising is aimed at achieving economic objectives through the promotion of goods or services.

Non-commercial advertising intends to **pursue** aims considered useful to the public, through the promotion of ideas, opinions and **attitudes** considered to be of collective interest.

When speaking of commercial advertising, we usually think of the promotion of a product;

but as the **goals** may be different we can divide commercial advertising into product advertising, corporate advertising and brand advertising:

- *product advertising* is a particular product or company's product line.
- *corporate advertising* is an institutional advertising, aimed at promoting the company.
- brand advertising **is meant** to develop positioning and to increase the value; it's a long-term advertising campaign, aimed at the construction or maintenance of the image or brand.

to achieve: *raggiungere*
attitude: *atteggiamento*
consumption: *consumo/i*
disposition: *predisposizione*
to evoke: *evocare*
goal: *obiettivo*
good will: *benevolenza*
goods: *merci*
is meant: *è inteso*
it comes to: *si tratta di*
to pursue: *perseguire*
sales: *vendite*
toward: *verso*
viable: *praticabile*



1 Decide if the following sentences are true or false. Then correct the false ones.

- | | | |
|--|--------------------------|--------------------------|
| | T | F |
| a. Commercial ads aim to increase consumption. | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Good will is a feeling for a successful advertisement. | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Commercial and non-commercial ads want to achieve the same results. | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Promoting the company is the aim of brand advertising. | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Evoking desire and stimulating needs are the goals of an effective advertising message. | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Brand advertising is a short-term campaign aimed at making the product known. | <input type="checkbox"/> | <input type="checkbox"/> |



PAIRWORK

Decide if the following ads are product, brand or corporate advertisements.



a.



b.



c.



d.



e.



f.



g.



h.