

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.

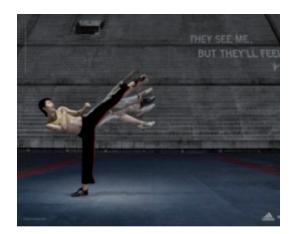
to achieve: raggiungere attitude: atteggiamento consumption: consumo/i disposition: predisposizione to evoke: evocare goal: obiettivo good will: benevolenza goods: merci is meant: è inteso it comes to: si tratta di

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.	
	b. Good will is a feeling for a successful advertisement.	
	c. Commercial and non-commercial ads want to achieve the same results.	
	d. Promoting the company is the aim of brand advertising.	
	e. Evoking desire and stimulating needs are the goals of an effective advertising	
	message.	
	f. Brand advertising is a short-term campaign aimed at making the product known.	

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

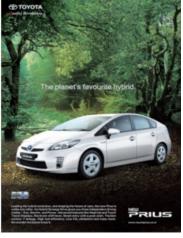






b.





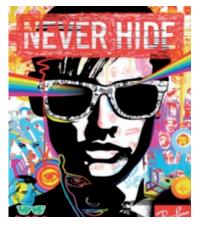




e.

On every journey, long and short you walked with us, for 50 years







f. g.

g.

h.