## MAQBOOL ALI SALMAN

**MD, Al Hassan Group of Companies**

A good advertisement must have objectives that flow from prior decisions on target market, market positioning and marketing mix. Advertising objectives can be classified according to whether their aim is to inform, persuade, remind or reinforce.

Informative advertising aims to create awareness and knowledge of new products or new features of existing products while persuasive advertising aims to create liking, preference, conviction and purchase of a product/service. Reminder advertising aims to stimulate repeat purchase of products/services while reinforcement advertising aims to convince current owners of the product/service that they made the right choice.

A good advertisement should fulfil at least one of these objectives. If the advertisement does not fulfil even one of these objectives, the expenditure done on that will not serve any purpose.

While advertising, local customs need to be prominently highlighted. The usage of local myths/customs serves various purposes. When companies show respect to local values, viewers or readers accept it faster. The message gets and remains close to their hearts. They are able to identify with the message and share a personal bonding with the product/service which can be utilised effectively by the advertiser to retain the customer for the long term.

**Maqbool Ali Salman**

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