

## Advertising campaigns in the media.

+7 843 265 65 11 Most of the advertising campaigns begins with a variety of marketing research. Often they provide an opportunity to determine the benefits of this unique or problem areas and subsequently to evaluate the work of the Agency for the promotion of the brand of the customer. More complex studies will help better positioned to know the strengths and weaknesses of the brand brand competitors prices, market capacity, etc. ADVERTISING CAMPAIGNS The advertising campaign is a set of promotional activities to improve brand awareness of the firm's image a boost in sales. Advertising Agency ART-Media develops and implements advertising campaigns for various business sectors. The campaign creates the core of creativity which can be transferred to the advertising media of video and radio spots posters, magazine layouts, banners for the Internet. Such an advertising company is always successful with a single and bright creativity when placed in several media and on the Internet. They remembered and even quoted by people who become active buyers. We provide a full range of services from strategy development to creative create advertising production media planning and placement in almost all media on the most rating TV channels radio stations in the press. We actively use the Internet to promote the site Yandex Google Mail.ru select the most target audience. When choosing a media, we are guided not only his ability to solve the tasks but also take into account the economic characteristics such as the cost of contacts. Advertising campaign is usually carried out in several stages To achieve success it is necessary to conduct high-quality advertising campaigns which will help to create and enhance the image and to increase sales and attract new customers and partners. The company should be recognizable We know The problem is only one Highlight You from your competitors and increase Your sales Advertising in the media with extra discounts from Art Media The main challenge for the success of the campaign creative and the right choice of advertising. Today it is advertising in mass media advertising in mass media. They are advertising in print media and advertising on television and radio advertising and advertising in the Internet. ADVERTISING ON TV Television advertising is the most effective means of attracting new customers. This is understandable because most people are visual - that is more receptive to visual images. Advertising on TV is the best and fastest way to attract the consumer's attention to products and services the firm. Art Media

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