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Advertising, its types and its purposes and its role in Dubai by [Ashley Joseph](#)

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Advertising is an activity or a form of communication that is used to induce, encourage or persuade the consumers or customers or a group of people to take some new action or continue the current one. Mostly it is used for commercial purposes in encouraging them to buy a certain product, though it can also be used for political and social purposes. Normally advertising messages, being paid by sponsors to advertising and marketing agency, are viewed via media. Any type of media may be used including mass media such as newspapers, magazines, television commercials, radio commercials or direct mail. New media such as blogs, articles and websites are also being used for these purposes. There is a vast list of advertising agency that operates to provide advertisement services for a charge or fee.

Normally the purpose of commercial advertising is to increase their market share or the sale of their product, either newly introduced or being produced for a long time, and making the brand name of the company recognized among the people as well as associating the qualities of a brand in the minds of consumers. Not for profit organizations may advertise for the purpose of gaining funds, donations or for making people aware of their services. The advertising is considered to be the most costly activity of an organization. Hundreds of Billions of dollars and pounds are spent each year whole over the world for the purpose of advertisement.

Any medium can be used for advertising. Whether these are wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web pop ups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, all of these can be used as a medium for advertising. The main ways used for advertising are Television commercials, Info commercials, Radio advertising, Online advertising, Product placement or commonly known as Guerilla advertising, Press advertising, Billboard advertising, Mobile billboard advertising, In store advertising, Street advertising and Celebrity branding.

The four major advertising agencies among the list of advertising agency are Interpublic, Omnicom, Publicis and WPP. These agencies are also called the big four advertising agencies. Each advertising and marketing agency among these has revenue of billions of dollars and pounds.

One of the major commercial activities in UAE is advertising in Dubai. Dubai has become a full of life centre of excellence and as well as being one of the most sophisticated cities in the world, it is also considered a great commercial capital and core tourism place in the whole region. Dubai is the place where one can see the example of excellent modern architecture especially the skyscrapers of Dubai are particularly famous. The various attractions of tourism such as scuba diving, sightseeing and excellent malls offered by Dubai as well as its modern architecture have given a boost to the advertising in Dubai.

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[Ashley Joseph](#) - About Author:

Ashley Joseph is creative writer and media agency representative in Alqudrah Advertising. She is

specialist in writing on a [list of advertising agency](#) and a [advertising and marketing agency](#). She has vast experience of advertising companies in UAE and a [advertising in Dubai](#).

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