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It is a highly challenging task to design and organize television commercials and the professionals behind it will be alert and aggressive to understand the pulse of the consumer with regard to a new product and also the current market trend. The top advertising agencies have to exercise immense pragmatism and flexibility while creating as well as running an Ad program in order to retain their market position. An environment oriented approach is all the more important in this highly competitive field. For any consumer industry, media advertising is part and parcel of their marketing management. While the professional advertiser has to register a strong impact of the product or service that they promote, they are expected to convey the message or the concept in a simple, humorous and highly entertaining manner. The actual sales of the product is generated or boosted when the consumers who have viewed the Ad program are convinced about the merits of the product or about the positive aspects of the concept. When a message lacks in clarity, it fails to leave an impact in the minds of the consumers.

The necessity of messages to be simple is due to the fact that the viewer will easily get confused with a complex message and as a result he will either lose interest or forget about the ad program as well as the product. Whereas, the clear and simple message will easily influence the minds of the consumers and also it can easily gain a place in their memory. When television commercials put forth ideas that are very new and capable of creating interest among the masses, they will attain popularity very easily and within the shortest span of time will become favorite topics of discussion among the consumer public. The top advertising agencies concentrate in TV ads since TV has emerged as the most powerful among the mass media and in modern times, people watch TV programs for more time.

When the TV Ad is very strong, clear, convincing and interesting, it will create a community of potential customers who will be ready to come forward for a trial with the new product especially because majority of the TV viewers are youths and women. Not only the traditional channels but, the advertisers can also choose the venues of social media, rich media advertising etcâ€¦ Instead of sticking to traditional methods of advertising, the professional advertising companies should come up with fresh ideas and methods that will make their programs more interesting as well as productive.

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