

FUNDAMENTAL NOTIONS OF CONCEPTS AND COLOR

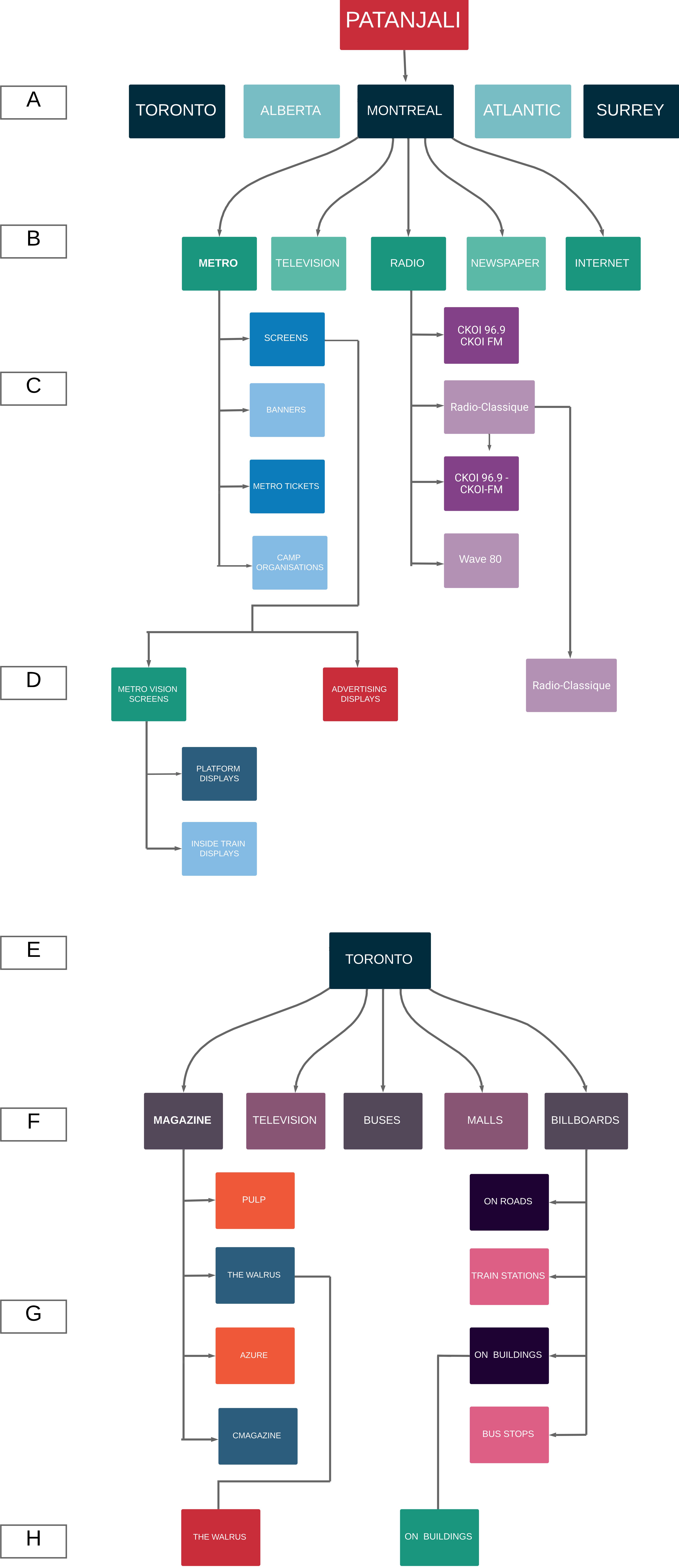
FINAL PROJECT



SUBMITTED BY:-
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ADVERTISING A PRODUCT

LEVELS



Level-A

We choose Montreal and Toronto for advertising our product **Ptanjali**. The reason behind choosing Montreal is that we are living here and we have great links and connection with other people in Montreal, along with this promoting our product in Toronto is beneficial as it is the provincial capital of Ontario and the most popular city in Canada.

Level-B

In case of Montreal we picked five areas for advertising which are **Metro, Television, Radio, Newspaper, Internet**. From these five areas we choose Metro and Radio for advertisement. Since in Montreal majority of people travel through Metro so there is a lot of chance that a large crowd of people will see our advert and can develop some interest in them. Moreover, the metro is spread in the whole Montreal hence our promotion will be done in the whole Montreal without much work. People in this city also listen radio channel along with this it is cheaper to advertise through radio as compared to other areas.

Level-C and D

For advertising in Metro we picked the digital screens for our add to display. From all the listings above in the C Level we choose the displays because each every person standing on the platform look on the screen to see the time or the time remaining in train arrival on the station so there is more chances of people looking at our add. For radio advert we choose the most popular channel **Radio-Classique**.

Level-E

The other city we choose is Toronto because it is the most popular city of Canada.

Level-F

In case of Toronto we picked five areas for advertising which are **Magazine, Television, Bus, Malls and Billboards**. From these five areas we choose Magazine and Billboards for advertisement.

Level-G

We choose The Walrus magazine for advertisement because it is the most popular magazine of Toronto and most of the people read this magazine. This magazine is popular among all age groups which helps our product to reach every age group. And for billboards we decided to have them on buildings.