



Anjuman-I-Islam's  
**M. H. Saboo Siddik Polytechnic**

## **Entrepreneurship Development (22032)**

Topic Name: ***A Project Report on Analysis of Advertisement***

Subject: ***Entrepreneurial Development***

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Course: ***Mechanical Engineering***

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- *What is an Advertisement?*

A: Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate.

- *What is advertisement simple words?*

A: Advertising is how a company encourages people to buy their products, services or ideas. An advertisement (or "ad" for short) is anything that draws good attention towards these things. It is usually designed by an advertising agency for an identified sponsor, and performed through a variety of media.

- *What are advertisement example?*

A: Examples of above the line advertising are TV, radio, & newspaper advertisements. Below the line advertising include conversion focused activities which are directed towards a specific target group. Examples of through the line advertising are cookie based advertising, digital marketing strategies, etc.

## Types of advertising

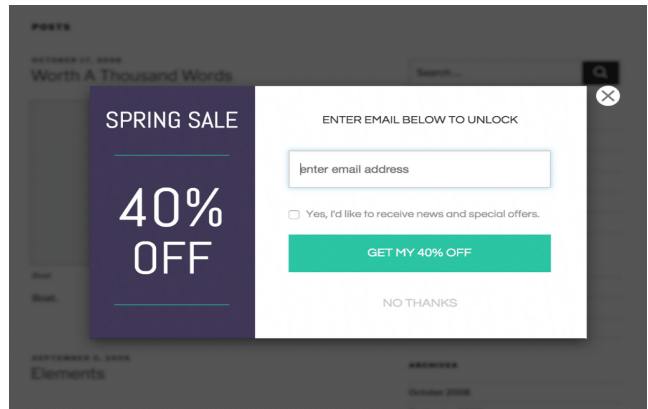
Advertising happens in many different ways. Many products are advertised on television, although not all channels permit advertising. The advertisements usually appear during breaks between a **television show**. They are usually for products, other television shows or movies and are not normally much longer than 30 seconds. Some radio stations have audio advertisements that play between programmes.

An advertisement for a movie is called a **trailer**. It shows a short collection of clips from the movie, and shows the date it will be released in cinemas.

Advertising also takes place on websites. These may appear as "banner ads" or "**popups**". They are often still images or flash animations. The owner of the website will get money when a user clicks on the advertisement. Sometimes they will get a percentage of the money if they buy a product.

**Billboards** advertise products on highways and city streets. These may simply be freestanding billboards or may be part of street furniture such as a bus shelter. Buses and taxis are often covered in adverts, while budget airlines sometimes allow advertising inside their planes. Adverts also appear in newspapers, magazines and sports programmes. Many **stadiums** have adverts set around them. Sports teams, tournaments, television programmes and public events may have a sponsor who is the main or sometimes only advertiser.





## Choosing an Advertisement:

For the Analysing the Advertisement, I have selected a Brands Advertise naming KIA Motors.



**Kia Motors Corporation**, commonly known as Kia

Motors.(Korean: 기아자동차; Hanja: 起亞自動車, IPA: [ki.a], lit. "Kia automobile"; stylized as KIA), headquartered in Seoul, is South Korea's second-largest automobile manufacturer, following the Hyundai Motor Company, with sales of over 3.3 million vehicles in 2015. As of December 2015, the Kia Motor corporation is minority owned by Hyundai, which owns a 33.88% stake valued at just over US\$6 billion. Kia in turn is a minority owner of more than twenty Hyundai subsidiaries ranging from 4.9% up to 45.37%, totalling more than **US\$8.3 billion**.

### **Kia Motors India**

The company has entered the Indian market in July 2019[48] with their 'Made for India' SUV- SP2 Concept now announced as the global mid-sized SUV Kia Seltos. The company has built a production facility on a Greenfield land in Anantpur district, Andhra Pradesh near Penukonda. The annual production capacity is 300,000 units. Kia Motors has appointed Kookhyun Shim as MD & CEO for its Indian arm. In his new role, Shim will be responsible for leading the carmaker's expansion in the Indian market. Shim will play a leading role in ensuring KMI's projected timeline and schedule of operations is achieved. He also oversaw the construction of Kia Motor's first



manufacturing facility in India, to help strengthen the company's position in the fifth largest global automotive market. Kia has committed investments to the tune of \$1.1 billion to develop operations in India including investing in a network of over 250 customer touch-points that include service, sales and spares establishments.

Advertise:

Posters:



Popups or Sale:



## Sponsorship in Sports Jersey:



## Video Commercials:



<https://www.youtube.com/watch?v=yYH8ieapvPo>

<https://www.youtube.com/watch?v=psQbNfQ7U9Y>

<https://www.youtube.com/watch?v=4claXb0k-k>

## **Analysis:**

### **Positive Points:**

There are many positive effects of advertising both for the company and the consumers. And some of those positive effects are mentioned below.

#### **1. Social Benefits**

There are many social benefits which advertisements can provide. For example, advertisements can highlight various social issues and promote free speech in nations where it might still be suppressed. This is a very important effect of advertisement. It is also important to remember that it is the freedom of speech and advertising-supported content which are the promoters of various social changes.

#### **2. Economic Benefits**

According to research, advertisements can make companies and businesses compete to provide higher quality products and services. This ensures that more high-quality products and services are available in the markets which are able to meet the needs and requirements of all customers. This is a very important positive effect of advertisement.

#### **3. Free Entertainment**

Another important effect of advertisement is that it provides all viewers with a free form of entertainment without getting anything back as a guarantee.

#### **4. Mass Communication**

The most important effect of advertisement is that it has enabled the various forms of mass media to exist in the form which it does today.

These are the biggest positive effects of advertisement.



## Negative Points:

In this last section, readers will be able to learn about the negative effects of advertisements. And some of those negative effects of advertisements are mentioned below.

### **1. Misrepresentation**

All advertisements tend to display the products and services in the best possible light. And many advertisements often tend to cross the line of a little exaggeration to utterly falsely representing the product or the service. There are many government organizations which charges hefty fines for misrepresentation.

### **2. False Image**

Advertisements tend to invade all possible spheres and because of that one can often develop a false image. This false image also often tends to make an individual feel bad about himself or herself. This is also one of the negative effects of advertising to children.

### **3. Unrealistic Expectation**

This negative effect is common in case products which tend to exaggerate regarding its effectiveness. It sets unrealistic expectations which are hard to meet.

These are the major negative effects of this Advertisement.

## **The Conclusion:**

Advertising is a form of marketing communication through which a business or an organization informs the target audience about its products and services. There are two major types of advertisements. And those are positive and negative advertisements. There are also many forms of advertisements. There are also many negative and positive effects of advertisements like the unrealistic expectations, false image, and the social and economic benefits of advertisements.

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