**what makes an advertisement effective?**

**1- Creativity is the soul of advertising and branding. It is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers. Some companies support** **Creativities to ads for brand and give them jobs in company .Advertisers often turn to advertising agencies for the design and development of campaigns and ads, which can lead to tension regarding the influence of creativity.**

**2-culture sensitivity is the knowledge, awareness, and acceptance of other cultures. It is considered one of the primary factors that drive the way organizations and companies behave. For brands or trademark, it requires marketing teams to be aware of local cultural nuances and develop appropriate. Messaging that engages their target audience.**

**3-professional is a member of a profession or any person who earns their living from a specified professional activity.** **advertising your product or service to increase awareness and improve. the appearance of business is professional advertising. professional advertising has potential to engage and attract more customer to your product or service by creating quality advertising for your product.**

**4-** **Language is the ultimate power in advertising and brand because the language help us to remember the company and their products. A strong company name and tagline can make or break a product.** **for example Nike has a logo is "just do it" and also Sony has a logo is "for the players"** **The power of an advert becomes that much stronger when it is personally attached to your own daily life.**

**5-color**

**Since the beginning colors have stirred our emotions and have many means in some cutlers. Color has been known to have a powerful psychological impact on people’s behavior and decisions in advertising and purchase.** **Color has been known to have a powerful psychological impact on people’s behavior and decisions in advertising and purchase. For example McDonald and apple. McDonald’s chooses high-energy colors like red and yellow which appeal to children, kindle appetites and create a sense of urgency. apple uses bright colors for to express luxury and modernity**

**6-style is a manner of doing or presenting things. for example video game and movie also clothes in many cultures to present an idea or advertise for products to make money. some company cares in their a style in their product and service to stirred our emotions and influence us to present their idea about the company. For example computer companies like apple and Microsoft have their way to advertise to their products by use color or language and also idea to present their company's style.**