

What makes an advertisement effective?

Advertisements are good way to attract customers to buy a product or service. As such business want to ensure their adverts are most effective.

One way in which adverts can be effective are colors, because colors have stirred our emotions and influence us to buy their products and services. For example Apple uses bright colors to express luxury and modernity.

Another way in which adverts can be effective is by being creative this is because, creativity this is the soul of advertising and branding. For example Computers Companies support creativities to ads for brand and give them jobs in their companies.

**To conclude color is a better way of making an advert more affective than creativity, because color is one of the main reasons
Advertisements can be effective in attracting customers to buy products or services.**