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DVERTISEMENT

FEC 12

BUSINESS  
COMMUNICATIONS

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## ABSTRACT

The most prominent way for any company to gain traction amongst its target audience is through advertisements.

Advertisements are the common way for any company to make its product more accessible to its audience and since the only function it has is to appeal to larger audiences, it has changed a lot in the past to keep up with the audience.

Thus, our project aims at analyzing the evolution of these advertisements in the Indian market and how it has revolutionized the marketing industry. We will try to cover all the major aspects of these advertisements and are going to discuss their self-changing nature to keep up with the masses.

## GOALS AND OBJECTIVES

01

### NEED

Understanding the need of advertisements

03

### INFLUENCE

Contribution to marketing industry.

02

### HISTORY

Evolution of Advertisements in Indian Market with time.

