**CHAPTER 1**

**INTRODUCTION**

Advertising is a means by which communication with the users of a product or service occurs. Advertising is always present, though people may not be aware of it. In present world, using every possible media advertising get’s its message through. This is done via television, print (newspapers, magazines, journals etc), radio, press, internet, events, direct selling, hoardings, posters, mailers, contests, clothes, sounds, visuals sponsorships, and even people (endorsements). However today’s advertising platforms are relatively expensive in terms of creative, production and airtime costs making it difficult for targeting your market. A professional has to be hired to design an efficient, well-crafted and effective script.

Our proposed idea helps in making the advertising more efficient and cost effective. This assists in the targeted marketing strategy.

This paper describes how the proposed idea is more effective than traditional advertising methods. The section III describes the requirements needed for the proposed idea and design of the proposed model. It is followed by the implementation of the model and the experimental results of the model.