Advertising & Marketing Theories

"Success flows to organizations that inform, not organizations that promote".

Products were marketed through commercial mass media (TV & Radio)

Online shift

Top of Mind Awareness- branding through " a sustained level of marketing and messaging" that influences customers at time of purchase

Frame of Mind Awareness - "reaching potential customers when they are active shopping and buying mode"

Friend of Mind Awareness - "your prospective customers must consider you a friend" to complete for their time attention and loyalty

Quantitative Theories In Advertising

Katrin Zwirglmaier

 $\label{lem:quantitative} \textbf{Quantitative Theories In Advertising:}$

Uncover the mysteries within Crafted by is enigmatic creation, **Quantitative Theories In Advertising**. This downloadable ebook, shrouded in suspense, is available in a PDF format (PDF Size: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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