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Class :9

30-07-2021

Subject : CCA.

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Advertisement

All businesses, campaigns, drives and social events need promotion. We can promote a business, a campaign, or an event through effective advertising.

Effective advertising helps a business or product to reach out to a lot of people. To create an effective advertisement, we need to think carefully about what will persuade people best and make them take the message seriously.

In a business advertisement, we need to convince our potential customers why our business should be their number one choice, and why they shouldn't even consider our competitors. This is commonly referred to as the unique selling proposition (USP).

This means our advertisement must say to our prospective customers, 'Buy this product for this specific benefit. Catchy tag lines are used to give the message in a powerful way.

Write an advertisement for a storybook you have recently read. Include information about what makes the book unique and why people should buy it.