

# Why Advertise?



Check 7 things you'd like your advertising to do for you.  
Then circle the 3 of those 7 things your advertising MUST do for you.

- Sell product/services today
  - Build traffic
  - Build image
  - Educate consumers
  - Differentiate our business/product
  - Generate new customers
  - Expand demographics
  - Use available co-op money
  - Give directions (location)
  - Promote competitive advantage/  
Unique Selling Proposition
  - Build brand awareness
  - Support sales objectives
  - Start people talking
  - Make responsiveness known
  - Influence target audience
  - Drive people to the web site
  - \_\_\_\_\_
  - \_\_\_\_\_
- Meet the competition
  - Create a new position
  - Enhance position
  - Promote new merchandise/  
department
  - Move old inventory
  - Promote the way we do business/  
innovation
  - Increase name awareness
  - Promote new store openings
  - Announce new product/service
  - Justify higher price
  - Promote regular price merchandise
  - Build employee morale
  - Explain customer focus
  - Resolve doubts about the company  
(PR)
  - Promote off-price merchandise
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_