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The Advertising Of Cars.

Before talking about the advertising of cars, first consider the basic concepts in perceptual psychology of advertising.

What might encourage people to buy a particular product? ... That's right, a motive. This is an impulse to activity, which is caused by the desire to satisfy a specific need. But this is not the only thing that can force consumers to buy goods of your brand. In addition there is the motive and desire. Desire - is a conscious inclination, which is generated by demand. For the desires of the consumer it is required to create a positive image of this product. Activity - is a person's ability to act under the influence of external or internal stimuli. Advertising in this case is an external factor.

Since there are different types of perception of information in different types and ages of people, you should also pay attention to it. It is necessary to focus on the sounds for consumers perceiving the information by "ears". It is women, girls, and elderly people. 82% of middle-aged men are more receptive to moving image. 63% of men younger 35 years prefer a static image.

Considering all these factors and the basic principles of advertising, try to plan an advertising campaign on the example of the automotive industry.

Advertising on television. What do we pay attention when watching ads? Our view stops at the colorful scenes, dynamic and very unusual, in which there is not just a show car, but also elements of humor. Viewing the video, the emotional background is generated by user. Incomplete of plot video is of interest. We know that the incompleteness contributes the interest, because people paint mentally missing parts of the image, getting internal emotional and intellectual satisfaction from the creative process. Thus, in advertising on television you should select the image; distinguish clearly it from all around. If possible, try to use the association with film stars, artistic heroes. The main types of plots in the advertising vehicles are: drama, historical, poetic. Pluses of advertising on television:

- Simultaneous impact on vision and hearing;
- A wide range of attracting the attention of consumers by creating a moving image of the car with alternating display the brand.

Advertising on Radio. It is becoming increasingly popular.

In this type of advertising vehicles you need to focus on the sounds (brand name) and the images of a model car at the audience. The main pluses of this type of advertising:

- Greater outreach;
- Relatively low cost;
- Greater confidence in comparing with print advertising.

Advertising in the printing industry.

Placing a graphic ad unit in a glossy magazine or on the forms increases the popularity of the car brand very much. High printing quality and prestige can see your ad and appreciate the brand of car.

Brochures, catalogs and brochures also play a role in promoting of the brand.

As we have said, advertising must present truthful information to the buyer, so it is useful to place articles on this topic in print products. Similar ads in specialized publications will be a good help. It is preferably for them a detailed description of advantages and characteristics of particular brand cars.

These days the Internet network is extremely popular. As now it is both a place of entertainment and earning money, website designing turned into full-fledged business. But it is not enough to own a website, it is necessary people be aware of it. And here [free classified posting](#) could help. One also should know that not only are paid ads accessible for use but free ones as well. Those who are looking for both ways of advertising,

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