

## **Answer on Question#39873 – Writing – Marketing**

### **Assignment**

“Advertisement facilitates the building up of positive attitude of the target audience towards a brand.” Do you agree?

### **Solution**

In order to be a success, modern advertising should cause an emotional response to the target audience, create a positive attitude in the minds of consumers to the advertised product, service or brand. It's not a secret that among the predominated motives emotional ones are prevailed, through which it is easier to form a loyalty to the brand or, for example, to overcome the barrier of mistrust and doubt. The ad text should cause pleasant emotions of consumer and create a good mood. Of course, this is not applied in cases where a complex product is advertised, for the perception of which emotions are not needed, only dry arguments of reason. In such cases, a neutral tone of the narrative is appropriate: positive emotions sometimes distract from the process of thinking. If the client liked the description of the goods, the attitude would become not so critical. This is especially effective for new brands to the low level of interest items. When newly emerged brand manages to create a positive and bright image, then advertise products of this brand becomes much easier. Consumer will remember that the brand is associated with good humour and a positive attitude, will unconsciously choose products.