WHAT IS ADVERTISING?

Advertising is a paid, controlled message delivered by an identified sponsor to a target audience, usually through media channels. Its purpose is typically to persuade people to take action.

KEY TRAITS:

Paid: You pay for the space or airtime.

Controlled: You decide the message, look, timing, and placement.

Identified Sponsor: It's clear who the ad is from.

Non-personal: Aimed at a broad audience

Persuasive: Designed to influence behavior or opinion