


Unit 1, 2, 3

Skill Development - Product Designing, Advertisement Copy Designing, Creativity

ADVERTISEMENT COPY OF GILUXO BITE



Division Of Works

FIDA - SYBCOM C (4080) :- Product Description
 Elements : Header ; Subhead ; Layout
 Marketing Mix : Price
 AIDA : Attention

PAYING - SYBCOM A (3602) :-
 Elements : Call to action ; Contact Info ; Body
 Marketing Mix : Promotion
 AIDA : Desire ; Action

SANDBH - SYBCOM B (3850) :-
 Elements : Image ; Closing Idea
 Marketing Mix : Place ; Product
 AIDA : Interest

(15)

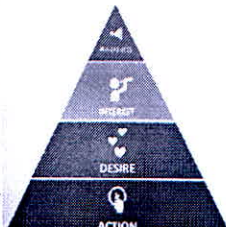
(1) DESIRE

Interest and Desire parts of the AIDA model go hand-in-hand : as we are kindling the reader's interest, we also need to help them understand what offering of us can help them in a real way. The main way of doing this is by appealing to their personal needs and wants. It means to bring forth the benefits which have not been mentioned in part.

Our Giluxo Bite campaign is introducing a chocolate bar focusing on the advertising fact that it contains glucose that energized your body to work more, be fit with energy (hence the closing line is "The Energy Bar"). This stimulates the customers to give it a try!

Eating Giluxo Bite will help in energizing your body. This makes the viewer ask themselves questions about whether if they eat this bar, they would have more energy, which means that there is a higher chance of them buying the chocolate.

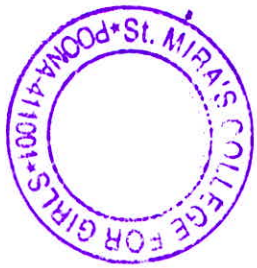
AIDA for Sales Promotion



- Article
- Advertisement
- Webinar/Podcast
- Paid Search/Display Ads
- Web Content
- Newsletters
- Social Media/Posts
- Email Campaigns
- Video/Papers
- E-books
- Podcasts
- Infographic
- Case Studies
- Infomercials
- Paid Search
- E-learning

Rajni Singh

Asst. Prof. Rajni Singh
 SUBJECT TEACHER



Principal Incharge
 St. Mira's College for Girls