



Article Side

Advertising is Key of Targeting Audience by [Ashley Joseph](#)

Article published on February 26th 2012 | [Advertising](#)

Advertising is considered as the most preferable method of marketing. It is one of the company's strategies to build good relationship with their buyers that helps in business development and advertising is the most favorable and complimentary representation for the awareness of any product or services for masses. It is used for the awareness of product or services to potential customers, end users and general public. It is usually paid. There is no free distributions of goods are included or if we want to define it in more simple words, it can be a brief introduction of an organization's product or services to its customers and to general public.

Dubai is considered as a hub for various small and large companies and organizations which are includes different kinds of businesses and advertising is one of the most important fields that involve a large investment in UAE. Dubai has been developed incredibly in the last decade and it is the most credible location for developing a lot for new businesses. There are various advertising agencies in Dubai that helps you to promote your organization in the best way out with their expertise. List of advertising agency includes; BuzyBeez Advertising Agency, Mr. H., PRISM, Tonic Communications and Young & Rubicam. People usually think that advertising aims to sell the product or service but the main purpose of advertising is to create consciousness to the masses and it has been used by different organizations for the promotion of products or services and for grasping the interest of potential customers to increase its sales.

World top 10 advertising agency includes; Ameredia, Ogilvy, Saatchi, J. Walter Thompson, BBDO, Lintas, DDB, Lintas, McCann-Ericsson and Leo Burnett. They have been successfully made mark in the industry of advertising worldwide. These advertising agencies provide their services for developing business for different organizations. They work in way that they provide all relative information regarding the current marketing trends in the market. There are different methods that are being used for collect information that includes sales techniques, market research and also popular cultural knowledge.

The services of these advertising agency also includes logos making, color schemes that are creative and attractive enough that grip customer's attention to their product and services. They also decides layout of advertisements and create brochures, attractive slogans and also develop copy for the purpose of sales materials. Advertisements have a huge impact on the masses and the finest way for the making advertisements a success can be done by selecting and buying the best possible placement in any given media. It should be done in the right media to reach the right mass at the right time. Media Buying is one of the most important tasks in advertising functions. It is buying or procuring the time and space in some given particular media depending upon the size of campaign.

Therefore, for the purpose of promotion it is essential to know all details about market; who is targeted audience? and what tactic will be the best for sales and promotions and commercial focuses on a process that helps to grasp attention of targeted audience and generate impact on possible buyers. Also the position of adverts in any media is important and cannot be unnoticed at any cost.

Article Source:

<http://www.articleside.com/advertising-articles/advertising-is-key-of-targeting-audience.htm> - [Article Side](#)

[Ashley Joseph](#) - About Author:

Ashley Joseph is creative writer and media agency representative in Alqudrah Advertising. She is specialist in writing on a [top 10 advertising agency](#), a [outdoor advertising in UAE](#) and a [digital marketing Dubai](#). She has vast experience of advertising companies in UAE.

Article Keywords:

list of advertising agency, Media buying, Top 10 advertising agency, outdoor advertising in UAE, digital marketing Dubai,

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!