

Vocabulary

Brand loyalty: the tendency of some consumers to continue buying the same brand of goods rather than competing brands.

Goodwill: (in this context) this refers to the established reputation of a company as a quantifiable asset and calculated as part of its total value when it is taken over or sold.

Target market: is a group of consumers or organizations most likely to buy a company's products or services.

To withdraw: to draw back, away, or aside; take back; remove.

Coverage: the area, groups, or number of persons served or reached by a newspaper, radio or television station, advertising campaign, business, etc.; market.

Introduction

Advertising is the use of paid media by a seller to inform, persuade, and remind about its products or organization--is a strong promotion tool. Advertising decision-making is a five-step process:

