

## Task:

**Almost every successful company is using advertisements to increase their sales.**

**What features make an advertisement effective? Is advertising good or bad?**

Although the majority of enterprises use ads to increase their sales, only some of them become successful. I do believe that there are some criteria which should be taken into account to make an advertisement effective. In addition, From a societal perspective, even though ads have positive effects, the adverse impacts of ~~that~~them cannot be neglected.

There are various methods to make an influential advertisement. Companies should recruit designers, directors and screenwriters who are able to produce special ads which can easily stimulate the consumers's interests. They know how to persuade individuals s to buy certain products by implementing various methods ranging from celebrity endorsement, special effects to wonderful music. Novelty could also be a decisive factor; these days the masses are frustrated by clichés, so new ideas could play a vital role ~~to~~in catching the consumers's attention.

Advertising is an avenue to ~~introduce~~produce new products and services to people which in turn could satisfy people's requirements. I would argue that advertisements pave the way for people to be familiar with products, so ads empower the masses to choose the most appropriate choice among tens, if not, hundreds of products. In addition, how could individuals ~~could~~ be informed about a new product which is worth buying? Surely ads are not only the most effective choice but also the only one. Advertisements also have some negative effects/downsides like targeting young minds, producing harmful products and creating a consumer society. For instance, advertising alcohol, cigarettes and carbonated beverages could pose serious threats to the human well-beings on the one hand and encouraging us to buy unnecessary products leading ing to a consumer society on the other hand.

All in all, I do believe that adverts would mutually benefit both companies and individuals, if we considered some special factors in producing them as well as imposing standard measures in broadcasting.