

The reason why people buy products is to fulfil their needs and because of the products' quality. Advertisements don't increase products' sales; they can only be considered a form of entertainment. Do you agree or disagree?

Today, advertisements can make commodities attractive and persuasive to everyone and also lucrative for companies. Recently, advertisers have been attempting to capture viewers' initial attention and holding their interest in the whole the advert by stories with humor or upbeat music to achieve the ultimate goal of attracting consumers to products.

Since the growth of competition on in businesses, advertising has played a significant roles in promotion of products particularly for those firms offering similar goods. Therefore, they can present the awareness and information given to audiences to persuade them to purchase the products. Moreover, not only do advertisements pave the way for an increasing sales proportion when they are created in a creative and novel approach, but also they target customers to have a positive attitude towards the commodities' quality of businesses. Also, they can be more affective-effective when the presentations are managed to be more enjoyable.

However, there are some controversial debates as to whether promotion of brands often entertains people without any effects on expansion of markets. Nowadays, since the combination /marriage of art and commerce has progressed trading profits, a massive number of companies has-have introduced their wares /merchandise/goods/products/item in an amusing way to catch individuals' interest/attention regard such as Apple, although, if adverts concentrate extremely on the artistic aspects of the content and forget the products, negative opinions will be developed and the strategy would be backfired. Thus, businesses should seek the capability of their goods as well as the entertainments value in the advert to pay attention to/notice what can be promoted in an exciting and also inventive method to intrigue people.

In conclusion, the vast amount-number of advertisements is-served as the purpose of keeping marketing profitable by influencing customers' decisions to choose a reliable brand for meet their needs if there were not disproportionate extent of entertainment e, enormous-adverts which can be detrimental.