**Classification of Advertising or Advertisement**

In advertising management, there are different types of **classification of advertising**or **advertisement.** It includes 5 major points for explaining the classification and its classified as:-

1. On the Basis of Geographical Spread,
2. On the Basis of Target Audience or Market,
3. On the Basis of Media,
4. On the Basis of Purpose,
5. On the Basis of Actions

[1.On the Basis of Geographical Spread-](https://subjectquery.com/classification-of-advertising/#1On_the_Basis_of_Geographical_Spread)

* 1. [(i) National Advertising-](https://subjectquery.com/classification-of-advertising/#i_National_Advertising)
  2. [(ii) International Advertising-](https://subjectquery.com/classification-of-advertising/#ii_International_Advertising)
  3. [(iii) Local Advertising-](https://subjectquery.com/classification-of-advertising/#iii_Local_Advertising)

[2. On the Basis of Target Audience or Market-](https://subjectquery.com/classification-of-advertising/#2_On_the_Basis_of_Target_Audience_or_Market)

* 1. [(i) Consumers-](https://subjectquery.com/classification-of-advertising/#i_Consumers)
  2. [(ii) Industrial Advertising-](https://subjectquery.com/classification-of-advertising/#ii_Industrial_Advertising)

[3. On the Basis of Media-](https://subjectquery.com/classification-of-advertising/#3_On_the_Basis_of_Media)

* 1. [(i) Print Media-](https://subjectquery.com/classification-of-advertising/#i_Print_Media)
  2. [(ii) Electronic Media-](https://subjectquery.com/classification-of-advertising/#ii_Electronic_Media)
  3. [(iii) Online Media-](https://subjectquery.com/classification-of-advertising/#iii_Online_Media)
  4. [(iv) Mural Advertising-](https://subjectquery.com/classification-of-advertising/#iv_Mural_Advertising)

[4. On the Basis of Purpose-](https://subjectquery.com/classification-of-advertising/#4_On_the_Basis_of_Purpose)

* 1. [(i) To inform-](https://subjectquery.com/classification-of-advertising/#i_To_inform)
  2. [(ii) To remind-](https://subjectquery.com/classification-of-advertising/#ii_To_remind)
  3. [(iii) To persuade-](https://subjectquery.com/classification-of-advertising/#iii_To_persuade)

[5. On the Basis of Action-](https://subjectquery.com/classification-of-advertising/#5_On_the_Basis_of_Action)

* 1. [(i) Immediate Response-](https://subjectquery.com/classification-of-advertising/#i_Immediate_Response)
  2. [(ii) Indirect Response-](https://subjectquery.com/classification-of-advertising/#ii_Indirect_Response)

## **1.On the Basis of Geographical Spread-**

When the **advertisement** is broadcasted across the country it is called **national** **advertising.** This advertisement is for peoples who are residents in that country because any company who runs an advertisement of its product, its main responsibility remains to target our local customers and also increase the sales of our product. **For Example**– Patanjali Ayurvedic Products.

Through this advertisement, the company can build the brand image in our country and as well as increase the growth of a particular business.

### **(ii) International Advertising-**

These types of advertisements are broadcasted throughout the world and it is the process of providing information about persuading the customers and reminding the customers about the brands which are available at the global level. So, [International advertising](https://en.wikipedia.org/wiki/International_advertising) is also known as global advertising.

In the international advertising, cultural differences are also the barriers of global advertising. **For Example**– Advertisements of Mcdonalds, KFC, Pizza Hut, Apple (i phone), and [Walmart](https://www.walmart.com/), etc.

### **(iii) Local Advertising-**

When the advertisements of a particular product are broadcasted within a local area. These advertisements must be according to local tastes and preferences. **For Example**– Advertisements of F.M., Local Newspapers, and so on.

## **2. On the Basis of Target Audience or Market-**

### **(i) Consumers-**

This advertising is based on promoting products because it defines the consumer’s [personal consumption](https://www.thebalance.com/personal-consumption-expenditures-3306107). In these advertisements, the company focuses on the daily use of products which are used by the customers. **For Example**– FMCG Products like shampoo, soaps, and so on.

### **(ii) Industrial Advertising-**

This advertisement is focused on to promote industrial products such as raw materials capital items, [and operating supp](http://www.businessdictionary.com/definition/operating-supplies.html)lies. However, the industrial products are totally focused on the business to business activity

## **3. On the Basis of Media-**

### **(i) Print Media-**

**Print Media** is an advertising media that has been running for a long time. There are two main things are used to complete this advertisement, first is newspapers and second is magazines. This media includes various channels or things to promote their products like brochures, [yellow papers](https://en.wikipedia.org/wiki/Yellow_journalism), fliers, and journals.

### **(ii) Electronic Media-**

**Electronic Media** is very popular advertising all over around the world because this advertisement targets many audiences at once and is published in every country. It includes televisions and radios, but television advertising is very costly than radio advertising.

### **(iii) Online Media-**

**Online media**is a very popular advertising and we also know it as internet advertising. This advertisement helps to promote the products in social media tools. It includes various media like- direct marketing, email marketin[g, search engine optimizat](https://neilpatel.com/what-is-seo/)ion, and banner advertising.

### **(iv)** **Mural Advertising-**

**Mural Advertising** is that advertising which is placed directly on a wall and another permanent surface. This advertising work as friendly with their target audience because they placed around them.

## **4. On the Basis of Purpose-**

* **Classification of Advertising**

**Image Source**: [**Pixabay.com**](https://pixabay.com/en/target-arrow-middle-bull-s-eye-755802/)

This is the fourth part of the **classification of advertising** and it includes 3 sub-points like-

### **(i) To inform-**

When any advertising is advertised in any place, its main motive is to give full information about the product to our target customers. Through that advertisement, tell the customer about the features, uses, and durability of the product so that the customer buy your product and became the potential buyer also.

### **(ii) To remind-**

Advertising is such a thing that we or any company advertise our products and services and make also our potential buyers. But the advertisements for anything is not done once, because if we quit the broadcasting of advertisement, then our customers will forget the products

That’s why any company repeated their advertisement so that the customers remember their products and services. Slogans and [Jingles](https://en.wikipedia.org/wiki/Jingle) are a great help here because they help to provide a particular singing slogan and a particular sentence.

### **(iii)** **To persuade-**

Advertising is a form of non-personal communication used to persuade or enhance to take a new action. It also helps to define the category of customers about suitablity of the product.

## **5. On the Basis of Action-**

### **(i) Immediate Response-**

These kinds of advertisement provide immediate response in the form of purchase of the product. **For Example**– An advertisement for the offer can result in more sale of a product.

### **(ii) Indirect Response-**

These kinds of advertisement are work for building the brand image in the minds of the customers so that they can purchase the products over a period of time. **For Example**– An advertisement related to banks, insurance policy, and so on