

B. Com. Sem. II (MIC-2)

Subject - Advertising Management

Types of Advertising

Part-II

2. Institutional Advertising: This type of advertising provides information about the advertiser's business or tries to create a favourable attitude i.e., build good image towards the organisation. The institutional advertising is often closely related to the public relations functions of the enterprise. Institutional advertising may be divided into following -

- (i) Patronage Institutional Advertising; It informs the consumers about the firm, its products and policies.
- (ii) Public Relation Institutional Advertising; It tries to create a favourable image about the firm.
- (iii) Public Service Institutional Advertising; It tries to create an image for public support and for social services etc.