

Informative advertising

- Telling the market about a new product
- Suggesting new uses for a production
- Informing the market of a price change
- Explaining how the product works
- Describing available services
- Correcting false impressions
- Reducing consumers' fears
- Building a company image

Persuasive advertising

- Building brand preference
- Encouraging switching to your brand
- Changing consumer's perception of product attributes
- Persuading customer to purchase now
- Persuading customer to receive a sales call

Reminder advertising

- Reminding consumer that the product may be needed in near future
- Reminding consumer where to buy it
- Keeping it in consumer's mind during off-seasons
- Maintaining its top-of-mind awareness

Source: Principles of Marketing, Kotler & Armstrong