What Is Corporate Image Advertising?

Corporate image advertising is also known as institutional advertising. It is a type of advertising that does not focus on a specific product, but on the corporate image of the advertiser.
For Example
MotoCorp promoted by A.R.Rahman with the national anthem.
The popularity has grown between television & the internet & started to talk & see in advertising.
Features of Corporate Image Advertising.

- Favourable Consumer Opinion.
- Creates Goodwill.
- Recognition at Government & Business Levels.
- Financial Support.
- Cordial Public Relations
Advantages Of Corporate Image Advertising.

- Reputation & Earns Goodwill.
- Its Range of products & services.
- Launch of new product or service by the goodwill earned.
- Raise of funds from the Capital Market.
- Cordinal Relations with Social Groups.
MESSAGE - Corporate image advertising is non-controversial & non-agumentative in nature. It is also away from many abuses of modern advertising. It is fair & positive communication with the public about useful activities undertaken by the company.
PNB tanks over 9% after detection of alleged fraud worth Rs 3,800 cr
HDFC hits record high; chart points to more upside

Trend intensity indicator rose to 25, which suggests the prices are trending upwards.

By Reuters | Updated: Jul 18, 2019, 12.05 PM IST

MESSAGE- HDFC shares have gained 16.2% this year as of last close, outperforming the broader NSE index’s 7.6% gains in the same period.