

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.

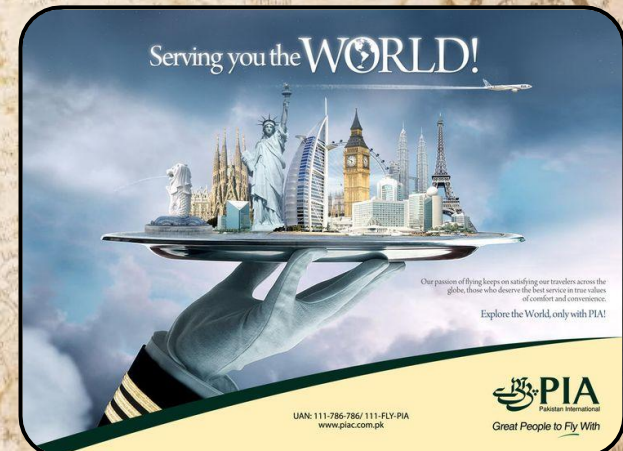


***For Example
MotoCorp promoted by A.R.Rahman
with the national anthem.
The popularity has grown between
television & the internet & started to talk
& see in advertising.***



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.**
- ☐ **Cordial Relations with Social Groups.**



We achieve... We care...

We lead... We share

IndianOil Day

1st September 2011



IndianOil

www.iocl.com

IndianOil, a transnational energy company, is the highest ranked Indian company, at the 98th position in the prestigious *Fortune* 'Global 500' list. For over five decades, IndianOil has remained a leader due to the patronage of over a billion Indians.

At the heart of IndianOil is technology that makes a difference to customers everyday. Evolving new perspectives, inspiring path breaking initiatives, serving people across the nation and contributing to society through dedicated Corporate Social Responsibility activities, IndianOil always strives to bring a smile of pride and self-esteem to every Indian.

Today, as we celebrate **IndianOil Day**, we reiterate our commitment of **'Bringing Energy to Life'**.



GIVING YOUNG TALENT THE POWER TO EXCEL

2600 Academic Scholarships
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For further details, log onto www.iocl.com

Last date for submitting application forms is 15th September, 2011

MESSAGE- Corporate image advertising is non - controversial & non-agrumentative 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.

PUNJAB NATIONAL BANK



July 08, 2019 10:42 AM IST

**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.