

# Advertising Remains Best Method to Promote Products – Research

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*Advertising still remains one of the known and widely used forms of product promotion due to its persuasive nature. As a result, organisations whose products are targeted at the mass consumer markets are advised to make use of advertising to communicate their products to the customers.*

This was the findings and recommendation of some researchers at Covenant University, Ota. They researched into the “Efficacy of Advertising on Organisational Performance for Beverage Industries.”

The researchers, among others, also recommended that advertisement should be done in a way to positioning the company and its brands in the minds of consumers.

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Efficacy of Advertising on Organisational Performance for Beverage Industries.

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