

SUBJECT: AGRICULTURAL SCIENCE

TOPIC: ADVERTISING AGRICULTURAL PRODUCE

CLASS: JSS3

WEEK: 5

ADVERTISING

This is the act of making people know about agricultural products that are being produced and marketed by individual and organization.

TYPES OF ADVERTISING

1. **PERSUASIVE ADVERTISING:** This advertising is focused on convincing the populace to buy a product or services in the market.
2. **DIRECT ADVERTISING:** this is the type of advertisement done to attract potential buyers by using fliers, direct mails, e-mails, text messages etc.
3. **COMPETITIVE ADVERTISING:** this type of advertising is used for products that are close substitutes. It is used to convince the populace that a particular product or service is better than the other e.g. peak milk and cowbell milk.
4. **INFORMATIVE ADVERTISING:** this type of advertising gives information about a product or service. Information's includes quality, importance, contents, and even cost.
5. **MASS ADVERTISING:** this type of advertising is jointly sponsored by a group of producers of similar products without making reference to any particular brand of the products.

FUNCTIONS OF ADVERTISING

1. Advertising creates employment opportunities
2. Advertising informs the public about available products in the market
3. It increases the volume of sales resulting in an increased scale of production
4. It gives information about products e.g. content, benefit of product etc.
5. It creates demand and makes conscious effort to sustain this demand for goods and services.

Purpose of advertising agricultural products

1. To attract people to buy the product
2. Creation of awareness about the farm produce available.
3. To make customers develop an interest in the farm produce.
4. To increase the income of the agricultural products.

Methods of advertising agricultural products

Agricultural products are advertised through the following means:

1. Local newspaper
2. Mass media such as radio and television
3. The billboards.
4. Use of handbills, pamphlets and bulletins
5. Through social media such as Facebook, instagram etc.
6. Through mobile phones.

ASSIGNMENT

1. What is an advertisement?
2. List three purpose of advertisement.