

**SUSTAINABLE DEVELOPMENT OF  
TECHNOLOGY AND MANAGEMENT**

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**Editors**

**Dr. Sharad Gangele  
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**Editors**

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## **SOCIAL ADVERTISING: EFFECTIVENESS AND SUCCESS**

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**Abstract** - With the rapid pace of the development the business scene has transformed. As a corollary much is happening on the advertising front. It is true that advertising is the face of any society. Consumers today are barraged with advertising and marketing messages from virtually every side. From TVs, radios, print media and the Internet, people are constantly inundated with ads.

Previously Social advertising was only promoted by the government but now it has become the favorable resort for many companies to establish their brand and increase the sales of their products/ services. By doing so, companies also fulfill their social responsibility. Many celebrities are also endorsed to generate the social awareness in these advertisements. It's tough for a business to break through the clutter in a way that gets their information in front populaces. Social service advertising is an effective way to do just that. All these have made the social advertising a big affair which involves a huge investment.

The social advertisements are basically promoted to generate the awareness amongst the mass population. It gives information about their rights and duties of people, helps them to compare between right and wrong, and derives the attention of people towards the various issues of the society. Yet defining social advertising is not a simple task where several meanings intersect and contradict each other. The existence of varying social, environmental and public service