

Creativity on Social Media Advertisement of Amul India

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Abstract: *An openly commercial, impersonal message is used in advertising to sell or promote a product, service, or idea. Advertising is frequently sponsored by businesses that want to promote their products or services. Because the message in advertising is supported and managed by the advertiser, media affairs and advertising are separate from one another. The communication is not personal marketing since it is quasi-personal, or not addressed at a specific person. In addition to traditional mass media like newspapers, magazines, televisions, radio, posters, or direct mail, media distribution like search results, blogging, social media, websites, or text messaging are also used to deliver advertising. An advertisement is how a message is really delivered through a media.*

Keywords: Social Media

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