



ADVERTISING CAMPAIGN CHALLENGE CATEGORY GLOSSARY

This is a non-exhaustive list of useful terms to know for your category.

Advertising - The action of creating demand for and informing about a product or service

Audience - The people who will see the advertisement, likely a targeted group of people

Brand - The way an organization identifies itself and distinguishes itself from competitors

Channels - Methods of getting advertising and promotion across to consumers

Consumers - People who purchase goods and services

Digital advertising - Utilization of the internet for advertising purposes

Demographics - Statistics of a population that can be used to identify preferences, trends and subgroups

Engagement - Interactions between consumers and organizations

Market - The tangible or intangible area in which an organization and its competitors sell products or services, could be geographic, based on product, etc

Market research - Research undertaken to understand a market/markets as part of marketing strategy

Marketing Mix - Consists of “4 Ps”, Product, Price, Place, and Promotion

Personal selling - Utilization of more personal channels like face-to-face or direct conversation to increase likelihood of successful advertising, requires more effort

Promotion - Raising awareness about a cause or venture