

**Chapter 10: Marketing Goals
The Creation of Advertising Goals, 2009-2017**

1. The Problem

How can the advertiser more successfully reach the target and the benefit level regarding what is the most effective?

Advertiser's goal after the advertising:

- Sales
- Brand Equity
- Reputation

Advertiser's objectives after advertising activities:

- Increase brand awareness
- Increase brand loyalty
- Increase brand equity

2. Advertising Objectives: The Results

- Increase brand awareness

Chapter 22 Reading Guide Answers

IM Harris



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