



The Value of Advertising

A few things you should know about advertising...

Advertising increases value for consumers. By helping companies to differentiate themselves advertising stimulates competition, decreasing prices and increasing quality.

Advertising promotes consumer choice. Advertising enables companies to tell us about the distinct products they offer in response to our diverse tastes and needs. As a result, they are able to provide a much broader range of options than would otherwise be the case. By telling us about them, advertising ensures that we don't need to settle for second best. It helps us exercise our right to choose.

Advertising powers economic growth. In helping companies succeed, advertising plays a key role in a dynamic economy. There is a proven link between the rates of investment in advertising and GDP growth in major markets.

Advertising creates jobs. Through its positive effect on economic growth, advertising helps generate employment. Additionally the advertising industry itself is a huge employer.

Advertising is the lifeblood of the media. Advertising funds a diverse, pluralistic media landscape. Without advertising many of the world's media as we know them, including much of the content of the internet, would not exist. To replace their revenues from advertising, newspapers would have to double their cover price.

Advertising funds sports and culture. Advertising and sponsorship play an essential role in enabling sporting events such as the Olympic Games and the FIFA World Cup. Sponsors also subsidize and pay for art exhibitions and cultural events of every variety.

Advertising for a better society. All over the world, public service advertising has proven to be an effective way to address societal challenges. For example it has helped increase AIDS awareness, fight domestic violence, or reduce road deaths by encouraging the use of seat belts. Companies too are using advertising to show how they can help make a difference.

This document is an executive summary of The Value of Advertising website. For sources and further information visit www.valueofadvertising.org or contact the WFA info@wfanet.org