

Types of Advertising

You see a gorgeous girl at a party. You go up to her and say, "I'm a wonderful guy."

That's Direct Marketing.

You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says, "He's a wonderful guy."

That's Advertising.

You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm a wonderful guy."

That's Telemarketing.

You're at a party and see a gorgeous girl. You get up and straighten your tie; you walk up to her and pour her a drink. You open the door for her, pick up her bag after she drops it, offer her a ride, and then say, "By the way, I'm a wonderful guy."

That's Public Relations.

You're at a party and see a gorgeous girl. She walks up to you and says, "I hear you're a wonderful guy."

That's Brand Recognition.