

## **ADVERTISING – A NEW PERSPECTIVE**

## **PUBLICITATEA – O NOUA ABORDARE**

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**Abstract:**

*The publicity-public relationship has changed in time. People are not interested in receiving the same information about certain products. Advertising is passing through a difficult time; it needs to change, to reinvent itself to be able to draw the public's attention. The consumer, through his reactions, decides what advertising should stand for, choosing to accept or to ignore a product based on its presentation, based on its commercials. An advertising campaign must be very well considered, to the extent of its smallest details. In order to have success, it needs a very well established budget, very precisely elaborated, and must have a very well defined public target in order to address directly to the interested parties, must contain elements of creativeness because this way the consumer is curious and drawn to the product and not last, must maintain the interest without boring the consumer.*

**Key words:** Advertising, psycho-sensory advertising, innovation, tradition