

7分范文：Ads promote quantity or quality PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/179/2021_2022_7_E5_88_86_E8_8C_83_E6_96_87_c7_179809.htm 广州考题 7分 ‘ Ads promote quantity or quality ’ In recent years, an increasing number of organisations have been using advertisement as one of their popular marketing promotion tool. Consequently, people become more and more confused about the characteristic of ads. The issue of whether ads provide audiences with the quality of the merchandise or just tempt customers to purchase them has aroused wide concern in which people retain different views. Before presenting my attitude, it is essential to analyse both sides of the hot issue. Opponents point out that the aim of advertisement as a sales method is for promoting the goods. In the other words, enterprises use TV, magazines, newspapers and other kind of media to attract people ’ s eyes to buy in great number of what they produce. According to a latest survey compiled by Marketing, ads could increase sales quantity by 15-25 per cent normally. Some people including parts of general public and a minority of authorities argue that a considerable amount of advertisements existing in our daily life trend to push more consumption instead of informing consumers the quality of goods. That is to say, ordinary people should face more challenges and risks to distinguish from goods to goods because they totally have no idea about the real trait of them. In contrast, advocates hold strong belief that advertisement not only promotes the quantity of goods but also the quality. Furthermore, in some extent, ads are more likely to stand

for the status of the very company. The director of Unilever, an international company, recognises that quality is always the most valuable thing, and it is the premise of surviving in this competitive business environment. Advertisement is the very tool to upgrade the brand and also boost the merchandise in quantity. The quantity of one range of goods is not the point at any time, while the sales performance of the whole product portfolio is. The figure from Economist indicates that 78 per cent of advertisement raises the degree of brand successfully. In the final analysis, both sides have reasonable foundations. As far as I am concerned, I will not hesitate to subscribe to the opinion of the latter that is advertisement promotes the quality of goods.

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