

ADS Everywhere In the past, advertisements were usually designed to reach people in their homes through traditional ways, like TV, newspaper and magazine ads. It simplifies the choice of consumers by creating an awareness among people about several brands and products available in the market. They are in magazines, on buses, on billboards, online and on buildings. Nowadays, it is impossible to go through the day without seeing advertisements. That is means by the time we are 60, we will have been .exposed to 40 to 50 million advertisements