Advertising is almost everywhere in our daily life. Its forms and roles are both contested and admired. Even when advertisements contribute new sounds and the symbols that shape feature, its words and images reflect the present and the past. Others say advertising is purely an economic activity with one purpose i.e., to sell. Many advertisers and agencies believe that advertising creates magic in the market place. It is evident from definitions of advertisement that with the change in times there have been changes in the way advertising is perceived. However, in spite of all these changes advertising has always been a very strong institution, which has continued to influence our lives since the beginning of time. So advertising is a way of gaining sales effectiveness and of keeping selling expenses low. Advertiser wants to be certain that the store and his product are identified in the advertisement and he is gaining benefit from it, even when he cannot be there to deliver the message in person. And also because the advertisement must be carried by newspapers or magazines or television or radio or billboards, or by some other mass medium.

There are many different types of advertisement in the media way, such as brochures, catalogs, direct e-mail, newsletters, online advertising, point-of-purchase, print project, sales letters, television and radio. Advertising informs consumers about the existence and benefits of products and services and tries to persuade consumers to buy. Moreover, claim that advertising aims at attaining target consumers to either think or react to the product or brand. More specifically, it is the advertised product and brand as well as the content of the advertisement that determine greater or lesser memory retention among the consumers.
Advertising cultivates success and provides market Knowledge for people in and around the various countries. The pace of change has become so hectic and erratic that today, we get success but there is no assurance of success tomorrow. Advertising is more technology-driven and is a knowledge oriented process and creative and innovative. The world’s prestigious brands like HUL, ITC, P&G, Nestlé India, GCMMF, Dabur India etc have entered the overall world. This is because of only each one of them is advertising at the best level to capture the international market.

Advertising entails propagation of a commercial message to target audiences in more than one country. Target audiences differ from country to country in terms of how they perceive or interpret symbols or stimuli; respond to humor or emotional appeals, as well as in levels of literacy and languages spoken. The topic of interest here is learning more about FMCG (Fast Moving Consumer Goods) Advertisement which has emerged as a strong component in the global marketing environment. To prove this fact we will be taking the fast moving consumer goods Ad in to consideration and try to understand their advertising strategies for overcoming their arch rivals and in the bargain earning profits for themselves. There are many FMCG companies who want a huge market share which is possible only through attracting the consumer and inducing them to buy. There are so many product are being produced every day with new and innovative ideas. But how do the people know about this. It is only possible through advertising. Merely advertisement will not bring any changes in the mind of the consumer where as new ad tech and ad strategy helps out in building a strong memorable and belief in the mind of consumer.

In this present scenario the usage of FMCG by the people are increasing day by day. For the past ten years the FMCG industry had seen a tremendous growth in Indian market, this indicates its increasing usage. The study is to promote sales through advertisement and to reduce the competition
through effective advertisement. The study helps to know about the customers’ expectation towards FMCG ad and also to know about FMCG’s advertisement effectiveness whether the ad persuades the people to purchase the product.