

## **A STUDY OF ADVERTISING EFFECTIVENESS: A REVIEW**

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### **ABSTRACT**

These paper review the history of advertising research applied to measuring the effectiveness of advertising. To shed light on the theories which had deepen the knowledge about advertising effectiveness subsequent influenced the development of new theories and models. This review paper offers the opportunity of knowing the past and understanding better the present of market research applied to advertising. It is a chronological descriptive analysis to present day, which introduces the development of the explanatory models for the functioning of advertising and the theoretical and empirical contributions in this area.

**KEYWORDS:** Advertising, Models, Measurement, Effectiveness, Market Research.

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