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**A STUDY OF ADVERTISING THROUGH MOBILE: SMS
COMMUNICATION /MOBILE ADVERTISING**

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ABSTRACT

The SMS (short-messaging) service, i.e. mobile advertising, adds to the rising array of communications carriers. SMS has become today's quickest, quickest and quickest means to communicate. The most recent use of SMS was to contact the customer, like any other mass medium might sell him items and services. Mobile marketing is fresh new and it offers customers individualized information depending on their location, time of day and interest, to make them the finest targeted media for publicity. Many developing media services are observed nowadays, they are continually infecting the sea of communication channels and hitting consumers, but the message is frequently missed. Mobile advertising, unlike mass media, provides micro targeting which assures that the message doesn't spillover? By using this media, the customer also reacts to the on-site message, which helps to gauge the campaign's efficacy. Then the possibilities of using this medium to spread the word of mouth are constantly studied. Every single objective of the communication to other people and thus has the ability to create a new goal chain. This idea is reflected in two case studies; one by the BBC Worldwide which successfully increased the circulation of Top of the Pops magazine through an ongoing text service; another by the East West Records which successfully promoted a British dance act by the Wireless Marketing Campaign Oxide and Neutrino.