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## LITERATURE REVIEW TOPICS



1. Billboard Advertisement Locations
2. Best Symbols to Put on a Billboard Ad
3. Types of Responses to Billboard Ads
4. Demographics of Consumers Reading Billboard Ads
5. The effectiveness of Billboard Ads throughout History
6. Types of Billboard Ads
7. Billboard Ad Animations
8. The Height of Billboard Ads and Their Effectiveness
9. Types of Companies That Advertise on Billboards
10. Most Effective Billboard Ad Campaigns
11. Most Popular Radio Advertisements
12. The Best Radio Channels to Advertise
13. Effective Radio Advertisement Topics
14. Regarding Demographic Targets of Radio Advertisements
15. Consumer Reactions to Radio Advertisements
16. Effects of Radio Advertising on Small Businesses
17. Components of Successful Radio Advertising Campaigns
18. Target-Driven Radio Advertising
19. Statistics on Radio Consumerism
20. The effectiveness of Facebook Advertisements
21. Demographics of Social Media Usage
22. Advertising Costs on Social Media
23. Effective Banner Ads on Social Media
24. Utilizing Social Media for Advertising

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25. Statistics on Social Media Advertisements
26. Visibility of Different Social Media Ad Placements
27. Different Social Media Sites and Their Advertising Potential
28. Social Media Advertising Trends
29. Failed advertisements on Social Media
30. Most Popular Television Channels and Programs
31. Late Night Programming through the Years
32. Most Effective Television Ads
33. Review of Literature on Television Ratings
34. Demographic Targets of Various Television Channels
35. Most Common Types of Television Ads
36. Effective Television Advertisement Strategies
37. Effects of Music and Animation in Television Advertisements
38. Evolution of Shopping Channels
39. Most Popular Television Jingles
40. The Impact of Advertisement Length on Market Conversion Rates

