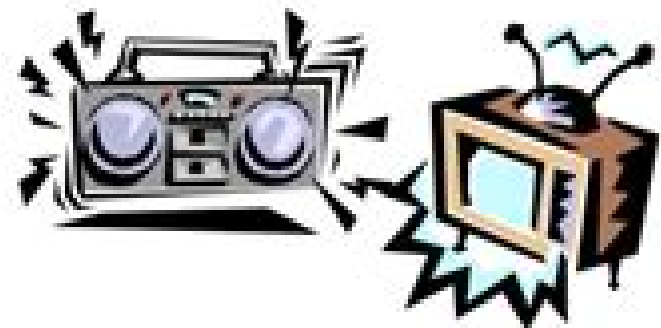


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- Broadcast ads are fleeting
- Ads employ more sensory channels, which can distract consumers from understanding the message



Broadcast Advertising Copywriting

Lei Shi



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