

This research was conducted to evaluate the importance of corporate advertising as valued by institutions, to identify factors determining forms and concepts of ads creation, and to study the relationship between corporate advertising and social function. A sample of 102 corporate advertisements televised during 1976-1989 was studied and collected in a video cassette.

The findings were that the most frequent ads were from industrial business organization. Financial institutions, service firms, and commercial business followed, respectively. The concept of public service advertising, as well as the form of persuading people to contribute to the society, was mostly applied.

The social function presented the most in corporate advertising campaigns is socialization, education, transmission of cultural, traditional, beliefs and values to the new generation.