Student’s Name

Professor’s Name

Course Code

Date

**Advertisement of the State-of-the-art digital camera**



Canon is a State of the art digital Camera with high quality camera with high powered resolution pictures. The camera has high specification can take high quality of pictures of 20 megapixels and has 32 zoon and therefore, it gives customers a choice of their life time to enjoy high quality of images. It has high sensitive touch screen, which gives you time to navigate slowly as you enjoy taking pictures. It has high internal memory of 64GB, which gives clients easy time to save pictures automatically as you enjoy taking quality pictures. The camera can be connected to WI-FI and phones allowing customers to transfer and share pictures with friends and relatives. It is an American product with over fifty (5) years of existence and therefore, it is known for its high quality pictures and long lasting duration. The state of the art camera is also affordable since the price of the camera is reasonable and with the market range.

It is “American product” the term is applied to dogmatic customers. By stating that the Canon has fifty years of existence and it is an American product will get attention of clients who are very receptive of new products. Most of these customers are in 50s and have strong values as well. The high specifications mentioned in the ad targets consumer innovativeness. These are customers, who are driven by new trend in technology and 20 megapixels, high internal memory, automatic saving of pictures and sharing with phones and other devices indicates an improved specification, reflecting innovation which attract many customers who believed in new trends and therefore, it targets both consumer innovativeness and materialist customers as well.