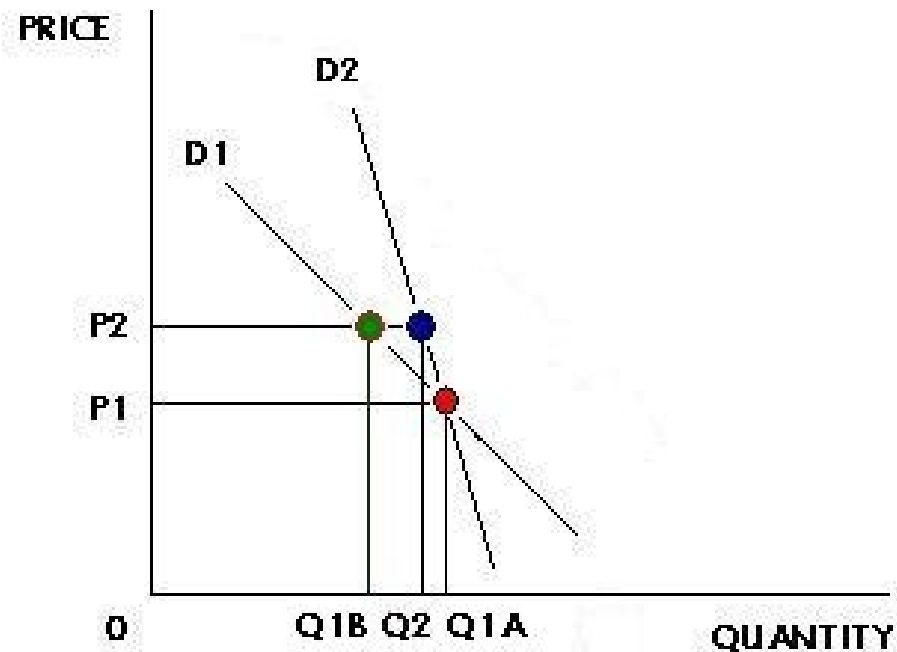


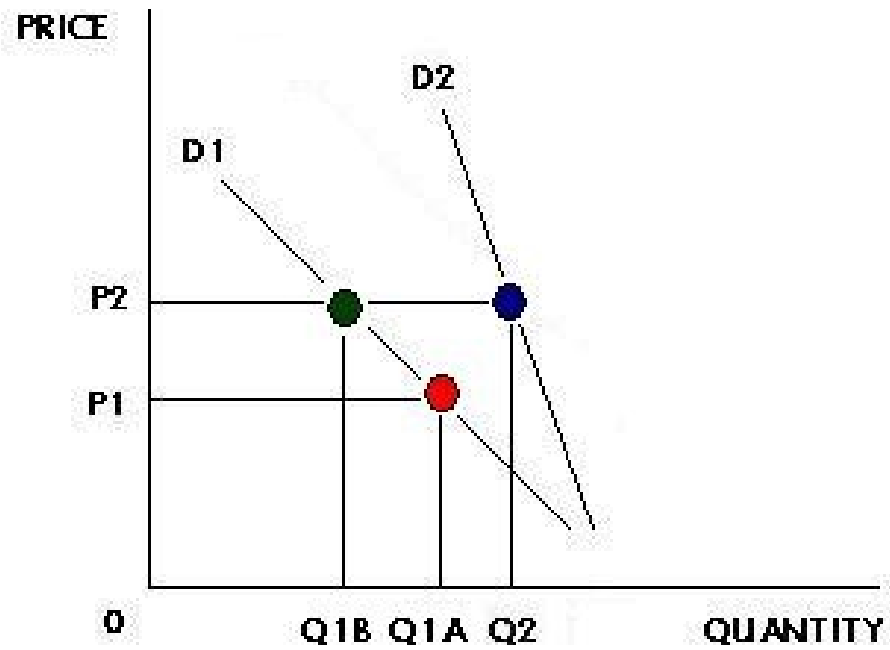
**Shift the demand curve to the right via use of advertising.
Price stays constant, but demand level increases.**

Shift the demand curve to the right via use of advertising. Price stays constant, but level of demand increases. A price decrease would normally be required to increase demand. 1



Make demand curve (D2) more inelastic via advertising, so demand doesn't decrease as much as would otherwise be the case with a price increase.

Make demand curve (D2) more inelastic via advertising, so demand doesn't decrease as much as would otherwise be the case with a price increase.



Shift demand curve to the right and make demand curve more inelastic via advertising.

Shift the demand curve to the right and make demand curve more inelastic via advertising.