

## **Animated Cartoons as Tools for Promoting Products and Services in Nigeria's Electronic Media**

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**Abstract** The usage of animated cartoon as a tool for promoting Products and Services on television in Nigeria has proved to be one of the most reliable, efficient, decent, flexible and effective medium cutting across the traditional forms of advertisement. It is one of the advertising mixes. This paper discusses the relationship between cartoon and advertisement by providing concise historical development of cartoon and product and service advertisements generally. It also examines the past and present trends in the media for product advertising on television in Nigeria. Conclusively, the study shows that the use of cartoons in promoting products and services is supreme to all traditional forms of advertising and marketing promotion.

**Keywords:** Animated cartoon, Product and services, Historical development, Traditional forms, Advertising mixes