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English definition of "institutional advertising"

institutional advertising

noun [U]

> **MARKETING** the advertising of an organization, company, or type of product so that people have a positive opinion of it, rather than the advertising of a particular product or service:

*The medical center announced the launch of its **institutional advertising** campaign.*

→ SEE ALSO [image advertising](#), [product advertising](#)

(Definition of institutional advertising noun from the Cambridge Business English Dictionary © Cambridge University Press)

Focus on the pronunciation of institutional advertising



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a measurement of the amount of pollen in the air

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