

THE IMPACT OF ADVERTISING CAMPAIGNS ON BRAND IMAGE



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Supervisor
Dr. Dhiraj Shukla
(Associate Professor)

Submitted By
Aishwary Sharma
M.A. (JMC) IV SEM
Roll No. - 21008104
Enrollment No. - GGV/18/0247

Department of Journalism and Mass Communication
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)



CERTIFICATE

Department of Journalism and Mass Communication

Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

This is to certify that **Aishwary Sharma** a student in the 4th semester of Master of Arts (M.A.) Journalism & Mass Communication of Guru Ghasidas Vishwavidyalaya, Bilaspur, (C.G.) has successfully completed his dissertation on the title **"The Impact of Advertising Campaigns on Brand Image"**.



Dr. Dhiraj Shukla

Associate Professor/Head of Department,
Journalism & Mass Communication,
Guru Ghasidas University, Bilaspur (C.G.)

CHAPTER 01

INTRODUCTION

Advertising campaigns play a crucial role in shaping consumers' perceptions of brands and influencing their purchase decisions. Understanding the impact of these campaigns on brand image and value has become a focal point in marketing research. Brands recognize the significance of crafting effective campaigns to build a strong presence, gain a competitive edge, and foster consumer loyalty.

In the dynamic advertising landscape, characterized by evolving consumer behaviours and preferences, investigating the relationship between campaigns and brand image and value becomes paramount. Considering this relationship in various cultural and industry contexts adds depth and relevance to the research. Thus, narrowing the focus to a specific context, such as studying the impact of advertising campaigns on brand image and value within the Indian market, provides intriguing insights.

The Indian market offers a diverse cultural landscape, a rapidly growing consumer base, and distinct advertising practices, making it a compelling subject for research. Marketers and advertisers encounter numerous opportunities and challenges in this unique setting, necessitating a thorough understanding of how campaigns shape brand perceptions and value in India.

Through this research project, we aim to uncover the effectiveness of advertising campaigns in influencing consumers perceptions of brands