

Presentation on the topic of Master's thesis

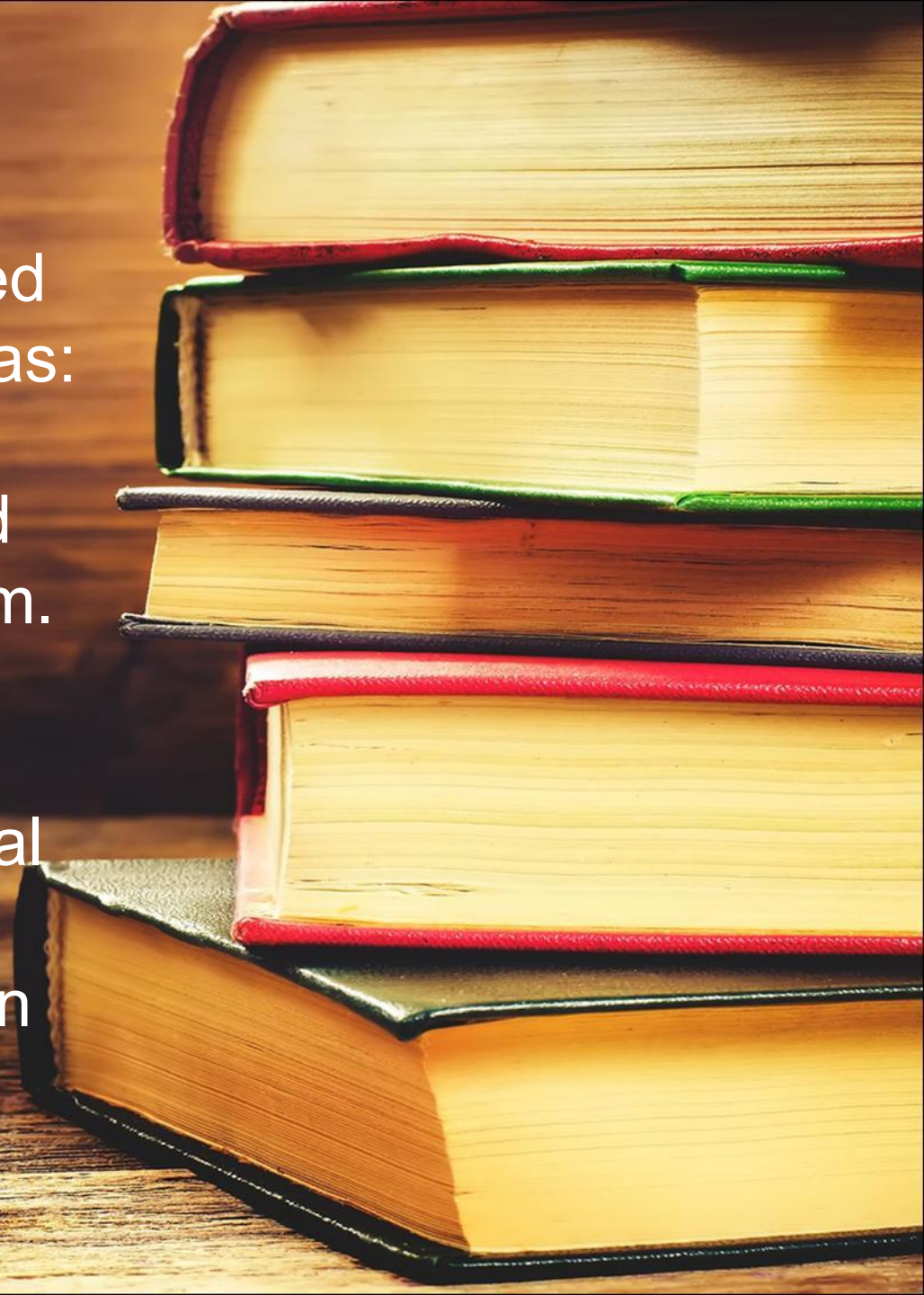


The dissertation topic

- The theme of my master's work is related to various disciplines and sciences that I studied when I studied under the Bachelor's program: "The impact of advertising communications on brand image through media".

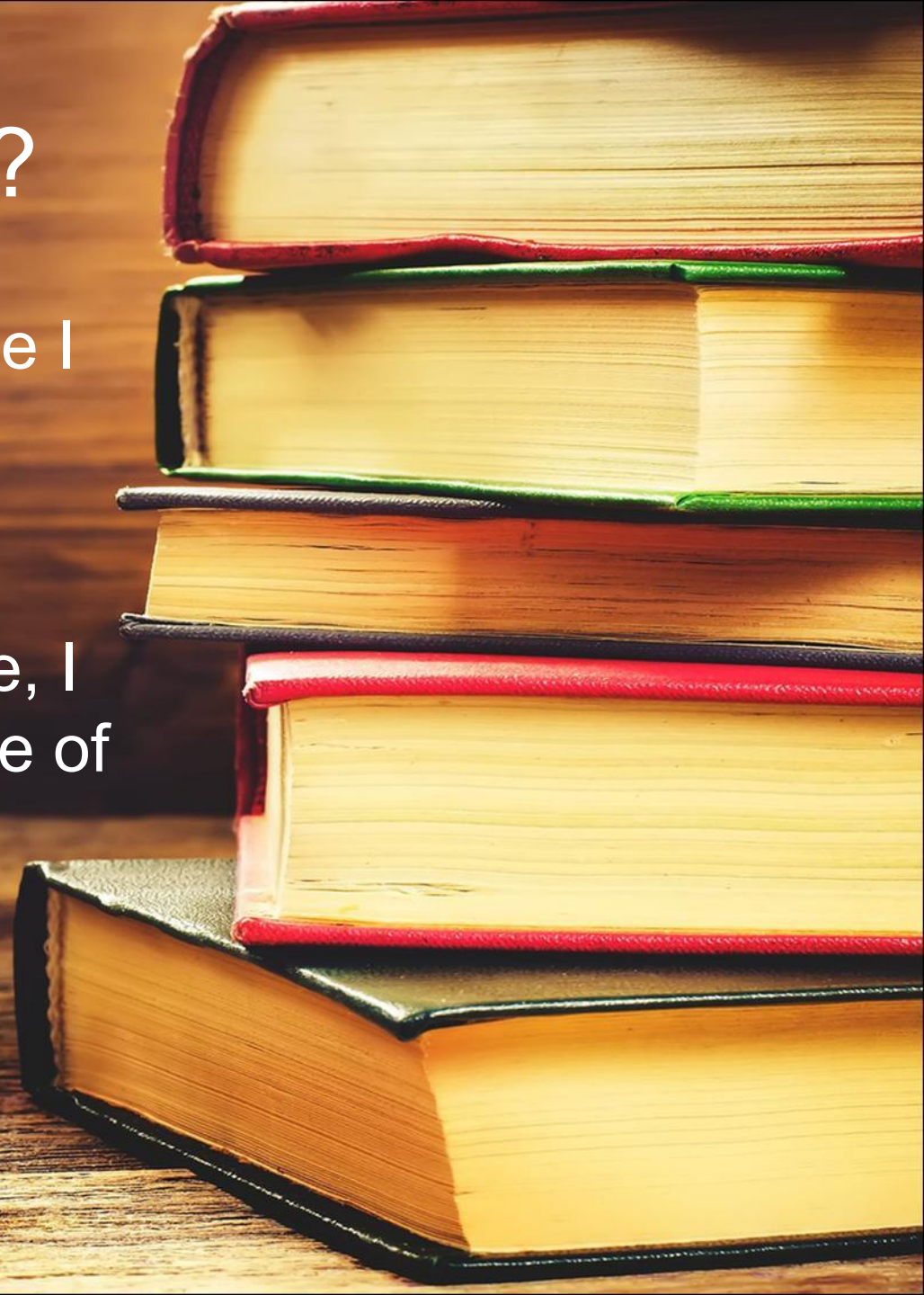


- This topic is closely related to such areas of science as: marketing, psychology, sociology, advertising and public relations, journalism. Each of these sciences is interconnected, since the concept of any commercial company that seeks to become a brand is built on this.



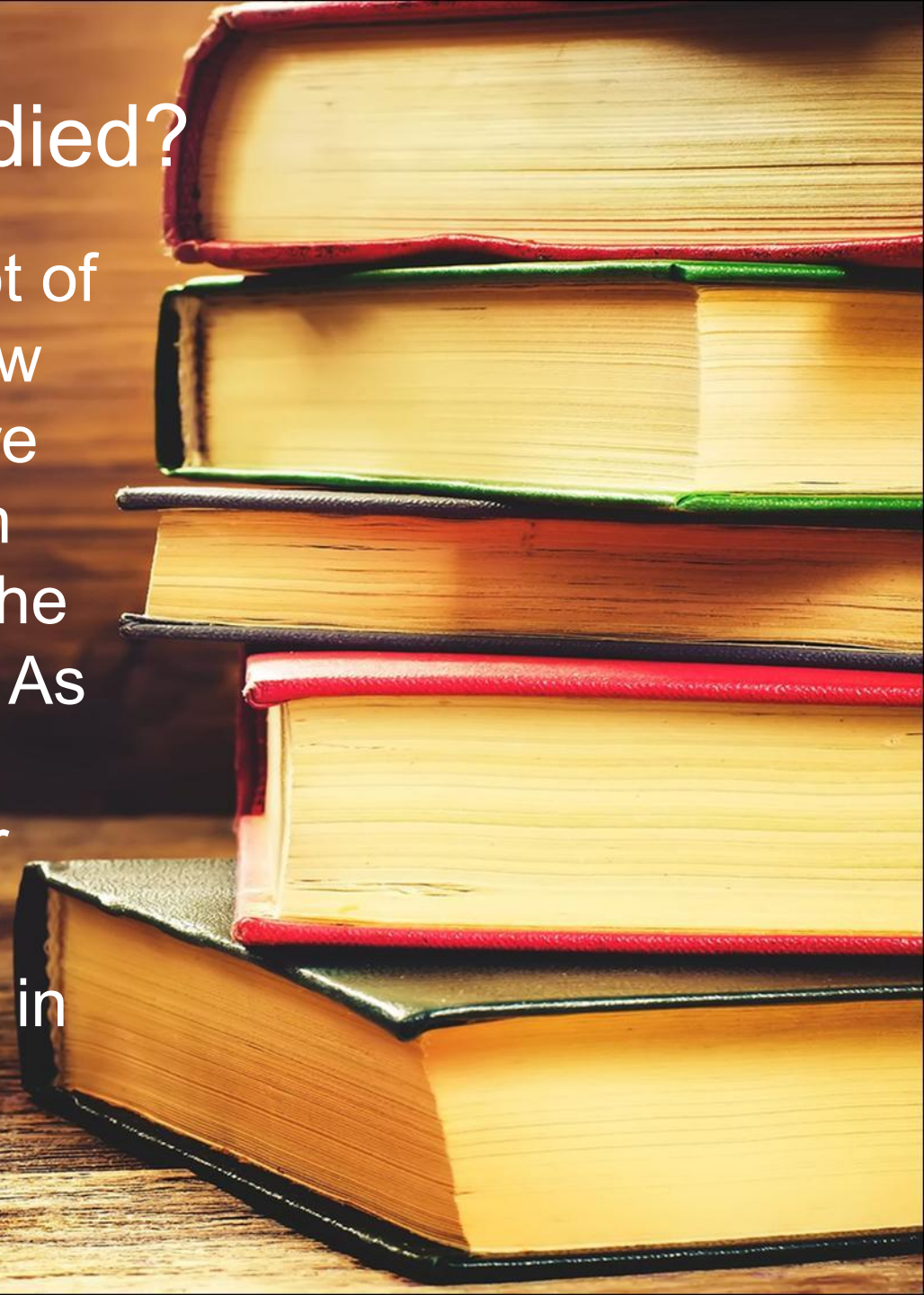
Why is this topic?

- I chose this topic, because I had previously graduated from the university with a degree in advertising and public relations. Therefore, I want to develop the theme of the master's thesis in this area, it is close and interesting to me.



What should be studied?

- Today, companies do a lot of research to determine how they work to become more popular. Most of us, when buying a product, prefer the brand that we trust more. As a rule, these are popular brands that we often hear and see in advertising on television, on the radio or in a magazine.



What should be studied?

- But is this always so?
- How to win consumer confidence?
- How to promote your image through the media?
- We must answer these questions with research when writing a work.



Object of study

Brand image in advertising

Subject of study

The formation of brand image
through advertising
communications



Purpose of the study

To Identify and study the factors that influence the brand image when creating advertising messages.



Hypothesis

The information and the nature of the advertising message, as well as brand positioning in advertising, have a direct impact on the reputation and image of the company.



Tasks

- to study the theoretical aspects of advertising when creating a brand image,
- to study the stages of building a brand image,
- to study and analyze positioning ads in advertising when building a brand using a specific example,



Tasks

- analysis of key aspects of advertising messages that determine the positive impact on the brand through the media,
- to compare and analyze advertising communications in the media of successful brands.

