

# **Impact of Event Marketing on Brand Awareness in Youth**

## **(A Case of Coke Studio)**



By

Hammad Munir (01-221102-037)

Hira Muzaffar (01-221102-039)

Umair Bin Zafar (01-221102-067)

MBA

Supervisor

Mr. Zafarullah Siddique

Department of Management Sciences

Bahria University, Islamabad

2012

## **ACKNOWLEDGEMENT**

We would like to thank Almighty Allah, The most Merciful and Beneficent, who gave us the strength and courage to carry out our project in the most dignified manner.

We would like to thank our family and friends for devoting their endless support and having faith in our work.

We would also like to thank our Supervisor, Mr. Zafarullah Siddique for being our mentor and guiding us throughout this project.

Last but not the least, our special thanks to Mr. Sajjad Pasha for his generous support in the technical problems.

## **ABSTRACT**

The research is about the relationship between event marketing and the brand awareness. The research is conducted on the youth of Twin Cities who are studying in different universities and into music very much. The research is based on primary data collected via questionnaires. The research would help our government personnel to realize the impact of such marketing in making soft image of Pakistan. The students would get a chance to know about the different areas of brand awareness and would open new doors of research in future. The research would also show the extent to which both the variables are correlated. This would help other industry giants to make their investment in such events wisely.

## Table of Contents

1. INTRODUCTION.....	1
Problem Statement.....	2
Objectives.....	2
Questions.....	3
Hypothesis.....	3
Theoretical Framework.....	3
Significance.....	4
Limitations.....	5
2. METHODOLOGY.....	6
Research Type.....	6
Statistical Method.....	6
Target Population.....	7
Sampling Technique.....	7
Tool.....	8
3. LITERATURE REVIEW.....	9
4. INDUSTRY ANALYSIS.....	29
Industrial SWOT Analysis.....	30
5. ORGANIZATIONAL OVERVIEW.....	33
SWOT Analysis of Coca-Cola.....	35
Analysis of Coca-Cola through BCG Matrix.....	37
PEST Analysis of Coke Studio.....	39
SWOT Analysis of Coke Studio.....	41
Coke Studio "The Marketing Aspect":.....	43
6. DATA ANALYSIS.....	46

7. CONCLUSION.....	51
8. RECOMMENDATIONS/ACTION PLAN.....	53
9. AREAS FOR FUTURE RESEARCH.....	55
ANNEX A.....	56
ANNEX B.....	75
ANNEX C.....	59