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DEDICATION:

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ABSTRACT

In This thesis, investigation on the relationship between creativity and its impact on advertisement has been done. The data gathered for this research is from questionnaire`s and sample consist of 2 telecom companies (ufone, warid). In my research, Creativity is usually measured through culture and flexibility of ideas and through result it shows that there is significant impact of culture and flexibility on advertisement. Similarly study also shows that organization culture and flexibility of ideas has significant impact on the advertisement and these two dimensions bring creativity into the advertisement. Results specify that creativity have constructive relation with advertisement. Results have also shown that creativity has moderate and strong relationship with the advertisement. Whether It is humor in nature or informational in nature. This thesis help to understand the managers of telecom sector who are involve in advertisement that how they can bring creativity in their advertisements.

Keywords: *creativity, culture, flexibility, advertisement, humor, informational.*

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