

# **IMPACT OF BRAND PLACEMENT IN FILMS ON CUSTOMERS IN PAKISTAN**

**By**

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**Supervisor-Student Meeting Record**

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**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13.7 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## ABSTRACT

**Purpose:** The study is based Publicizing is regularly not accepted in light of the fact that buyers realize that the maker or producer of an item or administration paid for the promotion. There is in any case, an observation with the overall population that items in movies or show projects are "without a doubt". Marked item situations of surely understood names add to this perception. The put items speak to a time allotment in the grouping of occasions as it encases or creates on the screen or in their TV programs. Accordingly it is expected that these put items are seen as trustworthy and consistent with genuine encounters. The bigger than life-involvement in a film theatre has the apparent effect of item positions more viable.

**Methodology:** Research is explanatory based on qualitative data. The strategy for research is cover as much as media industry but we will be choosing best top ten leading organization of the industry were chosen. The target audience were about 500 employees from different Managers of different companies –Six Sigma Plus, Red Media, Group-M. JWT, Saatchi and Saatchi. They were other 200 representatives. The sample size for data collection were 200, belongs to both managerial and non-managerial employees..

**Findings:** The research shows it The result shows that the branding through films it attracts more customers and creates and satisfaction level. It is very hard for film makers to create such dialogs and scenes in which they can communicate their message through the customers. During the research it found that the 41% of data is correct which create contribution to have made in this research to brand placements in films were found relevant. During the research the viewers of film makers and customers have boundless access to the products they require and may appreciate a more extensive scope of decisions in selecting items and with focused costs. Behavioural focusing on you achieving individuals taking into account buys practices or aims and/or gadget utilization.

**Practical Implications:** The organizations are reached by the makers and the advantages of item arrangement are acknowledged to partnerships. The advertising experts additionally screen the advantages of item arrangement in such program

**Keywords:** Brands advertisement, film marketing, film industries & Pakistan production market

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