

# IMPACT OF 'ANNOYING' VS 'PLEASING' TVCS IN SECURING BRAND RECOGNITION

By

**ANAM IMDAD**  
**19443**

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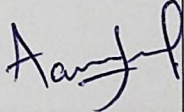
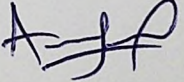
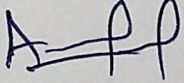
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MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

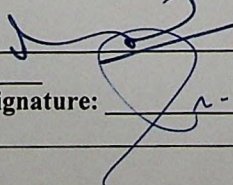
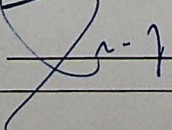
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	27-March -15	Cubicle	Review chapter 3	
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APPROVAL FOR EXAMINATION

Candidate's Name: ANAM IMDAD  
 Registration No. 19443

Thesis Title: IMPACT OF "ANNOYING" VS "PLEASING" TVCS IN SECURING BRAND RECOGNITION

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 15% 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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 Head of Department's Signature:  \_\_\_\_\_

## ABSTRACT

**Purpose:** Advertising agencies use different advertising techniques to grab the attention of the customers, but many advertisers in the following of the new trends have left behind the factors such as creativity, humor, wit, clarity of the main message, relatability to the product, thus making the ad 'Annoying'. The main purpose of this research is to examine whether these Annoying TVCs really are effective in securing Consumer Recall and Brand Recognition or not.

**Method:** The data in this research was gathered through questionnaire and 550 participants were approached. These participants belong from various age groups and professions in Karachi. The T- test analysis was done through SPSS software to test research hypothesis.

**Findings:** the findings of the research reveals that pleasing ads are much more helpful in grabbing customers' attention instead of annoying ones.

**Practical Implications:** The outcomes of the research can help the advertising companies, marketers, manufacturers and sellers of the products, in order to be specific towards making the ad in order to grab the attention of the customers to enhance brand recall and brand recognition.

**Key Words:** Pleasing TVCs, Annoying TVCs, Brand Recall, Brand Recognition

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