

**NATIONAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**



LIBRARY		
NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY		
P.O. BOX 1677 BULAWAYO		
DATE	ACCESSION No	CLASS No
27/03/12	SC 11/267	

***AN ANALYSIS OF HOW ADVERTISING CAN ENHANCE BRAND  
AWARENESS, WITH SPECIAL EMPHASIS ON CB RICHARD ELLIS  
(PVT) LTD, A REAL ESTATE CONSULTANCY FIRM.***

**BY**

**MERCY. K. MSONZA**

**(N007 1038C)**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING.**

**BULAWAYO, ZIMBABWE**

**JUNE 2011**



\* 9 2 0 0 4 0 3 0 5 4 5 \*

NUST Library

## ABSTRACT

The research study sought to analyse how advertising can enhance brand awareness, with special emphasis on CB Richard Ellis (Pvt) Ltd, a real estate consultancy firm. Objectives of the research were to determine how CBRE executed its advertising strategy, a range of factors were investigated such as, the factors that affect media choice, evaluation of advertisements and visibility of the brand. As such, the study was meant to establish where CBRE was going wrong in implementing its advertising strategy as it had failed to achieve its advertising objectives, hence the research explored how CBRE implemented its advertising strategy so that gaps for improvement could be highlighted, given the power of advertising in boosting brand awareness. To have a general picture of the concept of advertising, descriptive research design was used to gather respondents' opinions and attitudes towards advertising. Questionnaires and interviews were used as research instruments. Data regarding implementation of advertising by CBRE, evaluation and media choice considerations were gathered from respondents. The findings indicated that, while CBRE management appreciates the role of an effective advertising strategy, in enhancing brand awareness, the company lacks a proactive and customer oriented approach to advertising. More so, there is insufficient internal marketing and employee involvement in the execution of the strategy, yet employees are the brand custodians. Further to the results, the study recommends that there is greater need to involve all stakeholders in strategy implementation so as to come up with an effective advertising strategy. With market research, the organization can determine the best way of executing the advertising strategy and ultimately increase brand awareness.