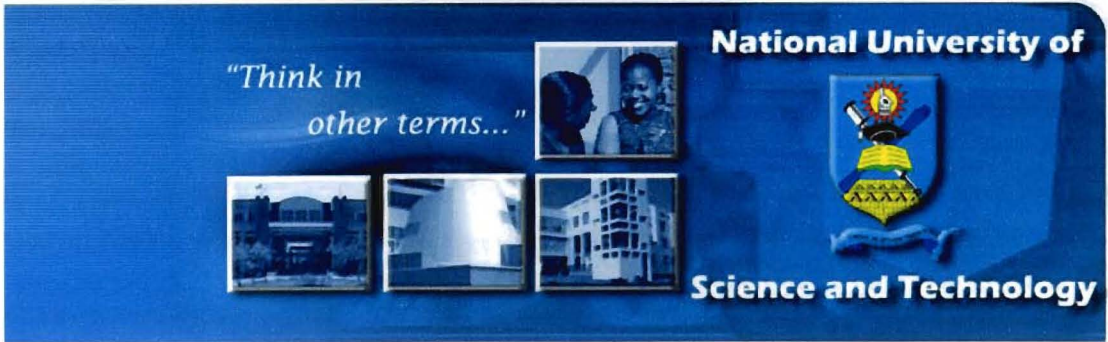


SPECIAL COLLECTION
LIBRARY USE ONLY



NAME: IOLANDA T. DUBE

STUDENT No: NO05 451B

LIBRARY NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY P.O. BOX 346 BULAWAYO ZIMBABWE		
DATE	ACCESSION	CLASS No
30/08/10 08/10/11	SC 09/141	HF6161 B4D18

DEPARTMENT: MARKETING

SUPERVISOR: MRS NGWENYA

YEAR: 2009

TOPIC:

An investigation into the impact of advertising on brand sustainability: A case study of Nestlé Zimbabwe (Pvt) Ltd's Maggi Culinary range.

This dissertation is completed in Partial fulfillment of the Bachelor of Commerce Honours Degree in Marketing

A barcode with the number *92004013186* printed below it. Below the barcode, the text "NUST Library" is printed.

ABSTRACT

Advertising is a marketing activity that seeks to communicate product benefits and attributes to consumers in a bid to elicit a desired response from the marketer's perspective. It is the art of creativity that brings together the product's unique attributes with the communication function in a bid to illustrate sufficiently the advantages that a consumer can gain as a result of consuming or using that particular product or service offering.

This research focuses on investigating the impact of advertising on building and maintaining strong brands in the light of declining sales. The main objectives of the project are to reveal the role played by advertising in brand substance and to recommend the appropriate strategies that can be employed for effective brand management. The research is supported by a comprehensive review of literature on the subject by various authors on Advertising Management and primary data gathered from the target population. It was noted that an effectively controlled working environment helps to achieve advertising objectives regardless of the prevailing environment. Advertising creates brand awareness, encourages repeat purchase and subsequent brand loyalty. Effective communication of the company's policies, operating procedures, responsibilities and authority also ensures the attainment of a satisfactory promotional delivery and long-term value that is beneficial to the organisation.

The structure of the project first outlines the background to the problem. Chapter 2 analyzes what other authors say concerning the issue in question. Fieldwork is then carried out so as to find the actual state of the problem in real practice. A methodology of carrying out the research is outlined in chapter 3. An analysis of the research findings is then done and the presentations of the findings are done in chapter 4. Finally the researcher comes up with solutions and recommendations to enhance the effective implementation of advertising campaigns in the current Zimbabwean environment.