

A STUDY AND IMPLEMENTATION OF CREATIVE ADVERTISEMENT PACKAGE TO INCREASE NOKIA BRAND AWARENESS

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ABSTRACT

This project is to study the usage of multimedia in advertisement and implement an advertisement package for the Nokia brand mobile phone to increase the awareness of public towards the Nokia products. The advertisement package includes a TV Commercial (TVC), publication design, web design and an interactive CD, which will be published through the advertising media. The TVC is applicable to publish in television. The publication design will be published in magazines, newspapers and poster panels. The features of web page and interactive CD enable users to view through the Nokia product information, company background, Nokia retail stores, simple FAQ section and the Nokia support information and allow user to access it through Internet or offline. The advertisement package will help in increasing the public awareness towards the Nokia brand product, thus increase the product sales. It will help in informing consumer about various Nokia products and enables consumer to have a better knowledge on the products.