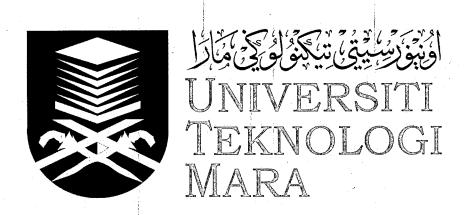# UNIVERSITI TEKNOLOGI MARA

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UNIVERSITI TEKNOLOGI MARA JOHOR

INDUSTRIAL TRAINING PROJECT PAPER

MKT 672

TO STUDY THE EFFECTIVENESS OF ADVERTISEMENT SUPERLILO SDN BHD ON BRAND AWARENESS, BRAND EQUITY AND BRAND SLOGAN TOWARDS UNPOPULAR BRAND

NAME: HAZIEQA SYABILLA BINTI MOHD HATTA

MATRIC NO: 2015182787

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CHAPTER 1: RESEARCH REVIEW

1.0 Introduction

This chapter mainly provides the overview of the research. First, this chapter discussed the research background. Second, is discussing on problem statement. Next, this paper is focus on the research objective followed by research question and significance of study as well as the scope of the study. Last but not least, the chapter summary is concluding the layout of this chapter.

1.1 Background of Study

Brands and brand management have spread far beyond the traditional view of consumer-goods marketers. Brands are increasingly important for companies in almost every industry because of the explosion of choices in almost every area. A brand is emotional, has personality and captures the hearts and mind of consumer. Great brands survive attacks from competitors and market trends because of the strong connections with their customers. Bedbury (2002), stated that branding is about taking something common and improving upon it in ways that make it more valuable and meaningful.

In business-to-business (B2B), branding is not designated as relevant. Many managers believed that it is a phenomenon restricted only to consumer products and market. Robinson et al., (1967), stated that at first, branding was not considered important in B2B marketing. According to Hague and Jackson (1994), branding is often misunderstood and disregarded as creating the illusion that a product or service is better than the brand itself since it is an intangible concept. There is another branding myth is the statement that brand is only a name and logo. However, brand is more than that in terms of brand is a promise and it shows the totality of perception. Other than that, brand holds a distinctive position in customer minds based on past experiences, associations and future expectations and lastly, brand is a shortcut of attributes, benefits, beliefs and values that can distinguish, reduce complexity and simplify the decision-

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1.2 Background of company

1.2.1 Introduction

SuperLilo Sdn Bhd was incorporated in 2015. SuperLilo is an application that prints and delivers photographs to customer and customer loved one for free of charge. In the era of smartphones, instant messaging and virtual photos, holding and touching something physical has become rare and valuable. Customer can share and immortalize these valuable moments with your loved ones. After all, everyone deserves a gift.

SuperLilo also brings together merchants and sponsors featuring a range of attractive promotions that could make customer life's moments even more magical.

1.2.2 Mission

Our mission is to print and deliver free high-quality photos to you and your loved ones. To ensure that you get the best service at the convenience of your fingertips,

"we make it easy for you,

we make it fun for you,

we make it creative for you.

Anything is possible with us!

1.2.3 Vision

To bring back the magic of holding and touching something physical and to return to an era of intimate communication, anticipation and pleasant surprises, with the convenience of digital technology.