

MKT 650 - 45

BRAND IMAGE : HOW ADVERTISERS LOOK AT HARIAN
METRO NEWSPAPER AS THE RIGHT ADVERTISING
MEDIA TO ADVERTISE PRODUCTS OR SERVICES

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LETTER OF TRANSMITTAL

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Dear Sir,

Enclosed here is a project paper entitle “ Brand Image: How The Advertisers Look At Harian Metro Newspaper As The Right Advertising Media To Advertise Products Or Services”. This project paper tries to get a general view of advertisers perception towards the brand image of Harian Metro Newspaper.

At the end of this project paper, recommendations are made based on the findings and results obtained during the survey and study, which is focus on the Advertisers in Klang Valley.

Finally, I hope the project paper will fulfill the requirement of the course and achieved the desired objective of the study.

Thank you

Yours sincerely


(Muhamad Kasuma Bin Said)

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ABSTRACT

The purpose of this research is to study on how the customers (advertisers) look at Harian Metro as the right advertising media to advertise their product, whether the brand image influence the decision and where is the ranking of Harian Metro newspaper in term of brand image in the mind of advertisers. Several criteria such as media effectiveness, customers (advertisers) satisfaction and customer's loyalty are the factors that can influence the brand image of Harian Metro newspaper in the mind of advertisers. Positive brand image in the mind of advertisers will keep the existing advertisers to advertise in Harian Metro and also attract new advertisers to buy space for advertisement or in other word advertise their products through Harian metro newspaper.

This study was conducted at Klang Valley, where the focused respondents were the advertisers that already advertise their products through Harian Metro newspaper. The main reason was to gather information regarding the advertiser perception and opinion towards the brand image of Harian Metro newspaper. So far, there has not been any market research or market survey done by the Harian Metro Advertisement Department pertaining to advertiser's perception and opinion towards the brand image of Harian Metro newspaper.

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