



اَوْبُو زَيْنَبِ سَيِّدَتِي بَاتِي كُنُو لَوِي كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY OF BRAND AWARENESS, BRAND EQUITY
AND BRAND SLOGAN TOWARDS ADVERTISEMENT**

A CASE STUDY: SUPERLILO SDN BHD

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**UNIVERSITI TEKNOLOGI MARA JOHOR
INDUSTRIAL TRAINING PROJECT PAPER**

MKT 672

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

I, HAZIEQA SYABILLA BINTI MOHD HATTA, (I/C: 940303-01-5032)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF TRANSMITTAL

16 Dec 2018

Mardziyana Mohamad Malom
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "A Study of Brand Awareness, Brand Equity and Brand Slogan Towards Advertisement. A case study: Superlilo Sdn Bhd" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

Hazieqa Syabilla binti Mohd Hatta
2015182787
Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

SuperLilo is an application that prints and delivers photographs to the customer and their loved one for free of charge. In the era of smartphones, instant messaging and virtual photos, holding and touching something physical have become rare and valuable. SuperLilo also brings together merchants and sponsors featuring a range of attractive promotions that could make customer life's moments even more magical. The purpose of this study is to study the effectiveness of advertisement SuperLilo Sdn Bhd towards brand awareness, brand slogan and brand equity among merchants. The problem statement for this study is, merchants' brands cannot achieve the target consumer. The user for SuperLilo is all over Malaysia even though the target consumer for SuperLilo is around Johor and Singapore. Most of the user of SuperLilo is outside from Johor. So, there is no brand awareness among the consumer and most of the merchants are in Johor Bahru. The method for the research paper uses qualitative study. To conduct qualitative study, interview session was conducted. However, some of the merchants, I have to email, and they replied via WhatsApp and email. The findings showed that some of the merchants agreed that SuperLilo helps them in achieve the target consumer while most of the merchant's complaint with SuperLilo services. The reason is because SuperLilo is a startup company and their website is a beta-version.