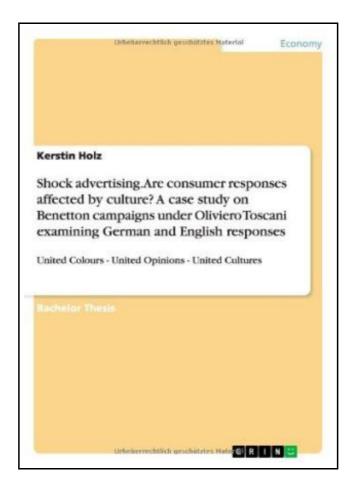
Shock advertising. Are consumer responses affected by culture A case study on Benetton campaigns under Oliviero Toscani examining German and English responses



Filesize: 9.08 MB

Reviews

Most of these pdf is the best ebook offered. It is probably the most remarkable book i actually have study. Your life period will be transform as soon as you complete reading this pdf. (Albertha Champlin)

SHOCK ADVERTISING. ARE CONSUMER RESPONSES AFFECTED BY CULTURE A CASE STUDY ON BENETTON CAMPAIGNS UNDER OLIVIERO TOSCANI EXAMINING GERMAN AND ENGLISH RESPONSES



GRIN Verlag. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 11.7in. x 8.1in. x 0.2in.Bachelor Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: First class, University of Birmingham, 55 entries in the bibliography, language: English, comment: This thesis analyses the impact of culture on the perception of advertising. I chose to compare and contrast English and German repsonses to Benetton campaigns under Toscani. The research process included secondary research as well as primary research. Primary research consisted of focus groups in both countries as well as questionnaires. Chi-square anlaysis was used as one method of analysing the gather data next to content analysis., abstract: This research aimed to show whether responses to shock advertising campaigns are influenced by culture The aim and objectives for this research included to analyse the techniques and impact of shock advertising, evaluate the cultural characteristics of Germany and England in relation to the perception of advertising, analyse the impact of four selected campaigns on Benettons financial performance and to critically evaluate the extent to which culture influences the acceptance of shock advertising through focus groupsquestionnaires. The gathered data from questionnaires and focus groups was then compared and contrasted against the findings from secondary sources as well as against each other. The comparison of the three types of research showed that differences between both cultures exist. Both countries have different approaches towards the Benetton campaigns: Germany strategically and England emotionally. This does not necessarily mean they respond differently to them, although research has shown that, as opposed to data gathered in the secondary literature, Germany responded more tolerantly and openly to the campaigns than expected, whereas England, expected according to the secondary literature to understand advertising based on creativity, did just the opposite....

- Read Shock advertising. Are consumer responses affected by culture A case study on Benetton campaigns under Oliviero Toscani examining German and English responses
- Download PDF Shock advertising. Are consumer responses affected by culture A case study on Benetton campaigns under Oliviero Toscani examining German and English responses

Other Books



Readers Clubhouse B Just the Right Home (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Marilee Harrald-Pilz (illustrator). 224 x 147 mm. Language: English . Brand New Book. This is volume seven, Reading Level 2, in a comprehensive program...

Save eBook »



The Puzzle of the Indian Arrowhead Three Amigos

Gallopade International. Paperback. Book Condition: New. Paperback. 54 pages. Dimensions: 7.3in. x 5.2in. x 0.3in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

Save eBook »



At-Home Tutor Language, Grade 2

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.7in. x 8.2in. x 0.3in.Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home....

Save eBook »



Yearbook Volume 15

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 58 pages. Dimensions: 9.7in. x 7.4in. x 0.1in.This historic book may have numerous typos and missing text. Purchasers can usually download a free...

Save eBook »



The Mystery in Chocolate Town: Hershey, Pennsylvania

Gallopade International. Paperback. Book Condition: New. Paperback. 145 pages. Dimensions: 7.4in. x 5.2in. x 0.4in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

Save eBook »



Readers Clubhouse Set a Dan the Ant (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Karen Stormer Brooks (illustrator). 214 x 149 mm. Language: English . Brand New Book. This is volume one, Reading Level 1, in a comprehensive

Read ePub »



The Mystery of the Haunted Ghost Town Real Kids, Real Places

Gallopade International. Paperback. Book Condition: New. Paperback. 144 pages. Dimensions: 7.4in. x 5.2in. x 0.5in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an Read ePub »



Ladies-In-Waiting (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2009. Paperback. Book Condition: New. Christine Tucke Curtiss (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Kate Douglas Wiggin, nee Smith (1856-1923) was an

Read ePub »



Fox at School: Level 3 (Paperback)

Penguin Young Readers Group, United States, 1993. Paperback. Book Condition: New. James Marshall (illustrator). Reissue. 224 x 147 mm. Language: English . Brand New Book. Using their cache of already published easy-to-read books, Puffin launched

Read ePub »



The Ferocious Forest Fire Mystery Masters of Disasters

Gallopade International. Paperback. Book Condition: New. Paperback. 118 pages. Dimensions: 7.4in. x 5.2in. x 0.5in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an

Read ePub »