

CERTIFICATE

This is to certify that the project report titled “**A Contemporary Style of Advertising of Political Parties in India**”, submitted to Delhi School of Management, DTU, Delhi in partial fulfillment of the requirements for the degree of Master of Business Administration, is based on my original research work carried under the guidance of Dr. Vikas Gupta. The report has not been submitted elsewhere for any other purpose. All references used have been duly acknowledged.

Dr. Vikas Gupta
Project Guide
Assistant Professor

Delhi School of Management
Management

Ashwini Yadav
MBA 2013-2015
Roll No- 2K13/MBA/18

Delhi School of

DECLARATION

I hereby declare that the following project report “**A Contemporary Style of Advertising of Political Parties in India**” at Delhi School of Management is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Project Report such as research, literature review, objective, survey, analysis of data and conclusion is a profound and honest work of mine.

The work done by me had not been submitted to any organization, Institution, Company for any incentive or activity.

Date:

Signature
Mr. Ashwini Yadav

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Ashwini Yadav

Roll No: 2K13/MBA/18

Enroll No: 2K13/DTU/MBA/18

ABSTRACT

The advertisement style is shift from pamphlet & outdoor to news & print media to radio & TV commercials to digital advertisement through social media and search engine advertisement. The advertising is changing according to target audience, advertiser are using different analytics to customize their marketing mix to target customers. In a same way the political advertising is changing very fast. Political parties also make use of advertisements, to influence the decision of people, by making them aware about their achievements and election candidates. In last Lok Sabha election political parties used different advertising technique to influence the people such as they used the 3D hologram rally also they are very active on social media to target the youth population which is highest in number in last election. A literature review covering the details of political advertising history and psychological aspects related to ad-appeals. The survey will include questionnaire on political advertising and brand recall. In this report a survey will be conducted and based on data conclusion will be drawn.

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