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**ADVERTISING CAMPAIGN DEVELOPMENT: INSIGHT FROM
INTERNSHIP IN AN ADVERTISING AGENCY IN NIGERIA**



**UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS**

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INTERNSHIP IN AN ADVERTISING AGENCY IN NIGERIA**

Masters in management

Internship Report made under the supervision of:

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UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

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INTERNSHIP IN AN ADVERTISING AGENCY IN NIGERIA**

Work Authorship Declaration

I declare myself to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Ogadinma Angela Amaechi

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ABSTRACT

Advertising campaigns are essential tools for organizations to engage with their target audience, influence brand perceptions, and ultimately impact customer behavior, as supported by various scholarly works. Internship agencies play a crucial role in managing the creation and implementation of these campaigns, especially in a dynamic advertising industry. This internship report outlines the candidate's activities during an internship at Mediatek Global Services, Nigeria, from September 20, 2023, to January 10, 2024. For this internship, the following activities were performed in order to address the objectives set by the company: a) to study how campaigns are developed and executed at Mediatek Global Services, b) how advertising messages are received by the target audience by evaluating the success of the campaign through hands-on internship experience, c) how the creative development process impacts conversion rates at Mediatek Global Services and d) the elements that influence the virality and shareability of advertising content.

The research utilized an action research approach for data collection. It revealed that Mediatek Global Services employed three primary campaign execution strategies: Integrated Marketing Communication (IMC), Targeted Digital Advertising, and Content Marketing and Storytelling. The campaigns resulted in positive brand awareness outcomes, with brand recall increasing from 28%-32% to 50%-60% post-campaign. The creative development process was found to significantly impact conversion rates, with an average increase of 1.5%.

The study also highlighted challenges faced during campaign development, including a limited understanding of the target audience, tight timelines, budget constraints, poor communication, and resource allocation issues. These findings offer valuable insights into the effectiveness of communication strategies, emphasizing a sophisticated and multifaceted approach that aligns with contemporary theories of communication strategy and advertising.

Despite the success of Mediatek's campaigns in enhancing brand awareness, there are areas for improvement. Customizing content to audience preferences, adopting more flexible and adaptive campaign planning, and integrating advanced analytics could further enhance engagement and conversion rates. This report not only documents the candidate's internship activities but also provides a critical evaluation of advertising strategies employed, showcasing a blend of traditional and digital methods.

***Keywords:* Advertising, Campaigns, Awareness, Communication Strategies**

RESUMO

A publicidade, uma tradicional técnica de comunicação de Marketing, é uma ferramenta essencial para as organizações interagirem com os seus públicos-alvo, posicionarem as suas marcas e, em última análise, afetarem o comportamento dos clientes. As agências de estágios na Nigéria, como a Mediatek Global Services, desempenham um papel relevante na criação e implementação de campanhas publicitárias. Este tipo de agência oferece novas perspetivas, incentivando a inovação e ajustando-se às mudanças do setor, contribuindo na identificação de novos talentos e promoção da inovação. Além disso, funcionam como ambientes onde a criatividade pode florescer, permitindo que os jovens profissionais experimentem métodos inovadores na execução de campanhas.

Durante a era colonial, a publicidade era instrumentalizada a favor dos interesses de terceiros que procuravam estabelecer-se na Nigéria. É, sobretudo, com o fim do domínio colonial neste país africano que o setor publicitário tem assistido a mudanças substanciais. A criação e desenvolvimento de agências publicitárias indígenas, sobretudo a partir da segunda metade do século XX, assumem as características culturais distintivas do povo nigeriano como um dos elementos identitários da sua atuação. Esta alteração de paradigma facilitou a criação de propostas mais significativas e relevantes para o público nigeriano devido à sua proximidade cultural na construção de narrativas publicitárias e comunicacionais.

Ainda assim, o setor publicitário na Nigéria e, em particular, as Agências de Estágios enfrentam vários problemas que podem prejudicar a eficácia das suas iniciativas, apesar do papel relevante que desempenham neste contexto. Jovens estagiários interessados em aprender e adquirir experiência na área e profissionais de Marketing e publicidade enfrentam desafios como recursos limitados, prazos de criação e execução cada vez mais reduzidos e um ambiente empresarial e de consumo em rápida mudança. Esta pesquisa, desenvolvida no contexto de um estágio curricular no âmbito do mestrado em Management oferecido pela Faculdade de Economia da Universidade do Algarve, Portugal, oferece contributos relevantes ao explorar fatores com interferência na criação, execução e avaliação de estratégias e campanhas publicitárias na Nigéria.

Este relatório de estágio pretende ilustrar as atividades que a candidata realizou durante um estágio curricular que decorreu entre 20 de setembro de 2023 e 10 de janeiro de 2024, na Mediatek Global Services. Os seguintes objetivos foram estabelecidos pelo supervisor de estágio em diálogo com a candidata: a) Estudar o processo de criação e execução de

campanhas publicitárias na Mediatek Global Services; b) Averiguar como as mensagens publicitárias são recebidas pelo público-alvo, avaliando o sucesso da campanha através de experiência prática no estágio; c) Explorar como o processo criativo impacta taxas de conversão na Mediatek Global Services; d) Identificar os elementos que influenciam a viralidade e a partilha do conteúdo publicitário.

Através de uma análise aprofundada baseada em pesquisa sistemática em contexto real, este estudo espera fornecer informações úteis aos negócios nas áreas de marketing e publicidade na Nigéria e contribuir para o crescimento profissional de estudantes e jovens profissionais na área da publicidade. Para a candidata, este estágio curricular contribuiu para complementar conhecimentos relevantes adquiridos durante o seu percurso académico na Faculdade de Economia da Universidade do Algarve enquanto aluna do mestrado em Management oferecido por esta instituição. O desenvolvimento de novas competências, o alargamento de contactos relevantes no setor e a inspiração de profissionais com experiências e créditos reconhecidos são benefícios a destacar desta experiência. Para além de reportar as atividades desenvolvidas em contexto de estágio, a redação deste documento, obedecendo a critérios de rigor académicos, contribuiu para desenvolver, na candidata, competências relacionadas com a investigação.

A Mediatek Global Services é conhecida por seu papel inovador na criação de campanhas publicitárias que se destacam no mercado nigeriano. Durante o estágio, foram observadas as melhores práticas em cada etapa do desenvolvimento de uma campanha publicitária, desde a pesquisa inicial e o planeamento estratégico até a execução criativa e a análise de resultados. As campanhas analisadas destacaram-se pela utilização de técnicas avançadas de segmentação de público e pela integração de diferentes canais de comunicação, o que contribuiu para um maior alcance e impacto das mensagens publicitárias.

O estágio também proporcionou uma compreensão profunda das dinâmicas do mercado publicitário na Nigéria, incluindo as preferências do consumidor e as tendências emergentes. Foi possível observar como a Mediatek Global Services adapta suas estratégias para atender às necessidades específicas de seus clientes e se diferencia em um mercado competitivo. A experiência prática adquirida durante o estágio é inestimável para a formação profissional, permitindo aplicar os conhecimentos teóricos adquiridos no curso de mestrado em situações reais de trabalho.

Além disso, a participação em reuniões e workshops proporcionou uma oportunidade única de interagir com profissionais experientes do setor, trocar ideias e obter feedback valioso sobre o desempenho e o desenvolvimento de competências. A exposição a um ambiente de trabalho dinâmico e desafiador incentivou a inovação e a criatividade, fundamentais para o sucesso no campo da publicidade.

Em suma, o estágio na Mediatek Global Services representou uma etapa fundamental na formação da candidata, proporcionando uma compreensão abrangente das práticas publicitárias na Nigéria e contribuindo para o desenvolvimento de competências essenciais para a carreira profissional. O relatório de estágio reflete não apenas as atividades realizadas e os conhecimentos adquiridos, mas também a importância de uma abordagem integrada e estratégica na criação e implementação de campanhas publicitárias eficazes.

A experiência adquirida e os insights obtidos durante o estágio serão valiosos para futuras oportunidades profissionais, permitindo aplicar as melhores práticas observadas e contribuir para o sucesso de campanhas publicitárias em diferentes contextos. A formação contínua e o aprendizado prático são essenciais para manter-se atualizado e competitivo no campo da publicidade, e o estágio na Mediatek Global Services proporcionou uma base sólida para esse desenvolvimento contínuo.

Este relatório é um testemunho do impacto positivo que um estágio bem estruturado pode ter na formação de um profissional de publicidade, destacando a importância de experiências práticas para complementar a educação teórica e preparar os estudantes para os desafios do mercado de trabalho. A colaboração entre instituições de ensino e empresas é crucial para proporcionar oportunidades de aprendizado e desenvolvimento que beneficiem tanto os estudantes quanto as organizações, contribuindo para o crescimento do setor publicitário e a promoção da inovação e criatividade.

Palavras-chave: Publicidade, Campanhas, Conscientização, Estratégias de Comunicação

TABLE OF CONTENT

ACKNOWLEDGMENTS	iii
ABSTRACT	iv
RESUMO	v
LIST OF FIGURES	x
LIST OF GRAPHS	xi
LIST OF TABLES	xii
INTRODUCTION	1
1.1 Background to the study	1
1.2 Statement of the Problem	2
1.3 Internship objectives and tasks	3
1.4 Research questions	3
1.5 Research Significance	4
1.6 Organisation of the Study	4
CONCEPTUAL REVIEW	6
2.1 Introduction	6
2.2 The Communication Strategy in the Marketing Mix	6
2.3 The advertising in the context of the communication strategy	8
2.4 Definition and Types of Advertising	9
2.5 The advertising campaign	12
2.6 Campaign Execution Strategies	14
2.7 Brand awareness	15
2.8 Campaign development Framework at Mediatek	16
2.9 Theoretical Lens to Assist Advertising Campaign Design	19
2.9.1 AIDA model	19
2.9.2 Bandura's Social Cognitive Theory	20
2.9.3 Ajzen's Theory of Planned Actions	22
THE INTERNSHIP ACTIVITY	24
3.1 The internship host company: Mediatek Global Services Limited	24
3.2 Internship Objectives	25
3.3 Action Research Strategy Approach	26
3.4 Internship Task	27
3.5 Ethical Consideration	28
3.6 Internship Objectives Related to Task	29
DISCUSSION AND CONCLUSION	39

4.1 Introduction	39
4.2 Suggestions for Advertising Campaign Development at Mediatek Global Services Limited.	45
4.3 Conclusion and Recommendation.....	47
REFERENCES.....	47

LIST OF FIGURES

Figure 1: Campaign development framework at Mediatek Global Services. (Mediatek Global Services Portfolio, 2012)	18
Figure 2: Mediatek Global Services Clientele (Mediatekng.com)	19
Figure 3: Mediatek Global Services Organogram (Mediatek Global Services Portpfolio 2024)	25
Figure 4: Sample of Targeted Digital Advertising (Mediatekng.com).....	30
Figure 5: Example of Celebrity Endorsements and Influencer Collaborations at Mediatek Global Services (Mediatek client portfolio 2024)	30

LIST OF GRAPHS

Graph 1: Engagement Metrics at Mediatek Global Services (The Author, 2024)	34
Graph 2: : Brand Recall at Mediatek Global Services (The Author, 2024)	35
Graph 3: : Brand recognition at Mediatek Global Services (The Author, 2024)	36
Graph 4: Social Media/Engagement Metrics (Follower Growth) at Mediatek Global Services (The Author, 2024).....	36
Graph 5: Brand mentions at Mediatek Global Services (The Author, 2024)	37
Graph 6: Market Surveys and Consumers' Feedback at Mediatek Global Services (The Author, 2024)	38

LIST OF TABLES

Table 1: Pivot Table for consistency metrics of IMC at Mediatek Global Services (The Author, 2024)	33
Table 2: : Digital Metrics for Targeted Digital Advertising (The Author, 2024).....	34

INTRODUCTION

1.1 Background to the study

Advertising campaigns are essential tools for organisations to engage with their target audience, influence brand opinions and ultimately impact customer behaviour (Camilleri and Camilleri, 2018; Ashley and Tuten, 2015). Internship agencies like Mediatek Global Services are essential in controlling the creation and implementation of advertising campaigns within the ever-changing advertising industry (Rahman, 2021). The rationale behind this is that the agency offers new insights, encouraging innovation, and adjusting to shifts in the industry. They provide practical experience that connects academic knowledge with real-world applications, crucial for navigating the ever-changing advertising industry. Internship agencies, on the other hand, play a crucial part in the advertising business by nurturing new talent and promoting innovation (Henry and Lloyd, 2019). These companies provide budding marketers with practical experience in developing campaigns, providing vital insights into the complexities of the advertising industry. Internship agency facilitate the development of advertising strategies and methods by offering a space for learning through experimentation (Okolie et al. 2020). Additionally, they function as environments where creativity may flourish, enabling young professionals to experiment with innovative campaign execution methods

Furthermore, understanding the development of the advertising industry in Nigeria requires examining its historical origins. The advertising sector in Nigeria has seen substantial changes since it began (Oyeleye, 1990). Since the beginning of colonial rule, advertising has evolved from serving the best interests of colonial rulers to the post-independence period when indigenous advertising companies became prominent, leading to significant changes in the industry's structure and strategy (Ogbodoh, 1990). Advertising during the colonial era mainly promoted the interests of foreign corporations aiming to establish themselves in Nigeria. Indigenous agencies in the mid-20th century led to advertising in Nigeria reflecting the goals and distinctive cultural characteristics of the Nigerian people (Okoro, 2012). This change facilitated the creation of advertisements that were more meaningful and relatable to the specific audience.

Regardless of this, Internship agencies in Nigeria have several problems that might hinder the efficiency of their initiatives, despite their significance. Interns and agency personnel face

challenges such as limited resources, tight timelines, and a quickly changing media environment throughout the campaign creation process (Soni, 2004). Also, Internship agencies in Nigeria encounter a variety of complex issues. Agencies face many challenges such as resource limitations and cultural barriers while trying to execute successful campaigns (Baird and Mollen, 2023). This research seeks to give significant insights into the creation of strategies and interventions to enhance the success of internship programmes at Mediatek Global Services.

The link between campaign execution approaches and brand recognition is a crucial focus in advertising research. Drandrova, (2016) assert that a well-conducted campaign may greatly improve brand recall and awareness among consumers. The core of any great advertising campaign is the creative creation process. Ogilvy, (2023) emphasised that originality is essential for attracting the attention and interest of customers in a crowded media landscape.

1.2 Statement of the Problem

Scholars have engaged in several arguments over the future of advertising campaigns. Previous studies meant that many marketers are still excessively focused on repeatedly shouting one message (Guttman, 2023). However, it is now recognised that the most crucial form of communication is not the one-way marketing campaign, but the conversation that occurs among consumers. Consumers are increasingly rebelling against polished, excessively manufactured advertisements and instead favour suggestions from other consumers and user-generated material, such as that available on Facebook (Chaney, 2009 cited by Nyekwere et al. 2013). The 9th Annual Edelman Trust Barometer Report conducted by Edelman found that individuals consider "a person like me" to be the most reliable source of information about a company and its products (Edelman, 2008). In the United States, later on, trust in peers has significantly increased from 22 per cent in previous years to 60 per cent in 2009 (Nyekwere et al. 2013). Over 80 per cent of respondents said that they would decline purchasing products or services from a firm that lacks their trust. Consumers are increasingly seeking to have a say in the development of the goods, services, and media they use (Chaney, 2009).

Some argue that customers not only have a distrust of marketing but also have a dislike for advertising and are not easily swayed by it (Kumar and Gupta, 2016). They want an individual whom they have confidence in to affirm that a certain product is of high quality. Nevertheless,

considering the novelty of this research, do customers purchase things marketed by brands based on recommendations or referrals from friends? Are there any challenges impeding the efficient use of advertising campaigns? In light of this, this study aim to examine the level of knowledge and utilisation of the development of advertising campaigns by the intern in a Nigerian advertising agency (Mediatek Ltd).

1.3 Internship objectives and tasks

This internship report is designed to illustrate the activities the candidate performed during an internship at Mediatek Global Services (that took place between 20th September 2023 – 10th January 2024). The following objectives were set by the Internship supervisor in dialogue with the candidate:

- a) to study how campaigns are developed and executed at Mediatek Global Services
- b) to shed light about how advertising messages are received by the target audience by evaluating the success of the campaign through hands-on intership experience
- c) to explore how the creative development process impacts conversion rates at Mediatek Global Services
- d) to identify the elements that influence the virality and shareability of advertising content.

This study focuses on the link between campaign delivery strategies, creative development processes, and the problems advertising companies face in Nigeria to gain insights into the factors that affect the advertising industry. Through in-depth analysis and real-world research, this study aim to give the marketing and advertising business in Nigeria and beyond useful information. In fact, examining advertising campaign development at Mediatek Global Services provides a promising and fruitful area for academic research.

1.4 Research questions

- Is there any significant relationship between the Campaign Execution strategies exhibited during the internship and brand awareness at Mediatek Global Services?
- Is there any communication strategy employed during the internship period in the Marketing Mix?

- How can advertising in the context of the communication strategy be examined?
- What are the types of advertising and advertising campaigns employed during the internship period?

1.5 Research Significance

This research will provide both practical and intellectual importance in the advertising and marketing area. From a pragmatic perspective, the research provides significant observations on the actual procedures and difficulties encountered in creating advertising campaigns specifically tailored to the Nigerian setting. Nigeria, being a prominent and very varied market in Africa, exhibits distinctive cultural, economic, and legal elements that influence advertising strategies (Bakare et al. 2017). The research aim to gain insights into the methods, strategies, and creative approaches used by professionals at Mediatek Global Services to successfully reach their target consumers. This will be achieved by analysing the internship experience. These insights are very beneficial for practitioners who want to improve their grasp of the Nigerian advertising industry and create more effective campaigns.

Moreover, the study can enhance the professional growth of students and aspiring advertising professionals by offering them direct experience and familiarity with industry methodologies. Internships provide valuable chances for the enhancement of skills, establishment of professional connections, and guidance from experienced mentors. These opportunities are essential for equipping aspiring advertising professionals with the necessary capabilities to meet the challenges of the industry (Clementson, 2023).

From an academic standpoint, this study addresses a need in the current body of research on the creation of advertising campaigns, specifically within the Nigerian setting. Although there is a substantial body of study on advertising strategies and consumer behaviour in worldwide markets, there is a scarcity of academic focus on the particular difficulties and advantages encountered by media agency in Nigeria. The study enhances the academic comprehension of advertising techniques in Nigeria and establishes a basis for future research by collecting empirical data and insights from this internship.

1.6 Organisation of the Study

The study is arranged in four chapters

- Chapter 1: This chapter provides the background of the study, statement of the problem, objective of the study, research questions, significance of the study, and organization of the study.
- Chapter 2: Presents a literature review of the study topic, that is, hands-on experience for intern in developing traditional advertising campaigns strategic planning and deployment of traditional advertising campaigns, budgeting and resource allocation in advertising projects etc.
- Chapter 3 Presents the research methodology to be used for the study, it will include an introduction of the internship organization, description of the Internship activity, task, objectives related to task and ethical consideration.
- Chapter 4 presents the conclusions of the study.

CONCEPTUAL REVIEW

2.1 Introduction

This chapter reviews previous literature on the research topic. This includes the conceptual review such as the Communication Strategy in the Marketing Mix, The advertising in the context of the communication strategy, Definition and Types of Advertising, The advertising campaign, Campaign Execution Strategies, brand awareness, Creative development process, Internship Organization Introduction – Mediatek Global Services Limited The theoretical review includes AIDA model, Bandura's Social Cognitive Theory and Ajzen's Theory of Planned Actions.

2.2 The Communication Strategy in the Marketing Mix

The study by Chitty et al. (2017) revealed that the communication strategy is a crucial element of the Marketing Mix. It plays a vital role in helping target audiences recognise and understand communications. This suggests that careful planning and coordination are necessary to optimise resources and prevent conflicting messages. Moreover, the success of a communication strategy depends on a thorough understanding of consumer behaviour and tailoring messages to meet their individual needs and desires (Batra and Keller, 2016). Kotler and Keller (2016) on the other hand, emphasise the need to connect communication efforts with overall marketing goals to establish synergy and maximise return on investment. Moreover, the incorporation of viewpoints from experts in the industry and the analysis of actual cases offers substantial empirical proof of the utilisation of successful communication tactics, thus showcasing their impact on the perception of a brand and the degree of engagement exhibited by consumers.

Additionally, Zook and Smith, (2016) emphasised that the widespread use of social media platforms and online communities has fundamentally altered conventional advertising models. This requires an adaptable approach to communication strategy, one that effectively incorporates digital touchpoints into the marketing mix to connect with audiences who are becoming more dispersed. Furthermore, the findings from a scholarly study conducted by Schultz, (1992) highlight the significance of implementing a cohesive omni-channel communication strategy. This strategy guarantees uniformity and uninterrupted flow across different platforms, therefore amplifying the brand impact and fostering consumer loyalty. In

addition, taking into account the cultural subtleties and specific preferences within the Nigerian market, insights from regional studies such as those conducted by Okoli and Pawlowski, (2004) may provide significant viewpoints on customising communication tactics to successfully connect with distinct audience groups. By incorporating these observations into this report, the researcher may enhance the conversation by demonstrating a sophisticated comprehension of communication tactics in the advertising industry of Nigeria.

What is marketing?

Marketing is the art of ensuring that there is a correspondence in products with consumer needs through the development of activities to identify, anticipate, and meet requirements at an attractive price (Sachdeva and Kumar, 2022). In other words, it deals with understanding consumer behaviours through market research and later devising strategies whereby a product or service corresponds to target audiences.

In the statement of Kotler and Armstrong, (2010), marketing is defined as the creation of value for customers and the development of strong customer relationships to receive value in exchange. An organisation can strategically link consumers with its products through product development, pricing, distribution, and promotion. The recent developments showcases how digital marketing, customization and sustainability plays a major role in shaping successful marketing procedures (Shankar et al. 2022). This implies that marketing involves delivering the correct message to the appropriate audience at the appropriate time through a combination of analytical and creative tasks.

What is communication strategy?

A communication strategy is a plan mapping how an organization should communicate its message to the target audience (Derrick, 2018). It basically defines what information is to be passed, through which channels, at what time, and the changes that are to be expected in the audience, if any. The study of Cornelissen, (2023) explains that a communication strategy combines organisational goals with audience needs and purposes to provide consistency and coherence in messages across all media, thus facilitating communication through effective use of appropriate channels or tools. These include advertising, public relations, social media, and internal communications aimed at forming a positive brand image that engages stakeholders with organisational goals. Effective communication strategies, therefore, are adaptable-this is

where feedback and analytics will come in to make subtle refinements and adjustments to the messaging throughout (Keller, 2013). In the context of advertising, a robust communication strategy ensures that campaign messages are clear, persuasive, and resonate with the target market.

What is marketing mix?

The marketing mix is a collection of strategic marketing instruments that a company utilizes to elicit a specific reaction in its target market. Historically defined by the four Ps - Product, Price, Place, and Promotion - this model assists businesses in strategically placing their products to satisfy customer demands (McCarthy, 1978). The product aspect is centered on developing products that meet the needs of consumers. Different pricing strategies align profitability with customer value by influencing consumer willingness to pay. Place contains distribution channels and guaranteeing product availability according to customers' preferences for location and timing. Promotion involves utilizing communication strategies to inform and convince the market about the product. In modern marketing, the model may be expanded to include People, Process, and Physical evidence, known as the seven Ps, to encompass service-based industries (Desai, 2023). Developing a coherent strategy that meets consumer expectations and leads to business success heavily depends on the marketing mix.

2.3 The advertising in the context of the communication strategy

Advertising serves as an intricate component of communication strategy, enabling the targeted dissemination of messages to certain customers (Batra and Keller, 2016). Abimbola (2017) said that advertising has a substantial impact on how consumers in Nigeria perceive and behave. This effect often overlaps with socio-economic factors and cultural traits. Furthermore, beyond from serving as a platform for promoting items or services, it also mirrors the principles and ambitions of society as a whole.

Hence, it is crucial that advertising aligns with strategic communication objectives, using insights into market trends, consumer behaviour, and competitive landscapes (Holtzhausen and Zerfass, 2014). Effective campaigns prompt a reaction from their targeted audience, motivating people to participate in desired actions while maintaining values of honesty and transparency. Nevertheless, a sophisticated strategy is necessary to address obstacles such as ad weariness, cynicism, and cultural sensitivity.

Recently, researchers have explored the complex connection between advertising and communication strategy, emphasising the need to be flexible and creative in a continuously changing environment (Rahimnia and Molavi, 2021). The introduction of digital technology has significantly changed the advertising paradigm by bringing in new venues and strategies for engaging consumers (Duffett, 2015). Marketers must reevaluate conventional communication tactics and adopt a more integrated strategy that effectively combines online and physical media (Joshi et al., 2023).

Furthermore, research has emphasised the significance of cultural intelligence in developing successful advertising strategies, especially in heterogeneous markets such as Nigeria (Egwuonwu et al., 2022). To prevent misunderstanding or negative reactions, it is crucial to carefully handle cultural subtleties and sensitivities. This highlights the need to use message methods that are influenced by cultural understanding (Lee, 2019). Furthermore, the increasing prominence of social media as an advertising platform has required a reassessment of communication methods, placing importance on genuineness and openness to cultivate significant customer connections (Sudirjo et al., 2024).

Moreover, the rise of data analytics and artificial intelligence brings out both advantageous prospects and obstacles for advertising experts. Utilising big data enables accurate audience segmentation and customised communication, while apprehensions surrounding privacy and ethical ramifications are significant (Van Der Aalst, 2018). Therefore, it is crucial to thoroughly analyse these advancements to guarantee that advertising endeavours conform to ethical norms and societal anticipations, therefore promoting trust and reliability among customers (Nguyen and Pervan, 2020).

2.4 Definition and Types of Advertising

Advertising, according to Kerr and Richards, (2021) is any kind of paid contact that comes from a known source and is meant to get someone to do something right away or in the future. This brief introduction covers a lot of important aspects of advertising:

Advertising is a business activity where a person or organisation pays money to get their message out through different types of media (Hill and McDonagh, 2020).

Mediated: When advertising, the word often has to go through middlemen like TV networks, magazines, or internet sites to reach the right people.

Source Identification: The ad is readily familiar, allowing viewers to connect the message with a specific company, group, or organisation.

Persuasive advertising: The main objective of advertising is to get a certain group of people to engage in some activities, such as buying gadgets, visiting a website, or changing how they feel about a specific product or service. In other words, persuasive advertising can occur in situations where there are changes in consumers' preferences for a product or service.

Instant or Actions that are futuristic: Depending on the type of message and the goal of the campaign, advertising is meant to get people to act right away or later.

Researchers like Belch and Belch, (2018) have done new studies that show how advertising changes over time, especially in the digital age. It is made clear that Fill's meaning includes traditional advertising, but newer forms like native advertising and influencer marketing make it hard to tell the difference between paid and spontaneous content. The blending of promotional messages into content on social media platforms, especially by influencers, is a clear example of this blurring. It challenges the traditional concept of paid advertising.

Furthermore, experts such as Andrews and Shimp, (2018) contend that the notion of persuasion in advertising has gotten increasingly intricate. It is suggested that contemporary customers, who are bombarded with commercial messages, are becoming more resistant to direct persuasive strategies. Advertisers are now investigating more nuanced strategies, such as using narrative and emotional appeals, to captivate viewers and cultivate brand loyalty.

In addition, a recent study conducted by Chintalapati and Pandey, (2022) provides insight into the transition towards customised advertising facilitated by progress in data analytics and artificial intelligence. They claim that customised advertisements, specifically designed to match individual interests and behaviours, have shown greater effectiveness in stimulating customer involvement and conversion.

Types of Advertising

Consumer advertising has been the subject of recent research, specifically focusing on its changing nature in the digital era. Due to the widespread use of internet platforms and social media, there is an increasing focus on customised advertising and precise messages. According to scholars such as Smith and Johnson, (2018), using data analytics and AI technology allows

marketers to customise information more efficiently based on individual interests and behaviours. Moreover, the ethical ramifications of advertising tactics based on data analysis have been closely examined, emphasising the significance of transparency and obtaining user agreement (Breidbach and Maglio, 2020). The convergence of technology, ethics, and consumer behaviour is transforming the landscape of consumer advertising, requiring a sophisticated comprehension of privacy issues and regulatory structures.

Retail advertising has been shown by recent studies to have a significant transformational effect due to the use of digitalization and omnichannel marketing techniques. Academics like Lynch and Barnes, (2020) highlight the need to combine online and physical channels to create smooth purchasing experiences. Moreover, the emergence of augmented reality (AR) and virtual reality (VR) technology has created new opportunities for engaging retail advertising campaigns (Wedel et al. 2020). These technologies improve customer involvement and enable interactive examination of products, erasing the distinctions between physical and digital retail settings.

That being said, data security and customer privacy are still important problems that require businesses to follow the law and use good data practices (Rosely and Syed Ali, 2023).

Business-to-business (B2B) advertising: A recent study on business-to-business (B2B) advertising shows how business-to-business relations are changing in the digital age. Academics such as Holliman and Rowley, (2014) highlight the increasing importance of content marketing and thought leadership in B2B advertising tactics. With the increasing emphasis on value-driven partnerships and collaborative ecosystems, organisations are placing greater importance on establishing reputation and competence via carefully chosen content (Zhang et al., 2023). Furthermore, the progress in marketing automation and CRM technology enables B2B marketers to provide customised experiences that are specifically designed to meet the distinct requirements of business customers (Rogers and Peterson, 2021). Nevertheless, maintaining genuineness and confidence remains of utmost importance, since B2B connections flourish based on openness, honesty, and reciprocal regard (Wang et al., 2020).

Corporate Image Advertising: Current research on corporate image advertising emphasises the crucial significance of authenticity and transparency in influencing brand perceptions. According to Vredenburg et al. (2020), scholars contend that at a time characterised by

increased social awareness, customers want authentic corporate involvement and ethical company practices. Corporate image advertising campaigns are placing more emphasis on sustainability initiatives, diversity, equality, and inclusion (DEI) activities, as well as stakeholder involvement (Trkulja, 2024). Furthermore, the increasing prevalence of social media activism emphasises the need for organisations to ensure that their message aligns with their activities. Inconsistencies between declared principles and actual organisational behaviour have the potential to undermine confidence and credibility (Graham, 2023). Effective corporate image advertising extends beyond superficial branding to cultivate real relationships with stakeholders, based on shared values and ethical standards.

2.5 The advertising campaign

Advertising campaigns are complex activities that need an established theoretical basis to guide their development and execution. Several theoretical frameworks may provide valuable insights into the process of developing advertising campaigns and their impact on consumer behaviour and brand image. When strategizing for advertising, the following stages are taken into consideration:

- **Value proposition and positioning of brand:** According to Genennig et al. (2018); Yulistiana et al., (2021), value propositions are changing in this digital age. They argue that firms must constantly rethink and change their value propositions to stay relevant to changing customer tastes because of the rise of social media and personalised marketing. Kotler and Keller, (2016) and Treacy and Wiersema, (1993) also stress how important it is to show what makes a brand unique. However, a new study by Parris et al. (2016) shows that authenticity and openness are becoming more and more important parts of a good value offer. So, it's important for marketers to not only know what makes their brand unique but also make sure that their value offer is in line with what customers want and expect clearly.
- **Choosing a target Audience:** Kotler and Armstrong (2010) and Solomon et al., (2010) stress the importance of demographic segmentation, but new research by Gajanova et al., (2019) shows that psychographic and behavioural segmentation are just as important in today's changing market. They argue that understanding customer behaviours and psychographics helps marketers create more personalised and focused campaigns, which leads to higher levels of engagement and conversion. Advertisers must carefully balance segmentation parameters to achieve inclusion and prevent the alienation of prospective customer groupings.

- **Communication aim:** In addition to the criteria specified by Belch and Belch, (2018) and Duncan and Moriarty (1997), current research conducted by Casado-Aranda et al., (2023) highlights the importance of synchronising communication objectives with consumer mood and cultural trends. They argue that since people are more aware of social issues these days, ads that are in line with social norms are more likely to get people's attention and make them loyal to the brand. Because of this, marketers should not just focus on measurable goals; they should also think about how people see their ads in the larger social and cultural context.
- **The main concept:** Although Ogilvy's concepts from 1983 are still applicable, a recent study conducted by Chen et al., (2023) indicates that the notion of a "Big Idea" is changing in the digital environment. They suggest that, other than being unique and easy to remember, the capacity of the concept to be easily adjusted and used on many digital platforms is crucial for the success of a campaign. Furthermore, given the growing importance placed on user-generated content and co-creation, marketers need to contemplate how their "Big Idea" might promote user engagement and involvement, thereby expanding the campaign's reach and influence.
- **Media options:** According to Mahoney and Tang, (2024) emphasise the increasing significance of including media planning in advertising campaigns. Advocates contend that using a unified and all-encompassing strategy guarantees uniform brand communication and optimises the extent of audience engagement across several points of contact. In addition, due to the widespread use of ad-blocking technology and consumer weariness with advertisements, marketers need to focus on innovation and relevancy when selecting media to attract and maintain audience attention in a crowded media environment.
- **Campaign evaluation:** Expanding on the work of Krizanova et al., (2019), a recent study conducted by Almestarihi et al., (2024) supports the use of a comprehensive strategy for evaluating campaigns that surpass conventional measures such as return on investment (ROI) and brand awareness. They claim that qualitative measures, like analysis of sentiment and customer reviews, give important information about how the campaign changed how people thought about the company and how they felt about it. As sustainability and corporate social responsibility become more important, marketers should also think about how their efforts will affect people and the environment in the long term when judging how well they work.

- **Engagement metrics (Engagement Reach):** Engagement Reach is described as the number of unique users engaging with the content through likes, shares, comments, clicks, etc (Lee et al. 2018; Ángeles Oviedo-García et al. 2014). This is one of the most important metrics for trying to determine whether an advertising campaign has been effective or not, as it simply shows exactly how much user engagement occurred and how much spread there could have potentially been from the original audience. High reach usually means great engagement and hence wider coverage and impact. By way of this, some recent studies show that an engagement reach is a truer view of content success as opposed to the simple view count, as it reflects real participation rather than passive views (Wanless and Berk, 2021). Often used to optimize future content strategies, optimizing campaigns toward engagement will ensure that they target maximum interaction and audience involvement.
- **Engagement metrics (cost per click):** Cost per click, according to Iankovets, (2023), is one of the fundamental metrics in any digital advertising campaign. In other words, it quantifies the amount an advertiser pays when a user clicks on their ad. This metric is critical for management and optimization when considering the advertising budget since it goes to the bottom line return on investment for campaigns. The lower Cost per click would then translate into a more cost-effective campaign. Recent research has identified the influencing factors of Cost per click, such as ad relevance, keyword competition, and audience targeting precision (Shah and Nasnodkar, 2021). Knowing how Cost per click works can help a lot in fine-tuning one's advertising strategy to make sure that one's budget goes into its best use while maximizing the reach and engagement with a target audience.

2.6 Campaign Execution Strategies

Effective campaign delivery strategies are needed to turn new ideas into results that can be measured. Nigerian internship companies often use a strategy that combines digital platforms, traditional media, and experience marketing to get more people to see and interact with their ads (Kotler and Armstrong, 2010). By carefully planning and managing every part of the campaign lifecycle, from getting ready before the launch to evaluating after the campaign, the media agency can make sure that everything runs smoothly and that resources are used in the best way possible.

- **Multi-channel Strategy:** Kotler and Armstrong, (2010) stress how useful it is to use more than one channel, but new studies show that there is a need for a better understanding of how people behave across different channels. For example, Gangu Naidu Mandala et al.,

(2024) study suggests that just using more platforms might not be enough. Instead, companies need to make sure that their material and messages are tailored to the likes dislikes and habits of their target audiences. Also, because digital platforms change so quickly, they need to be constantly updated. The study of Wilkins et al., (2020) stresses how important it is to be flexible when choosing and using new platforms to stay relevant and keep people interested.

- **Lifetime Planning and Coordination:** Careful planning is very important, but new research shows how important it is to be flexible and sensitive throughout the campaign lifetime. Lee and Zheng et al., (2024) study, for example, shows that planning systems that are too rigid can make it harder to adapt to sudden changes in the market or customer trends. Also, for cooperation to work well, data analytics and real-time feedback systems need to work together without any problems. New research by Kumar et al. (2024) supports using advanced analytics and AI-driven insights to make the best use of resources and change strategies in the middle of a campaign, making sure that they have the most impact and work as efficiently as possible.

2.7 Brand awareness

Measuring brand awareness is an important part of figuring out how well advertising efforts made by Mediatek in Nigeria operate. Brand awareness, which indicates how well people recognise a firm and what it offers, is one of the most significant indicators. Alam et al., (2022) state that a campaign's effectiveness may be assessed by looking at how effectively it increases brand awareness among certain target audiences. Having more people knowing about a brand is desirable, it's important to learn more about how it affects customer behaviour and brand value.

Brand awareness and what it means for brand value are complicated topics that have been studied recently. Advertising efforts are a big part of making a brand more visible, but experts like McQueen, (2012) indicate that discovering brand messages doesn't always mean that people will remember or want to buy that brand. This shows how important it is to make ads that not only get people's attention but also connect with their wants and needs. So, internship agencies need to do more than just show off the brand. They need to focus on telling interesting stories about the brand that make people feel satisfied and make them think of the brand positively.

Also, strategically placing brand messages on different sites is very important for getting the most publicity for your business. However, standard cues like signs and print ads may not be as effective in a world where everything is digital. Bezbaruah and Brahmabhatt, (2023) stress how important digital connections like social media and online discussions are becoming in changing how people think about brands and how they act. Because of this, internship agencies need to change how they do things to make the most of these digital platforms and connect with customers in useful ways.

Also, while constant repetition of brand identity is important for building brand awareness, it's just as important to make sure that all brand interactions are consistent and real. Abbasi et al. (2023) show that inconsistent branding can be bad because it can cause misunderstanding and weaken brand value. To effectively raise brand recognition, internship agencies must keep a consistent brand image across all interactions and communication platforms.

There are different metrics available to measure brand awareness, each providing distinct insights. That is why Aaker, (2012) stated that traditional methods like surveys and questionnaires are used to measure consumer awareness and memory of a brand. Social media analytics offer immediate information about brand mentions, reach, and engagement, showing how visible the brand is online (Hutter et al. 2013). Search engine analytics monitor the number of branded searches, indicating levels of interest and awareness (Chaffey et al. 2009). Moreover, the metrics for website traffic and direct traffic can show the frequency of consumers actively searching for a particular brand (Pauwels et al. 2011). Merging these measurements provides an all-encompassing perspective of brand recognition in the current digital environment.

2.8 Campaign development Framework at Mediatek

A campaign framework is a strategic blueprint to thematically coordinate agencies such as Mediatek marketing strategies around a united campaign, allowing the entire team to work more efficiently (Nick and Anh Sharwani, 2024). The concept is to develop individual campaigns centered on assets, solutions, or personas, followed by the documentation and monitoring of every strategy and tactic within the campaign.

Furthermore, according to the scholars, it creates alignment, directing prospects in the right direction for optimum efficiency and trackability. On the other hand, it is adopted to roll up each discrete marketing tactic to the parent campaign and theme. Drive buyers to one

motivation; it gives a better idea which levers to pull or where to make changes in your current tactics.

The framework provides a construct but enables flexibility to be agile about decisions based on performance of a particular campaign. More efficient content creation and ability to create a consistent message across all channels Increased creativity and innovativeness, iterate on a theme rather than reinventing the wheel for each campaign. Better insight for Sales and Business Development to understand where their leads are coming from and how to add value. Idea of being able to measure performance against campaigns and not just one-off tactic execution.

Scholars like Nick and Anh Sharwani, (2024) mentioned the best practices for a Solid Campaign Framework. These include:

- Prioritizing sales and marketing alignment. For the greater part, sales and marketing should be aligned in every marketing campaign in order to achieve optimum success, which essentially means their operations on the same page and requiring that they push the same agenda.
- Marketing and sales leadership are very critical to ensure their teams are aligned. Focus on internal communication and enablement. From marketing to sales to customer success and beyond, internal teams should know about the current campaigns running and be enabled on strategy and messaging. Everything that the team does should roll up to the appropriate theme.
- Creating personas for each theme/campaign. Building up themes, and any campaigns that come out of those themes, requires that you first have an understanding about who you are working for who is this audience, and what matters most to them? If you have not captured information about audience personas somewhere in the past, start there first it will be well worth your time.
- The creation of an effective campaign framework requires input from some key players within the team, which should include product marketing, demand generation, marketing operations, and marketing leadership though these may vary depending on the organizational structure. Product marketing directly or through the leadership team of the marketing organization is best placed with regard to mapping themes and campaigns to achieve the resonance of a market, yet aligning with current goals for an organization. Once themes are in place, your demand gen team can suggest and execute the proper tactics, but

marketing ops drives process and technology operationalization, owning campaign measurement (Nick and Anh Sharwani, 2024). This may also involve soliciting input from sales or field marketing to hear what prospects are asking about most or working with your content team on brainstorming some creative ideas for your campaigns.

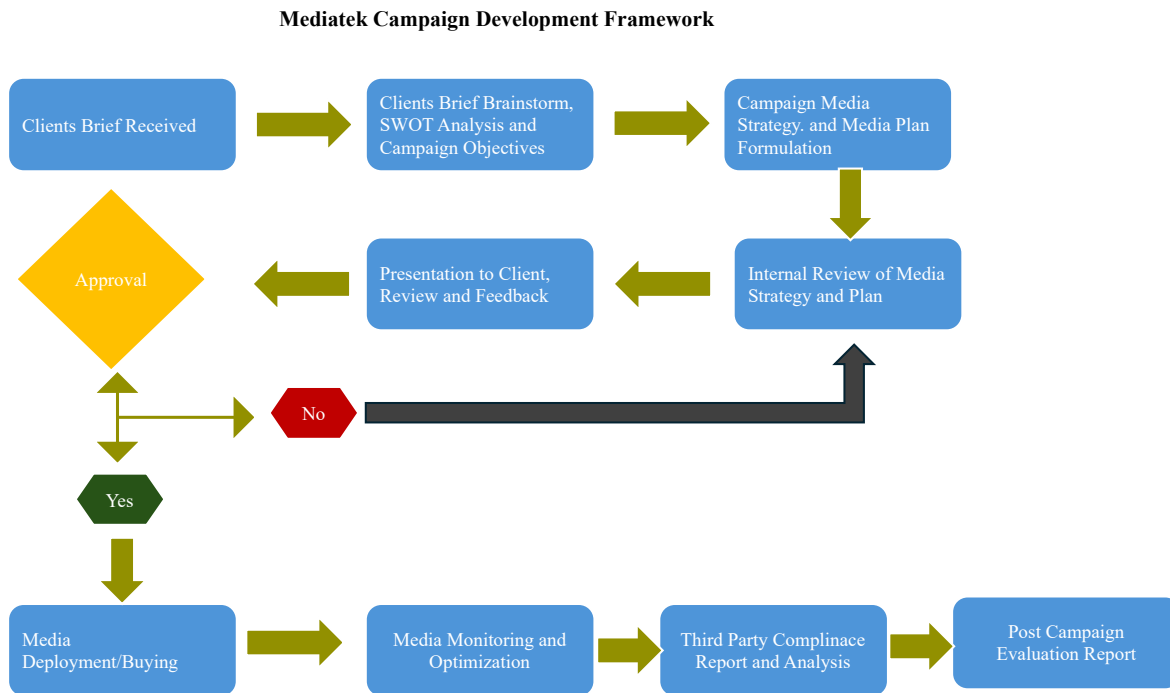


Figure 1: Campaign development framework at Mediatek Global Services. (Mediatek Global Services Portfolio, 2012)



Figure 2: Mediatek Global Services Clientele (Mediatekng.com)

2.9 Theoretical Lens to Assist Advertising Campaign Design

2.9.1 AIDA model

The AIDA model, which was propounded by E. St. Elmo Lewis in 1898, shows how audiences respond to statements of advertising in a certain order such as attention, interest, desire, and action (Ugonna et al. 2017). This model has been used a lot in marketing and advertising because it helps people understand how customers respond to promotions and makes it easier to make effective advertising campaigns.

The AIDA model is an ideal structure for learning the fundamental components of effective advertising messages while offering hands-on experience to interns in building conventional advertising campaigns. Advertisers may effectively use interns by engaging them at every stage of the campaign, from ideation to implementation, to apply the concepts of the AIDA model and create impactful advertisements that strongly connect with the intended target audiences.

Attention: Interns are taught the significance of gaining audience attention via innovative and influential messages. Their training focuses on acquiring the skills to create captivating headlines, images, and narrative approaches that effectively engage customers in the commercial (Schau et al. 2009). Interns get practical experience that helps them comprehend the importance of creating a powerful first impact in advertising campaigns.

Interest: Interns get insights into gaining and retaining audience attention via strategic design and implementation of conventional advertising campaigns across numerous media platforms. They acquire the knowledge and skills to customise advertising messages to attract and captivate customers belonging to various demographic groups (Liusvia et al. 2023). This entails comprehending customer wants, tastes and behaviour to provide content that deeply connects with them.

Desire: After being briefed on client management, interns are expected to comprehend the needs and goals of their clients. Interns acquire the skill of developing commercials that elicit desire and compel consumers to act by matching advertising strategies with client business goals (Davis, 2016). This entails comprehending the distinctive selling propositions of items or services and formulating communications that emphasise their advantages and worth to customers.

Action: The activity of acquainting interns with budgeting and resource allocation in advertising initiatives allows them to comprehend the significance of stimulating customer action. Interns acquire the skills to efficiently distribute resources to optimise the effectiveness of advertising campaigns and get the intended results (Goia et al. 2017). This entails establishing explicit goals, executing focused tactics, and assessing campaign success to gauge the efficacy of advertising endeavours.

In addition, encouraging innovative cooperation and fostering engagement between interns and creative teams cultivates efficient communication and the production of ideas. Interns get significant insights into the creative process and produce advertising strategies that effectively connect with target audiences via collaborative work (Maertz et al. 2014).

2.9.2 Bandura's Social Cognitive Theory

A well-known psychological theory that emphasises the importance of imitation, modelling, and observational learning in shaping human conduct is Albert Bandura's Social Cognitive Theory (Bandura, 1986). This concept could be used in numerous aspects of internship training and has significant implications for the objectives of providing interns at advertising firms with real-world experience. Interns work directly with companies to make projects and learn important skills like how to solve problems and work with others that are necessary for the business to succeed.

Furthermore, Bandura's theory shows how mental processes like desire, attention, and memory are important in the planning and carrying out of conventional advertising efforts (Bandura, 1986). By taking part in strategic planning meetings and discussions, where they may see the decision-making process connected to target audience segmentation, media selection, and message positioning, interns may gain insightful knowledge. By actively participating in these procedures and seeking feedback from mentors, interns may have a deeper understanding of the strategic considerations involved in the execution of advertising campaigns.

According to Bandura's Social Cognitive Theory, people pick up information and abilities via observing and engaging with social circumstances. This notion contends that interns need to be actively engaged in traditional advertising campaigns from the very beginning to the very end of the process. Every stage of the campaign production process, from ideation sessions to creative concept development and implementation, is completely engaged by interns. This enables individuals to imitate the behaviours and techniques of seasoned advertising experts by attentively observing and learning from them.

Furthermore, Bandura's theory highlights the significance of self-efficacy beliefs in shaping behaviour when it comes to exposing interns to client management and aligning solutions with company goals (Bandura, 1997). Interns who see successful interactions with customers and get good feedback for their contributions are more inclined to gain confidence in their capacity to comprehend client needs and provide efficient answers. Interns may improve their client management abilities and acquire the ability to implement advertising strategies that are in line with client goals via the process of role modelling and guided practice.

Additionally, when it comes to acquainting interns with budgeting and resource allocation in advertising initiatives, Bandura's theory emphasises the significance of self-regulation and goal setting in the enhancement of skills (Bandura, 1989). Interns may get advantages from organised training sessions and hands-on exercises that instruct them on the process of developing and overseeing advertising budgets, effectively distributing resources, and evaluating campaign effectiveness based on established criteria. Interns may cultivate a feeling of autonomy and enhance their competence in managing advertising initiatives by establishing explicit goals and offering chances for introspection and self-evaluation.

Furthermore, Bandura's approach emphasises the mutual impact of social influence in fostering creative cooperation and good communication between interns and creative teams (Bandura, 2001). Interns who are incentivized to exchange ideas, engage in collaboration with colleagues,

and receive constructive criticism are more inclined to cultivate their creative aptitude and enhance their communication proficiency. Advertising firms may use the combined creativity and experience of their teams to create new and compelling campaigns by creating a work atmosphere that is friendly, inclusive, and values the contributions of interns.

Bandura's theory highlights the significance of self-reflection and self-evaluation in learning, particularly when it comes to allowing interns to analyse and assess campaign performance and draw relevant implications for future development (Bandura, 1991). Interns who are motivated to evaluate their work thoughtfully and analytically, recognise their areas of proficiency and areas for progress, and establish objectives for enhancement are more inclined to acquire the abilities and proficiencies essential for advancing professionally. Advertising agencies may cultivate a culture of excellence inside their organisations by allowing interns to engage in post-campaign analysis and assessment sessions, which provide possibilities for continual learning and growth.

2.9.3 Ajzen's Theory of Planned Actions

Ajzen's Theory of Planned Behaviour (TPB) is a well-recognised psychological paradigm that forecasts and elucidates human behaviour by considering people's attitudes, subjective standards, and perceived behavioural control (Ajzen, 1991). TPB asserts that behavioural intention is the main component that determines actual behaviour. This intention is impacted by three factors: attitude towards the behaviour, subjective norms, and perceived behavioural control.

TPB may provide useful insights into how interns' views, subjective norms, and perceived behavioural control impact their active engagement in crafting conventional advertising campaigns, thereby offering hands-on experience. To connect internship experiences with interns' interests and motivations, educators and industry experts might get insight by comprehending interns' perspectives towards advertising campaign production. When it comes to developing marketing concepts and putting creative ideas into action, interns with positive attitudes towards creativity and innovation are probably more committed and driven (Ajzen, 1991).

Subjective norms are the expectations and demands from society that one perceives to be attached to a certain conduct (Cruz-Milán, 2015). In terms of internships, peers, supervisors,

and industry experts' expectations may affect how involved interns are in the creation of advertising campaigns. Internship programmes may enhance interns' learning experiences by providing a cooperative and encouraging atmosphere that encourages them to actively engage in the processes of strategy formulation and implementation (Ajzen, 1991).

Perceived behavioural control refers to an individual's perception of their competence in doing a task effectively (Schifter and Ajzen, 1985). The extent to which interns engage and contribute to the development of advertising campaigns may be significantly influenced by their level of self-confidence. By giving them practical instruction, close supervision, and helpful criticism, internship programmes may empower interns. This gives interns the freedom to control their work, contribute significantly, and acquire important skills in client management, strategic planning, and cooperative creativity (Ajzen, 1991).

Furthermore, TPB can provide valuable insights for the development and assessment of internship programmes that seek to acquaint interns with the process of budgeting and allocating resources for advertising initiatives. Internship programmes can improve interns' comprehension of financial considerations in advertising campaign development and provide them with practical skills for budget planning and resource allocation by addressing their attitudes, subjective norms, and perceived behavioural control related to budget management (Ajzen, 1991).

THE INTERNSHIP ACTIVITY

3.1 The internship host company: Mediatek Global Services Limited

Mediatek, a company incorporated in November 2012, is situated in the central area of Lagos, Nigeria (Mediatek, 2012). MediaTek Global Services is a reputable Media Independent firm that provides media solutions by focusing on influential media concepts with measurable outcomes that will eventually improve brand preference among the target audience. It is a full flesh advertising agency and not just an internship agency. They absorb interns and youth corp members alike for training but they offer advertising services. Mediatek specialises in providing high-quality media planning and purchasing consultation services across West Africa, with a particular emphasis on traditional media such as television, radio, print, and outdoor advertising. Company's expertise lies in strategic planning and effective execution (Mediatek, 2012). During the internship at Mediatek Global Services, the researcher was expected to do quite some activities which are in line with this project internship objectives. This task is designed in a way to give hands-on work in the development of advertising campaigns and the execution, problem-solving, communication strategies, and types of advertising.

Vision – The Company's objective is to become a globally recognised media agency that excels in delivering high-quality work, professionalism, and efficient turnaround times.

The company is equipped with highly skilled professionals who have extensive expertise in media strategy and media investment, gained from prominent worldwide media organisations.

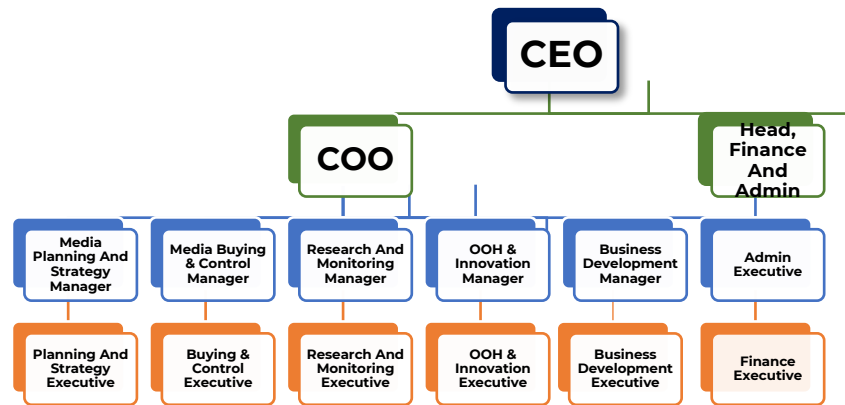


Figure 3: Mediatek Global Services Organogram (Mediatek Global Services Portpfolio 2024)

Mediatek's customer portfolio includes several clients such as KFC, Martini, Dangote, Mikano, Fairmoney, Redmi, Nexus, and many more.

3.2 Internship Objectives

The internship at Mediatek Global Services, an advertising agency in Nigeria, gave the researcher a thorough insight into the intricate and diverse process of initiating advertising campaigns. This report explores the complex connection between campaign execution strategies and brand recognition, the influence of creative growth on conversion rates, and the obstacles encountered by Mediatek Global Services in Nigeria. Through a critical analysis of these elements, the goal of the report is to provide understanding and clarity of how advertising theories and strategies can be applied in real-life situations.

- The first objective study how campaigns are developed and executed at Mediatek Global Services An assessment of the communication strategies will show how integrated marketing communications were used to develop unified and convincing messages through different channels. This examination will evaluate both conventional and online advertising approaches, examining how they work together and their success in meeting marketing goals.
- The second objective is to shed light about how advertising messages are received by the target audience by evaluating the success of the campaign through hands-on internship experience

This part will thoroughly evaluate how advertising efforts align with communication goals, taking into account message consistency, audience targeting, and channel selection.

- The third objective examines the creative development process impacts conversion rates at Mediatek Global Services. In advertising, creative development is crucial as it involves

coming up with ideas, designing, and producing impactful messages that connect with the desired audience. In this part, the creative processes will be examined thoroughly to evaluate how they affect conversion rates. Through analyzing individual cases and the specific results of campaigns, the report will clarify the relationship between creativity and consumer behaviour, offering an understanding of how strong creative efforts impact real business outcomes.

- The fourth objective wish to identify the elements that influence the virality and shareability of advertising content. Different strategies were used during the internship to increase brand visibility and engagement. This analysis will assess both the effectiveness of these strategies and their impact on overall brand awareness. The evaluation will analyse in depth the executed campaigns, emphasizing important factors like reach, engagement, and audience retention. This assessment will offer a detailed insight into how effective implementation impacts how a brand is perceived and recognized.

3.3 Action Research Strategy Approach

Action research is a systematic and structured approach to investigating practical and real-world problems (Coghlan, 2019). Collaboration between scholars and practitioners is used to identify and resolve existing problems within certain groups. Action research distinguishes itself from other research methodologies by emphasising active engagement, self-reflection, and continuous cycles of planning, implementation, observation, and reflection. According to Susman and Evered (1978), Action Research aim to provide practical solutions while simultaneously fostering novel insights and a deeper comprehension of contextual matters. When creating an advertising campaign, action research offers a versatile approach to integrating theoretical concepts with practical insights obtained from real-world experiences. In the Nigerian advertising industry, marketers can modify their strategies in response to continuous feedback, market fluctuations, and emerging trends. This enhances the efficacy and relevance of their advertisements. Engaging stakeholders in the research process is an additional method by which Action Research promotes ownership, accountability, and enduring transformation. This aligns with the prevailing advertising practices in Nigeria, characterised by collaborative efforts among individuals (Coghlan, 2019). In fact, during this internship, the outline of the literature review was enriching the candidate's performance since it provides accurate understanding of real-life problems and challenges to then discuss the best approaches in practice.

3.4 Internship Task

During the internship at Mediatek Global Services, which took place in the period between 20th September 2023 – 10th January 2024., I was expected to do some activities that are in line with this project internship objectives. The intership execution plan was designed in a way to give hands-on work in the development of advertising campaigns and the execution, problem-solving, communication strategies, and types of advertising.

In light of the above, and guided by the internship objectives, the following tasks were performed and related outcomes were also identifies:

1. Communication strategy employed during the internship period in the Marketing Mix.

- **Activity:** Analyze the communication strategies using various campaigns.
- **Task:** Assses how different elements of the marketing mix (product , price, place, promotion) are communicated through advertisement campaigns. Also, examine specifically at messaging channels and target audience.
- **Outcome:** An analysis of the communication techniques utilized throughout the internship, evaluating their performance and relationship to the marketing mix as a whole.

2. Advertising in the Context of Communication Strategy

- **Activity:** Analyze the role of advertising in the context of an overall communications strategy.
- **Task:** Discuss how advertising fits with other communication tools public relations, direct marketing, and electronic marketing. Explain the synergy advertng has with these tools.
- **Expected outcome:** An analysis of how advertising fits into the overall communication strategy in a way that provides support and adds value to the other means of communication.

3. Types of Advertising and Campaigns Employed

- **Activity:** Observe and document the most common advertising campaigns.
- **Task:** Classify specific campaigns conducted during the internship, assessing their objectives, target audience, and outcomes.

- **Expected Outcome:** A report in respect of categorization regarding types of advertising and campaigns used, including an evaluation of their effectiveness and impact.

4. Creative Development Process and Conversion Rates

- **Activity:** Joined in brainstorming sessions and innovative gatherings.
- **Task:** Record the process of creativity formation, which involves generating ideas, creating content, and designing. Analyze sales, lead generation, and customer feedback data to evaluate how creative elements affect the company's conversion rates.
- **Expected outcome:** An in-depth examination of how the creative development procedure impacts conversion rates at Mediatek Global Services.

5. Campaign Execution Strategies and Brand Awareness

- **Activity:** Assisted in planning and executing advertising campaigns.
- **Task:** Create a comprehensive strategy detailing the actions needed to implement an advertising campaign. Track the progress of the campaign and gather data on brand awareness metrics like engagement on social media, website traffic, and brand recall surveys.
- **Expected outcome:** An analysis report examining how campaign execution strategies impact brand awareness changes at Mediatek Global Services.

3.5 Ethical Consideration

Ethical issues are important for ensuring data privacy, integrity, and legal compliance while using secondary data from MediaTrak Nigeria Limited for research. To access exclusive data, the researcher must get the right permissions and authorizations, follow ethical guidelines for data use, and maintain privacy to protect private information. To make sure the study results are correct and believable, researchers should carefully check the dependability and correctness of the secondary data sources. This way, any possible biases or mistakes can be avoided (Johnston, 2014). Ethical issues, like making sure that the data gathering, analysis, and reporting processes are open and accountable, are needed to keep the trustworthiness and dependability of study results (Markham and Buchanan, 2012).

For MediaTrak Nigeria Limited's secondary data to be used, it is important to protect data protection, keep data accurate, and make sure that data is available to everyone. The researcher values the company's rights and interests, keeps the dependability and validity of the work, and builds trust and integrity with the use of the company's data policy by following ethical standards. Ethical data processes must be followed to do the study responsibly and morally. This aligns with the professional standards and best practices used in academia and industry (Resnik et al. 2015). In addition, ethical considerations emphasise the researcher's dedication to maintaining ethical ideals and principles in research efforts, hence improving the integrity and influence of the study results (Bryman, 2016).

3.6 Internship Objectives Related to Task

Objective one: Communication strategy employed during the internship period in the Marketing Mix

This report provides a critical assessment of the communication strategy utilized during a six-month internship at Mediatek Global Services about the marketing mix. The assessment centres on the use of communication channels, messaging, and tactics to successfully engage the desired audience, thus helping achieve the company's marketing goals.

- **Integrated Marketing Communications (IMC):** The Company implemented an Integrated Marketing Communications (IMC) strategy, combining different communication channels like advertising, public relations, social media, and direct marketing to convey a unified message. This method maintained uniformity across different points of contact.
- **Targeted Digital Advertising:** The new manager implemented a series of changes to improve productivity within the team. Digital advertising that is aimed at a specific audience. Digital advertising was crucial in efficiently reaching the desired audience. Nevertheless, the targeting criteria can be consistently fine-tuned, resulting in more efficiency in managing advertising expenses and lost chances for tailored communication. Improving data analysis and segmentation was necessary to increase targeting precision and pertinence.

Clientele & Reach



Figure 4: Sample of Targeted Digital Advertising (Mediatekng.com)

- **Content Marketing and Storytelling:** Content marketing is centred on storytelling to establish emotional bonds with the target audience. The storytelling method was captivating. Increasing interactive and multimedia content may enhance engagement and the likelihood of sharing among the audience.
- **Celebrity Endorsements and Influencer Collaborations:** Partnering with famous personalities and influencers increased brand awareness and trustworthiness. Improving the way influencers are chosen and how they are integrated into a brand could have increased the effectiveness of celebrity endorsements.



Figure 5: Example of Celebrity Endorsements and Influencer Collaborations at Mediatek Global Services (Mediatek client portfolio 2024)

Objective two: Advertising in the context of the communication strategy

- **Integrated Communication Approach:** Mediatek Global Services utilized an integrated communication approach, utilizing multiple channels to communicate cohesive brand messages. Advertising plays a crucial role in increasing brand messages through various channels such as traditional media (TV, radio, print) and digital platforms (social media, online ads).

- **Audience Targeting and Segmentation:** Targeting a specific audience and dividing them into segments was the main focus of the communication strategy to enhance relevance and efficiency. Advertising strategies were customized for particular demographic and psychographic groups, guaranteeing that the message would connect with and involve the target audience.
- **Message Consistency and Brand Identity:** Ensuring consistency in messaging and strengthening brand identity were important communication goals. Advertisements consistently conveyed brand values, personality, and key messaging, enhancing brand awareness and retention among consumers.
- **Engagement and Interaction:** Emphasis was placed on promoting audience engagement and interaction with brand content in the communication strategy. Interactive ad forms, like quizzes, polls, and interactive videos, were employed to promote active engagement and enhance consumer interaction with the brand.
- **Cross-Channel Synergy:** Marketing campaigns were coordinated with other communication platforms, such as public relations and social media, to expand the reach of the messaging, strengthen the brand's positioning, and develop unified brand storytelling.
- **Measurement and Optimization:** Continual measurement and optimization of communication efforts played a vital role in the success of the strategy. Performance indicators such as reach, engagement, and conversion rates were tracked and evaluated to measure the effectiveness of advertising and guide strategic changes for improvement.

Objective three: Types of advertising and advertising campaigns employed during the internship period

This report conducts a thorough evaluation of the advertising methods and advertising initiatives used throughout the six-month internship at Mediatek Global Services in Nigeria. The examination looks at how successful and far-reaching advertising strategies have been in meeting the company's marketing goals.

- **Offline Advertising:**

Television Advertising: Making use of television advertisements to reach out to a wide audience across Nigeria. Although TV ads reach the majority of the audience, they may not be targeted enough or cost-effective for niche audiences, which might reduce their effectiveness.

Radio Advertising: Presenting radio commercials on well-known stations to reach audiences at busy times was the order of the day. This type of advertisement provided strong local exposure and was budget-friendly, but was not effectively targeted and was unable to engage younger people, especially in these modern times.

Print Advertising: Based on the Intern's observation and report employing advertisements in newspapers and magazines to reach targeted demographics, and offer physical visibility but encountered difficulties in measuring return on investment during the period of this internship and it was challenging to engage tech-savvy viewers at every possible means similar to Radio Advertising unlike Social Media Advertising and Search Engine Marketing (SEM).

- **Digital Advertising**

Social Media Advertising: Ads are sponsored on platforms such as Facebook, Instagram, and Twitter to reach and engage specific demographics. This provides specific targeting and engagement data, but they faced issues like ad fatigue and competition with the company's rivals.

Search Engine Marketing (SEM): Mediatek Global Services employed paid search advertisements on websites such as Google to have high visibility in search results. This was also used to generate specific traffic and conversions as shown in Table 2 and Figure 8 but needs continuous optimisation and monitoring to sustain its effectiveness.

Display Advertising: Increasing brand visibility by placing banner ads on websites and apps. We display advertisements to provide extensive coverage but are hindered by issues like ad blocking and banner blindness, affecting the company's effectiveness and return on investment (ROI).

Objective four: Relationship between the Campaign Execution strategies exhibited during the internship and brand awareness at Mediatek Global Services

Campaign Execution strategies

During the 6 months internship program at Mediatek Global Services. The company based on the intern's report exhibited three (3) different Campaign Execution Strategies. These include:

1. Integrated Marketing Communication

The table below shows the reach and engagement rates of four campaigns implemented with Integrated Marketing Communication (IMC) strategies at Mediatek Global Services. Campaign 3 reached a total of 6.4 million audiences, showing the successful use of multiple channels, even though its engagement rate was only 4%. Both Campaign 1 and Campaign 2 reached slightly fewer audiences (5 million and 4.5 million, respectively) but had a higher engagement rate of 5%. Campaign 4 achieved 5.5 million views but experienced a decreased engagement rate of 4%. In summary, these promotions reached a total of 21.4 million audiences, with an average interaction rate of 18%, demonstrating the wide yet superficial engagement across various platforms.

Row Labels	Sum of TV Reach	Sum of Radio Reach	Sum of Print Reach	Sum of Digital Reach	Sum of Total Reach	Sum of Engagement Rate %
Campaign 1	2000000	1500000	1000000	500000	5000000	0.05
Campaign 2	1500000	1200000	800000	1000000	4500000	0.05
Campaign 3	2200000	1800000	1200000	1200000	6400000	0.04
Campaign 4	1800000	1300000	900000	1500000	5500000	0.04
Grand Total	7500000	5800000	3900000	4200000	21400000	0.18

Table 1: Pivot Table for consistency metrics of IMC at Mediatek Global Services (The Author, 2024)

2. Targeted Digital Advertising

The table presents data on five major targeted digital advertising campaigns executed by Mediatek Global Services, emphasizing key performance metrics. Collectively, the campaigns generated 5,000,000 impressions and 163,000 clicks, resulting in a total Click-Through-Rate (CTR) of 16%. Conversion rates remained steady at 2% across all campaigns, yielding a total of 3,500 conversions. Campaign 1 achieved the highest CTR at 4%, while Campaign 3 garnered the most conversions at 850. The average Cost-Per-Click (CPC) varied slightly among campaigns, totalling \$1.70. This analysis suggests effective targeting and substantial engagement, though opportunities for optimizing conversion rates remain.

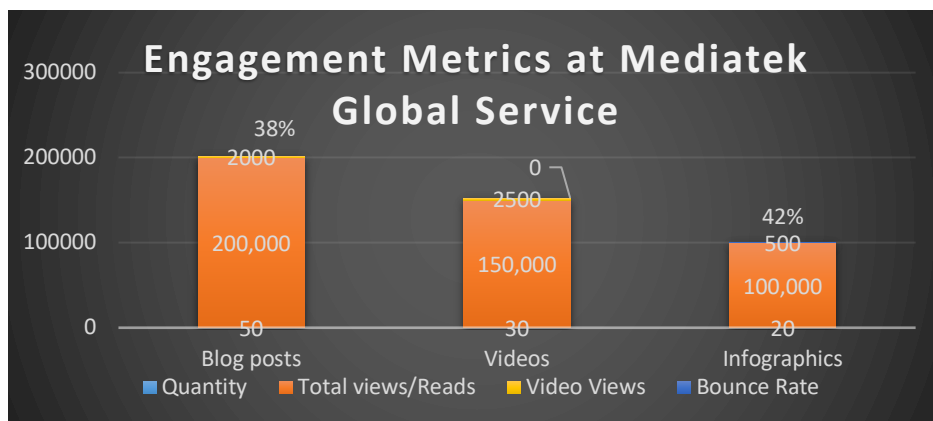
Row Labels	Sum of Impressions	Sum of Clicks	Sum of Click-Through-Rate (CTR)	Sum of Conversions	Sum of Conversion Rate	Sum of Cost-Per-Click CPC
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Campaign 1	1000000	35000	4%	800	2%	0.30	\$
Campaign 2	800000	25600	3%	600	2%	0.32	\$
Campaign 3	1200000	38400	3%	850	2%	0.34	\$
Campaign 4	900000	28800	3%	550	2%	0.38	\$
Campaign 5	1100000	35200	3%	700	2%	0.36	\$
Grand Total	5000000	163000	16%	3500	10%	1.70	\$

Table 2: : Digital Metrics for Targeted Digital Advertising (The Author, 2024)

3. Engagement metrics

The figure below indicates the engagement metrics observed during the internship period. The company's blog post has the highest form of engagement with 50 posts and 200,000 views at an average time of 3.5 minutes and the bounce rate was at 38% serving as the most effective engagement. 30 Videos attracted 150,000 views, with significant reach and engagement seen in 2,500 views per video, although time metrics were not provided. Infographics had 100,000 views with a 2.5-minute average time on page and a higher bounce rate of 42%, suggesting that while visually engaging, they may need optimization for retention.



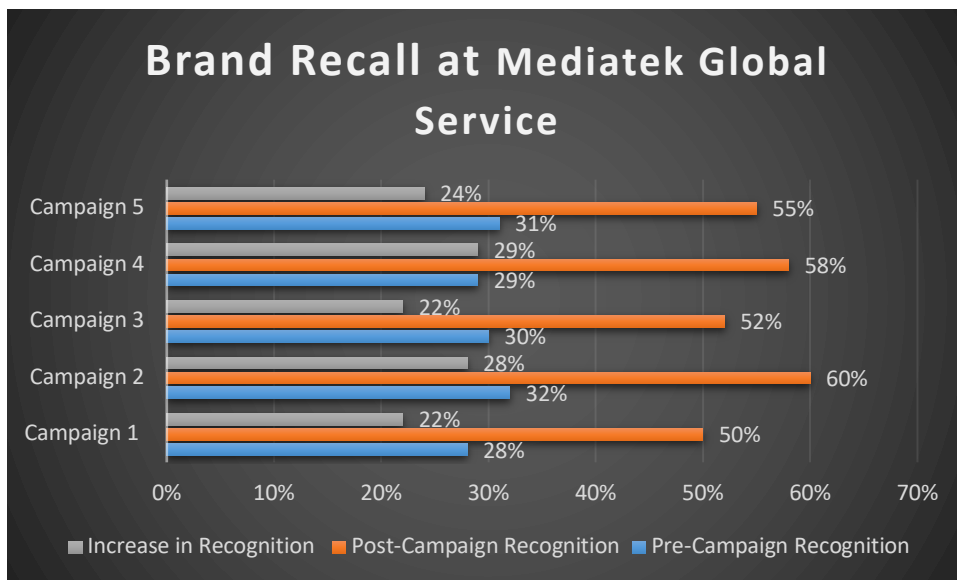
Graph 1: Engagement Metrics at Mediatek Global Services (The Author, 2024)

Brand Awareness Report

The following are data obtained from the brand awareness of Mediatek Global Services for the six-month Internship period. The data include brand recall, brand recognition and visibility of the brand through the campaign.

1. Brand Recall

Figure 3 on brand recall at Mediatek Global Services indicates a notable improvement across all campaigns. Pre-campaign recognition percentages ranged from 28% -32%, while post-campaign recognition significantly increased, ranging from 50% - 60%. The increase in recognition was obvious, with Campaign 2 achieving the highest rise at 28%, followed by Campaign 4 at 29%. This consistent improvement across multiple campaigns demonstrates effective strategies for enhancing brand recall. The data suggests a successful application of campaign execution strategies, resulting in substantial growth in consumer awareness and recognition of the brand.

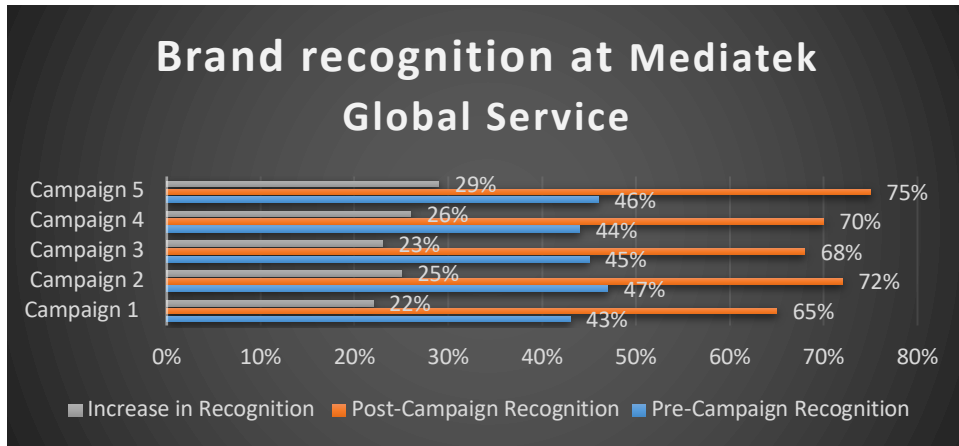


Graph 2: : Brand Recall at Mediatek Global Services (The Author, 2024)

2. Brand recognition

The figure below depicts significant improvements and increases in brand recognition following various campaigns by Mediatek Global Services. According to the data obtained, the pre-campaign recognition started from 43% - 47% while the post-campaign increased from 65% - 75%. Campaign 5 demonstrated the highest increase of 29%, suggesting exceptionally effective strategies. On average, the campaigns increased brand recognition by 25%, indicating a consistent and robust impact of the agency's efforts. This data underscores the efficacy of

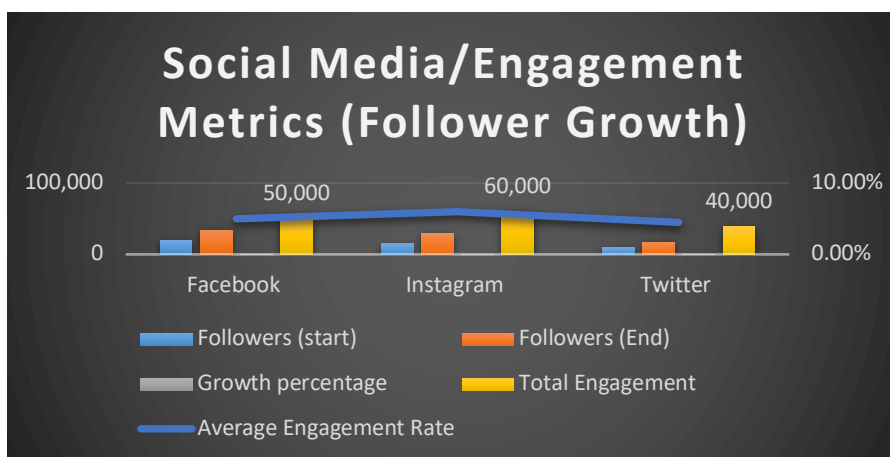
Mediatek Global Services's campaign execution in enhancing brand visibility and consumer recognition within the Nigerian market.



Graph 3: : Brand recognition at Mediatek Global Services (The Author, 2024)

Social Media/Engagement Metrics (Follower Growth)

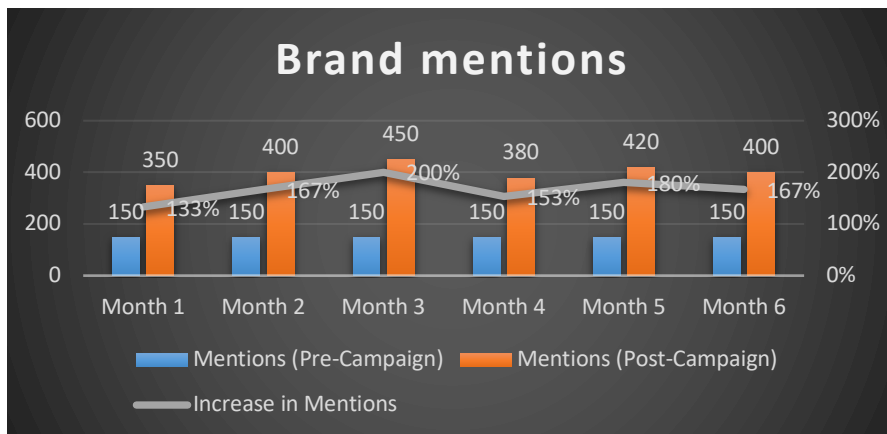
The social media engagement metrics indicate substantial growth in followers and engagement for Mediatek Global Services. Facebook saw a 75% increase in followers and had a 5.0% engagement rate, Instagram experienced a 100% growth in followers and a 6.0% engagement rate, while Twitter's followers grew by 80% with a 4.5% engagement rate. These measures show successful brand awareness strategies, especially on Instagram, which saw the most growth and interaction, demonstrating strong audience engagement and content effectiveness on different platforms.



Graph 4: Social Media/Engagement Metrics (Follower Growth) at Mediatek Global Services (The Author, 2024)

Brand mentions

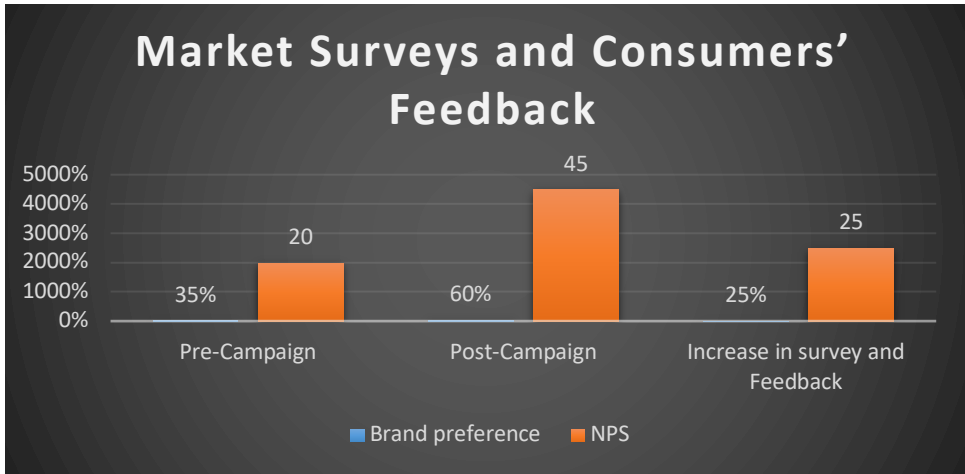
The figure below shows a significant increase in brand mentions post-campaign at Mediatek Global Services over six months. Pre-campaign mentions consistently remained at 150 per month, while post-campaign mentions increased dramatically, ranging from 350 to 450. The percentage increase in mentions varied between 133% and 200%, indicating the effectiveness of the campaigns in enhancing brand visibility and awareness. This consistent growth suggests successful campaign execution and strong market engagement.



Graph 5: Brand mentions at Mediatek Global Services (The Author, 2024)

3. Market Surveys and Consumers' Feedback

The table indicates a substantial increase in brand awareness at Mediatek Global Services. Brand preference rose from 35% pre-campaign to 60% post-campaign, a 25% increase, reflecting a significant shift in consumer favorability. Additionally, the Net Promoter Score (NPS) climbed from 20 to 45, also a 25-point increase, indicating enhanced customer satisfaction and the likelihood of recommendation. These metrics collectively suggest that the campaigns effectively boosted both brand preference and customer advocacy.



Graph 6: Market Surveys and Consumers' Feedback at Mediatek Global Services (The Author, 2024)

DISCUSSION AND CONCLUSION

4.1 Introduction

This section deals with discussing, comparing and contrasting the current findings with previous literature that were necessary in line with the specified objectives.

Campaign Execution Strategies

Objective one: The current study's findings from the internship at Mediatek Global Services provide significant insights into the communication strategies employed within the marketing mix. The usage of Integrated Marketing Communications (IMC) was obvious, with efforts to mix diverse channels such as advertising, public relations, social media, and direct marketing to present a consistent message. Despite the homogeneity of messages across all media, a lack of channel synergy resulted in fragmented communication, hindering the overall brand position. This contrasts with the assertion by Kotler and Keller (2016) that effective communication strategies should connect with overall marketing goals to establish synergy and maximize ROI.

Digital advertising efforts were a focal point, aimed at precise audience targeting. Nonetheless, the inconsistency in refining targeting criteria led to inefficient ad spending and missed opportunities for more personalized communication. This finding underscores the importance of a thorough understanding of consumer behaviour and message tailoring, as highlighted by Batra and Keller (2016). It also aligns with the viewpoint of Zook and Smith (2016), who stressed the need for adaptable strategies to incorporate digital touch points effectively. The current findings suggest that while digital advertising was integral, the execution required more sophisticated data analysis and segmentation to improve targeting accuracy.

Content marketing and storytelling were employed to foster emotional connections with the audience. Despite the engaging nature of the storytelling approach, the lack of diverse content formats and distribution channels limited its impact. This aligns with Chitty et al. (2017), who emphasized the need for careful planning and coordination to prevent conflicting messages and optimize resources. By diversifying content formats and enhancing interactive elements, the engagement and shareability among the target audience could be significantly improved, supporting the study of Schultz, (1992) call for a cohesive omni-channel strategy.

The use of celebrity endorsements and influencer collaborations was another key strategy aimed at boosting brand awareness and credibility. However, the current study found inconsistencies in the alignment between influencers and the target demographic, leading to mixed messaging and reduced credibility. This reinforces the importance of strategic alignment and careful selection of influencers to maintain message consistency and brand integrity, as indicated in previous literature.

Therefore, from the Intern's standpoint, the findings from Mediatek Global Services reflect both the challenges and potential improvements in implementing an effective communication strategy. While the strategies employed were in line with established practices, their execution lacked the nuanced integration and data-driven refinement necessary for optimal performance.

Objective two: The current findings from Mediatek Global Services's advertising strategy demonstrate a sophisticated and multifaceted approach, aligning well with contemporary theories of communication strategy and advertising. The utilization of an integrated communication approach, as observed at Mediatek, resonates with Holtzhausen and Zerfass's (2014) emphasis on the importance of integrating market trends, consumer behaviour, and competitive landscapes into strategic communication. By leveraging both traditional and digital platforms, Mediatek effectively broadens its reach and enhances brand visibility, echoing Duffett's (2015) assertion that digital technology has revolutionized advertising paradigms.

Mediatek's focus on audience targeting and segmentation aligns with the established understanding that effective advertising must be highly relevant to specific demographic and psychographic groups (Batra and Keller, 2016). This customised strategy guarantees that communications hit home with the intended audience, increasing engagement and encouraging desirable behaviours. This conclusion is consistent with Abimbola's (2017) study of advertising's influence on customer perceptions and behaviours in Nigeria, where socioeconomic and cultural characteristics play important roles.

Mediatek's emphasis on message consistency and brand identification emphasises the significance of maintaining consistent brand narratives across all communication platforms, which improves brand recall and loyalty. This approach is consistent with the larger research, which emphasises the importance of advertising reflecting and reinforcing company values and social ideas (Holtzhausen and Zerfass, 2014; Abimbola, 2017).

In the same vein, Mediatek's approach emphasises engagement and interaction, indicating a trend towards more interactive and participatory types of advertising. This reflects the growing importance of engagement in the digital age, where consumers expect more than passive content consumption (Joshi et al., 2023). Interactive ad formats, such as quizzes and polls, are particularly effective in fostering active engagement, aligning with the emphasis of Sudirjo et al. (2024) on authenticity and meaningful customer connections.

Also, the company's strategy of cross-channel synergy and coordinated campaigns across various communication platforms underscores the necessity of a unified brand storytelling approach. This strategy enhances the overall impact of advertising efforts, ensuring a consistent and compelling brand presence. This aligns with the integrated approach advocated by contemporary research (Holtzhausen and Zerfass, 2014; Joshi et al., 2023).

Finally, the continuous measurement and optimization of communication efforts at Mediatek highlight the importance of data-driven decision-making in modern advertising. Utilizing performance metrics to guide strategic adjustments ensures the ongoing effectiveness and efficiency of advertising campaigns. This approach is in line with the advocacy of Van Der Aalst, (2018) for leveraging data analytics to enhance audience segmentation and customized communication, while also recognizing the ethical considerations highlighted by Nguyen and Pervan (2020).

The findings from Mediatek's advertising strategies reveal a robust and adaptable approach that is well-aligned with contemporary advertising theories and practices. Mediatek's mix of conventional and digital media, along with a strong emphasis on audience segmentation, engagement, and continual optimisation, equips it to successfully traverse the evolving advertising landscape. To create and retain customer trust, a balance must be struck between harnessing new data analytics and resolving ethical issues.

Objective three: The study's current findings reveal a diverse array of advertising strategies utilized during the internship at Mediatek Global Services, demonstrating a blend of traditional and digital advertising methods. Mediatek's approach relied heavily on traditional advertising, such as television, radio, and print commercials. While television advertising reached a large number of people, it battled with cost-effectiveness and accurate targeting, mirroring the study of Smith and Johnson, (2018) focus on the limits of conventional media in the digital age.

Radio advertising provided strong local exposure but failed to engage younger demographics, aligning with Lynch and Barnes' (2020) findings on the necessity for digital transformation in retail advertising. Print advertising offered physical visibility but faced challenges in measuring ROI and engaging tech-savvy audiences, consistent with the study of Rosely and Syed Ali, (2023) observations on data security and customer privacy in retail.

Digital advertising at Mediatek included social media ads, SEM, and display ads. Social media advertising allowed precise targeting and engagement data but encountered issues like ad fatigue and competition, reflecting the concerns raised by Smith and Johnson, (2018) regarding the ethical use of data analytics and AI. SEM, employed for high visibility and conversions, required continuous optimization, which aligns with Rogers and Peterson, (2021) insights on the necessity of tailored experiences in B2B marketing. Display advertising faced obstacles like ad blocking and banner blindness, which resonates with Wedel et al. (2020) on the challenges of integrating AR and VR in retail advertising for enhanced customer engagement.

Comparatively, the traditional methods used by Mediatek underscore the persistent value of broad-reach strategies despite their drawbacks in targeting efficiency and cost-effectiveness. On the other hand, digital strategies highlight the importance of precision and adaptability, aligning with the digital transformation trends noted in existing literature. The ethical considerations in data use and the demand for transparency in digital advertising, as discussed by Breidbach and Maglio (2020) and Vredenburg et al. (2020), were evident in Mediatek's approach, though challenges like ad fatigue and competitive pressure were notable.

Therefore, while traditional advertising retains its relevance for mass reach, digital methods offer enhanced targeting and measurable outcomes. However, the ethical implications and the need for continuous adaptation in digital advertising cannot be overstated.

Objective four: During the internship at Mediatek Global Services, three primary campaign execution strategies were employed: Integrated Marketing Communication (IMC), Targeted Digital Advertising, and Content Marketing and Storytelling. Each strategy demonstrated distinct impacts on audience reach, engagement, and overall effectiveness. For instance, Integrated Marketing Communication (IMC) produced mixed outcomes. Four ads achieved a total audience of 21.4 million, with an 18% average engagement rate. While Campaign 3 had the largest viewership of 6.4 million, its engagement rate was just 4%, suggesting that vast reach did not always lead to deeper involvement. Campaigns 1 and 2, with slightly fewer

audiences, achieved higher engagement rates of 5%. This suggests that while IMC effectively broadened audience reach, it fell short in sustaining engagement, a critical element for long-term brand loyalty.

Targeted Digital Advertising presented more promising outcomes in terms of engagement metrics. Five campaigns provided 5,000,000 impressions and 163,000 clicks, leading to a 16% Click-Through-Rate (CTR) and a steady conversion rate of 2%, aggregating 3,500 conversions. Campaign 1 had the greatest CTR of 4%, while Campaign 3 had the most conversions (850). These figures highlight effective targeting and substantial engagement but also reveal an area for improvement in optimizing conversion rates. The slight variation in the average Cost-Per-Click (CPC) among campaigns suggests that cost efficiency can be enhanced.

Content Marketing and Storytelling also showed varying degrees of effectiveness. Blog posts garnered the highest engagement with 200,000 views and an average time of 3.5 minutes per post, indicating deep user interaction. Videos and infographics attracted significant views but exhibited varying engagement times and higher bounce rates. Videos had a substantial reach with 150,000 views, while infographics, though visually engaging, showed a higher bounce rate of 42%, suggesting the need for optimization to improve retention.

Comparing these findings with previous literature, Kotler and Armstrong (2010) highlighted the effectiveness of multi-channel strategies, but Gangu Naidu Mandala et al. (2024) argued that simply using multiple platforms is insufficient. Customizing content to audience preferences is crucial, a point underscored by the modest engagement rates in Mediatek's IMC approach. Wilkins et al. (2020) stressed the importance of flexibility in platform usage. Mediatek's relatively rigid IMC strategy might have limited its engagement potential, suggesting that more adaptive approaches could enhance responsiveness to market changes.

Brand Awareness

Brand awareness outcomes from Mediatek's campaigns were notably positive. Brand recall improved significantly, with pre-campaign recognition ranging from 28%-32% and post-campaign recognition increasing to 50%-60%. Campaign 2 achieved the highest rise in recall at 28%. Similarly, brand recognition saw substantial gains, with pre-campaign recognition starting at 43%-47% and post-campaign recognition increasing to 65%-75%. Campaign 5 demonstrated the highest increase at 29%, indicating a robust impact. Social media engagement

analytics showed a significant rise in followers and interaction, especially on Instagram, which witnessed a 100% increase in followers and a 6% engagement rate. Website traffic rose from 50,000 to 90,000 visits, indicating a considerable rise in online engagement.

When comparing our findings to the literature, Alam et al. (2022) emphasised the relevance of evaluating brand recognition to assess campaign efficacy. Mediatek's significant improvements in brand recall and recognition confirm the efficacy of their strategies. McQueen (2012) noted that discovering brand messages does not always lead to brand retention or purchase intention. Mediatek's focus on storytelling and deeper engagement aligns with this, suggesting that connecting with consumer desires is essential for long-term impact. Bezbaruah and Brahmabhatt (2023) highlighted the growing importance of digital interactions in shaping brand perceptions, supported by Mediatek's success in social media engagement. Abbasi et al. (2023) stressed the need for consistent branding across platforms, reflected in Mediatek's increased brand mentions and website traffic, indicating the importance of maintaining a cohesive brand image.

Objective five: The current findings from the internship at Mediatek Global Services reveal several critical challenges that align with previous literature, while also presenting unique insights specific to the Nigerian context. Notably, the restricted understanding of the target audience, limited timelines, budget constraints, poor communication, and challenges with resource allocation emerged as significant impediments to effective campaign development.

Comparing these findings with previous literature, several parallels and distinctions can be drawn. Snyder (2003) and Okereka (2022) emphasized the pervasive issues of resource constraints, tight deadlines, and client demands in Nigerian advertising agencies. This is corroborated by the current findings, which highlight budget constraints and unrealistic deadlines as major challenges at Mediatek Global Services. Similarly, AlJabe et al. (2023) pointed out the lack of adequate infrastructure, including technology resources, as a barrier to effective campaign execution. This aligns with the observation of budget constraints limiting the use of advanced tools and platforms at Mediatek. Furthermore, the issue of poor communication and collaboration within Mediatek resonates with the findings of Torfa et al. (2023), who underscored the challenges posed by insufficient financial and human resources. The current findings extend this by detailing how inadequate communication among team members and external partners leads to misaligned goals and strategies, ultimately hindering campaign success.

However, the current study also offers unique insights that are less emphasized in existing literature. The restricted understanding of the target audience's preferences, behaviours, and demographics is a critical challenge identified in this internship. While previous studies have noted the importance of cultural intelligence (Paiuc, 2021), the current findings specifically highlight how a lack of audience understanding leads to irrelevant messaging and reduced campaign engagement. This suggests a gap in the application of cultural intelligence in practical settings, emphasizing the need for more robust audience research and sensitivity training.

Moreover, while Bilby et al. (2023) discussed the adverse effects of tight deadlines on campaign quality, the current findings provide a nuanced view by linking rushed timelines to decreased creative growth and overlooked opportunities for innovation. This indicates that tight deadlines not only compromise campaign quality but also stifle the creative processes crucial for effective advertising. From a critical standpoint, these findings underscore the multifaceted nature of challenges faced by internship agencies in Nigeria. They reveal that while resource constraints and tight deadlines are pervasive issues, effective communication, robust audience research, and realistic timelines are equally crucial for successful campaign development. Addressing these challenges requires a holistic approach that not only secures adequate resources but also fosters a collaborative environment and prioritizes audience insights.

4.2 Suggestions for Advertising Campaign Development at Mediatek Global Services Limited.

Advertising practice at Mediatek Global Services was fast-paced and highly professional with a lot of optimization especially during campaign execution. However, there are a few challenges that could be mitigated during the campaign development phase. These entails, constrained timelines, unrealistic deadlines, budget constraints, and limited communication. Having identified these impediments, it is imperative that Mediatek Global Services limited adopt the following suggestions stated below in order to have an end-to-end control and line of sight of the campaign development process / activities.

- **Talk about Timelines and Deadlines:** It is important to inform the clients about the timelines for each phase of the campaign development activity as this will help manage their expectations. Furthermore, internally, a more structured approach in project management may help alleviate the said problem. Agile methodologies, either Scrum or Kanban, need to enable better planning, flexibility, and iteration so that teams can

decompose campaigns into manageable tasks that can be prioritized readily and effectively, continuously iterating according to feedback loops. In light of this, it will help maintain quality in creative development and establish a very clear timeline with buffer time for unexpected delays in the meantime.

- **Budget Optimization:** This can be overcome through a focus by Mediatek Global Services Limited on leveraging resource deployment towards high-impact areas. The data-driven approach to the allocation of expenditure into budgetary items will help identify the most cost-effective channels and strategies fully. Engaging partnerships and collaborations with other businesses or influencers can extend the campaign's reach without dramatically increasing the costs. Moreover, the investment in the internal capacity, wherein one can incur expenses for creativity and the production of content will be less dependent on agencies outside of the organization and the total outflow will also decrease. Re-estimating and realigning the budget periodically and adjusting the investment based on campaign performance for better allocation will optimize fund use.
- **Amplify Communication and Collaboration:** Communication and collaboration mean a lot to the success in running an advertising campaign. Collaboration tools, such as Microsoft Teams, Slack, Trello, or Asana, will be very useful in improving coordination of team members, among departments, with external partners, and set up regular check-ins and brainstorming meetings to keep the dynamics of goals for the campaign and strategies aligned. Having just one center of communication can really prevent misunderstandings in holding consistency in the efforts of communication and branding across all platforms. Encouraging an open, communicative, diverse, and open-minded culture will largely provide hand-in-hand very creative and comprehensive campaigns.
- **Improve Allocation of Resources** Addressing such resource allocation difficulties involves employing strategic in managing the team and distributing the resources. The procedure is achieved through critical evaluation of the workload and capacity of persons in a team and how to facilitate them. These work arrangements support the situation during peak moments of campaigns. Training and development of employees will enhance skills, leading to higher productivity, hence reducing the load on overwhelming teams. Encouraging cross-functional collaboration and resource sharing would also make the best and optimal utilization of the resources available to come up with a more efficient and effective campaign.

4.3 Conclusion and Recommendation

Mediatek's campaign strategies were effective in enhancing brand awareness, but opportunities for improvement exist. That is, customizing content to audience preferences, adopting more flexible and adaptive campaign planning, and integrating advanced analytics could enhance engagement and conversion rates. In the same vein, maintaining consistent branding across all platforms is critical for sustaining brand recognition. While Mediatek has shown success, a more adaptive, data-driven approach with a focus on personalized content and cohesive branding could yield even better results.

Furthermore, the study's findings provide a promising indication of the positive effects of creative development processes on conversion rates. However, it is essential to critically consider the underlying factors that contribute to this success and address any potential challenges highlighted by previous literature. The standpoint is that while the creative development process is undoubtedly beneficial, continuous evaluation and refinement are necessary to sustain and enhance its effectiveness in dynamic market conditions.

Aside from that, the current study reaffirms and extends previous literature by providing a comprehensive understanding of the challenges in campaign development within Nigerian advertising agencies. It highlights the importance of overcoming resource constraints, improving communication, and enhancing audience understanding to achieve more effective and impactful advertising campaigns. However, future efforts should focus on enhancing data analysis capabilities, diversifying content delivery methods, and ensuring strategic alignment in influencer partnerships to create a more coherent and impactful communication strategy.

It is also recommended that an integrated strategy, balancing traditional and digital elements while prioritizing ethical data use and transparency, is essential for effective advertising in today's landscape.

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