

2108/Journalism/TP

**THE KENYA POLYTECHNIC UNIVERSITY COLLEGE
JOURNALISM AND PUBLIC RELATIONS**

**A RESEARCH ON THE EFFECTS OF ADVERTISING ON
CORPORATE IMAGE**

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ABSTRACT SUMMARY

The author examines company advertising campaigns with corporate image dimensions and compares them to matched standard, or non-image campaigns. The author investigates the manager's objectives for the campaigns with corporate image dimensions, examines the process creating them and develops a model for explaining success factors.

Although these campaigns are not particularly effective in achieving traditional economic objectives, such as increasing sales –they are highly effective in achieving company-oriented objectives like communicating the essence of the company's mission. Drawing from research and theory related to advertising of company's products, the author discusses causal mechanisms underlying advertising of company-oriented products and presents directions for further research.