Abstract

The topic that I have chosen for my dissertation revolves around two sub ideas; dance and advertising. The main idea of my research is the combination of these subs: whether dance has been an effective tool for advertising (TVCs) in Pakistan. The aim of this study is to find out what attracts consumers to buy brands, which use dance as their key instrument, how a consumer decides to buy a brand which uses dance and how has the market for an ad with a dance routine been created in Pakistan.

The study will also aim to recognize the taboo that has been associated with dance for decades and whether or not this taboo has been broken, or at least whether the people have started to accept dance without fear of being judged. Dance, is a personal favorite hobby, which is what led me to carrying out a research on the topic. This expressive art form conveys ideas, emotions, education, movement, all in all liberation of the body showing to the audience the extents to which a human body can achieve.

The major chunk of the exploration lies in the marketing of a product since I want to study whether dance has impacted the sales and whether the increase or decrease of sales has made them negate the dance mechanism or whether they continued using this tool.