ABSTRACT

This dissertation investigates the effectiveness of regionally standardised and localised advertisement campaigns in Pakistan, and also studies the reasons for its continuity despite its limiting factors.

The study draws a comparison between international and local brand advertisement campaigns from the perspective of advertising agencies, multinational and local brand companies. Within a commercial and cultural context, the research studies the influence of these advertisements on consumer preferences, the dominance of powerful brands in the market and the effect international brand advertising has on local brand advertising campaigns and vice versa. The research strategy used is qualitative and quantitative through content analysis of interviews conducted and numerical analysis of the survey results on consumer preferences. The findings of the research has been compared and contrasted with secondary research from books, journals, articles and websites. This paper also studies the role of globalisation in encouraging regionally standardised campaigns and Pakistan’s level of authority in the region it operates from.