

THE EFFECTIVENESS OF TAGLINE "ADA AQUA" USING EPIC MODEL IN RANGKAPAN JAYA BARU SUB-DISTRICT PANCORAN MAS DEPOK

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ABSTRACT

One measure of the success of advertising is its ability to create perspective space in the minds of audiences and consumers. Advertising as a message delivery tool that does not only function to provide information, persuasive and reminds audiences, but must also have an impact on consumers in the form of purchasing actions and attitudes towards products as expected by producers. This study aims to analyze the impact of AQUA product advertisements with the tagline "Ada AQUA" to consumers by using the EPIC model (Emphaty, Persuation, Impact, Communication). The research method used is quantitative descriptive. The results showed that AQUA ads with the tagline "Ada AQUA" were in the effective category as evidenced by the results of Emphaty dimensions of 4.15, which meant consumers liked and were interested in AQUA ads. The persuasion dimensions of 3.89 showed AQUA ads were able to strengthen their image and character in the minds of consumers, the Impact dimension of 3.93 shows consumers more easily recognize AQUA ads with that tagline and Communcations dimensions of 4.06 indicate consumers are able to remember AQUA ads well. Broadly speaking, the conclusions obtained are AQUA ads with the tagline "Ada AQUA" effective in delivering the message to the target audience (consumers)

Keywords: Advertising, Empathy, Persuation, Impact, Communication

INTRODUCTION

Advertisements almost every day hit people's lives and mindsets. The language of advertising is able to reconstruct messages that are able to reach audience so that it becomes a thought and change in consumer behavior.

Today consumers are more educated and knowledgeable. It means they have to verify company claims and look for superior alternatives. In the context of

advertising, companies must be able to create effective and meaningful advertising messages, especially in determining the tagline (slogan) that is deep in consumers' memory. PT. Aqua Golden Mississippi Tbk, as one of the largest bottled water companies in Indonesia, has been able to create a brand perspective for its customers well. This is of course supported by the ability of the company to create and build its advertising messages well and effectively and be able to instill the brand

image in the minds of consumers well, including in creating effective and strong taglines that can be firmly planted in the minds of consumers. Based on the data, within 3 consecutive years (2015-2017) the

brand of AQUA has been able to place and maintain its position as number one when compared to other competing brands, as shown in Table 1

Table 1
Top Brand Index of Bottled Water in Indonesia

BRANDS	TOP BRAND INDEX		
	2015	2016	2017
AQUA	75.9 %	73.4 %	73.3 %
VIT	5.0 %	5.5 %	6.1 %
Club	2.6 %	3.4 %	4.5 %
Ades	2.6 %	3.4 %	4.1 %
Cleo		2.0 %	

Source: www.topbrand-award.com.

Some AQUA advertisements that have appeared, use a tagline such as "*Semua Berawal dari Kita*", "*Kebaikan Alam Kebaikan Hidup*", "*Gagal Fokus*" and "*Ada AQUA*". Each tagline gives consumers different meanings and perspectives. An interesting point to examine from these tagline is how much the tagline effectiveness of AQUA ads is to build consumer interest (emphaty), the strength of the brand character in the minds of consumers (persuasive), consumer involves in the brand (impact), and memory left by these advertising messages deeply in consumer memory (communications).

In this study, researcher took one of the taglines, namely "*Ada AQUA*" to measure how much impact the tagline has in shaping the perspective and attitudes of consumers towards AQUA. So that this research can also be formulated that "*Ada AQUA*" as a whole effective if viewed from the aspects of Emphaty, Persuasive, Impact and Communication?"

Ads are translated and understood as a form of communication that uses paid media. The message in the advertisement is deliberately formed and designed in such a way as to influence the target audience to act and behave according to the wishes of the advertiser in the present or future time.

Understanding advertising, Machfoedz (2010:139-141) says that, advertising is all forms of presentation of information and promotions directly carried out by sponsors to offer ideas, goods or services. Advertising has a non-personal nature and is a tool to promote products and services without holding direct contact and advertisers must pay a certain applicable rate. Subagyo (2010: 136) argues that, "advertising is a promotion or non-individual service carried out by a sponsor or certain individual company that can be identified and who pays communication." From the two definitions above, it can be concluded that advertising is a form of mass communication such as newspaper radio, magazines and so on.

According to Kotler and Keller (2012: 490-491) advertising has three advantages including: 1) Pervasiveness: marketers can repeat the same message through advertisements. With advertising, buyers can receive and compare messages from various competing companies. Large-scale advertising will create a positive message about size, strength, and success (the sales company), 2) Amplified Expressiveness: advertising provides an opportunity to dramatize the company and its products through the use of prints, sounds, and colors, 3) Control: advertisers can

determine aspects of the brand and product that will be focused to be communicated.

What factors make the ads effective? Before answering the question, we need to understand the word "effective" in an advertisement itself. At least, Nielsen (Nielsen Ads@work, 2008) (Brands, 2008) provides four indicators to determine the effectiveness of an advertisement for its audience. First, advertising must be able to change audience behavior (change behavior). In this case, the target of advertising is to be able to make consumers or audiences are persuaded to try the products offered by the company. Second, advertising must be able to educate consumers about the products offered. On the other hand, advertising must also be able to make consumers always remember the product offered (educate or remind). So, the company must be able to make communication and interactive dialogues well and willingly must be able to instill memory of the product deeply in the minds of consumers so that consumers are only able to remember these products compared to other products. Third, advertising must be able to evoke the emotional side of consumers (evoke an emotional response). Meaning that the target of advertising make the memories that always connected with the brand in all things, situations and conditions (improve brand affinity or association). Fourth, advertising must be able to make the brand recognized in the minds of society. For that, advertising must be able to make the brand image stand out from other brands (stand out from others)

The results of research on the effectiveness of advertising on consumer behavior states that creative advertising is able to change consumer behavior to prefer the ads, the brand of its product and the intensity of its behavior (Baack, Wilson, van Dessel, & Patti, 2016). Another study on the behavior of outdoor advertising stated that the effectiveness of advertising was influenced by positive and negative attitudes from both the message and the procedures for delivering the ad itself and

the audience exposed to the advertisement. For positive audiences about advertising, they are better able to remember advertisements than negative audiences (Donthu, Cherian, and Bhargava, 1993) in (Mehta, 2000). While the study of the impact of advertising in general, which is viewed from the "involvement" of the audience on advertising, explains that the effectiveness of advertising can be measured by the time spent by the audience and their involvement in seeing print ads. Some audiences who think that advertising has good benefits and are used as a learning tool, they spend more time looking at advertisements and are more deeply involved in these ads. While for those who feel that advertising is quite disturbing and does not provide any benefits, they often feel annoyed and do not want to be involved in the advert (James and Cover: 1992) in (Mehta, 2000).

Meanwhile, a study of the effectiveness of advertising on media that is associated with age from the audience explained that online media is the most effective advertising tool to influence buying behavior among youth, while print media will increase the credibility of the ad itself. In this context, advertisers are required to be able to use both types of media and always explore all the potential that exists in online media (Vinaya & S. Mehtora, 2018).

According to Belch (2012: 301), the attractiveness of advertisements is divided into two, including the following: 1) Rational Attraction Informal rational appeal, focusing on the practical, functional or utilitarian needs of the target audience, emphasizes features, benefits and reasons for owning or using a particular brand of product or service. 2) Emotional Attractiveness relates to social needs and / or psychic target audience. Advertisers use emotional attraction with the aim that the positive feelings of the target audience can be transferred to the brand and to influence the interpretation of the target audience

from the experience of using a particular product or service.

The effectiveness of advertising According to Durianto (2003: 15), can be measured using several models including: 1) Consumer Decision Model (CDM), which is a model with six interrelated variables, namely advertising messages, brand recognition, consumer trust, consumer attitudes, real purchase and purchase intentions. 2) Direct Rating Method (DRM), this method is used to evaluate the strength of an ad that is related to the ability of ads to get attention, whether or not the ad is read carefully, whether or not the ad is understood, the ability of the ad to arouse feelings and the ability of advertisements to affect behavior. 3) Customer Response Index (CRI), which is the result of multiplication of awareness, understanding, interest, intention to buy and act to buy. 4) Empathy, Persuasion, Impact and Communication (EPIC), a model developed by AC Nielsen with four dimensions, namely empathy, persuasion, impact and communication.

The effectiveness of advertising can be measured using EPIC Model in (Durianto&Dkk, 2003) EPIC Model from AC Nielsen one of the leading marketing research companies in the world includes four critical dimensions, namely: empathy, persuasion, impact and communication (Empathy, Persuasion, Impact and Communications) with the following explanation: Dimensions of Empathy. The Empathy dimension provides valuable information about the attractiveness of a

brand. Empathy is a state of mentality that makes someone identify himself or feel himself in a state of feeling or thought that is the same as another person or group. Empathy involves consumer affection and cognition, according to J. Paul Peter and Jerry C Olson (2013: 21) affection and consumer cognition refers to the two types of mental responses that consumers show to the stimulus and events around them. Affection (affect) refers to the things they feel about stimulus and events, for example whether they like or not a product. Cognition refers to the things they think like trust in a product.

Persuasion. The persuasion dimension informs what can be given an advertisement to increase or strengthen the character of a brand, so that ads marketing gets an understanding of the impact of advertising on consumers' desire to buy and obtain the ability of an advertisement to develop the attractiveness of a brand. In the advertising world, persuasion is a change in belief, attitude, and desire to behave due to one promotional communication.

Impact. The impact dimension shows whether a brand can stand out compared to other brands in a similar category and whether an advertisement can engage consumers in the message delivered.

Communication. The communication dimension provides information about the ability of consumers to remember the main message delivered, consumer understanding, and the strength of the impression left by the message.

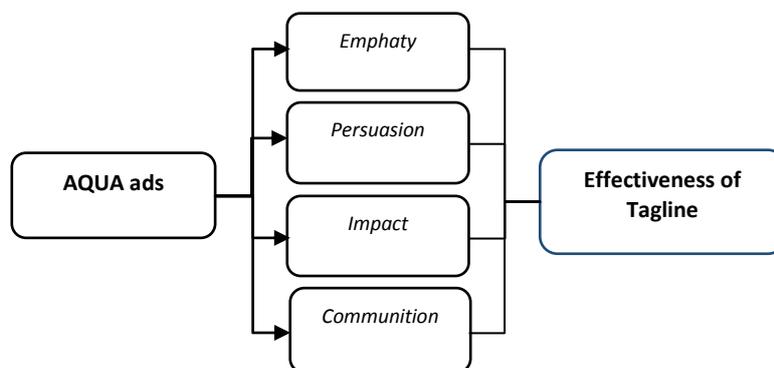


Figure 1 Thinking Framework
Source: Processed by researcher

The basis of the preparation of this research framework is beginning with the idea that marketing communication can be expressed as a promotional activity that aims to convey the message to consumers by using various media, one of them is advertising. products, advertisements are also seen as entertainment media and marketing communication media that are effective enough to reach target markets, especially if they are aired on will get attention and are always remembered.

Based on the presentation of the material and the framework above, a hypothesis is taken, namely "AQUA Ads with the tagline" There is AQUA "which is effective in terms of the dimensions of empathy, persuasion, impact and communication."

The purpose of this research is to assess the effectiveness of AQUA product advertisements from PT. Aqua Golden Mississippi Tbk. With the tagline "Ada AQUA" which broadcast on television

RESEARCH METHODS

This type of research is quantitative descriptive with survey techniques. According to Sugiyono (2012: 12) Survey method is used to get data from certain natural places (not artificial), but researchers treat them in data collection, for example distributing questionnaires, tests, structured interviews and so on (Sugiyono, 2012: 12).

The population of this study is consumers or respondents who live in the area of Rangkap Jaya Baru Village, and research was also conducted at the Rangkap Jaya Baru Sub-District, Pancoran Mas Sub-District, Depok City 16434. The population in this study was 8,689 heads of households.

According to Sugiyono (2015: 61) Samples are part of the number and characteristics possessed by the population. If the population is large, and researchers are not likely to learn all that is in population, for example due to limited

funds, energy and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusions will be applied to the population. For that samples taken from the population must be truly representative (representing) (Sugiyono, 2015: 62). In this study the sample was determined using the Slovin approach. As explained earlier, the population is 8,689 heads of families, so the number of samples can be determined using the following formula:

$$n = \frac{N}{1 + Ne^2}$$

n : Samples

N : Population

e : Errors that are tolerated, 10%

So based on calculations, the sample size is 99 respondents

The data used in this study are primary and secondary data. Primary data is obtained through interviews using questionnaires using a Likert scale to measure the effectiveness of the tagline "Ada AQUA" using the EPIC model, while secondary data is obtained through literature studies through the internet and relevant research results.

The data analysis technique that will be carried out in this study uses a quantitative approach, so we need a step-by-step technique to analyze the data that has been obtained. Data obtained in the study and analyzed so that it can provide a clear work system. The method used in analyzing is the EPIC Model method. This is because certain limits of qualitative analysis conducted by companies to assess the effectiveness of advertising have not been able to provide detailed information in describing a condition. EPIC Model is done to measure the effectiveness of advertising. EPIC Model consists of four dimensions, namely: Emphaty, Persuasion, Impact and Communication. From the answers to the questionnaire statements covering the four dimensions, the analysis will be used as follows:

Simple Tabulation Analysis

In simple tabulation analysis, the data obtained is processed in the form of percentages, with the following formula (Durianto, 2003: 78).

$$P = \frac{f_i}{\sum f_i} \times 100\%$$

- P : the percentage of respondents who chose a particular category
 f_i : the number of respondents who chose certain categories
 $\sum f_i$: number of respondents

Average Score

Each respondent's answer from the statement given to the consumer is then given a weight using the Likert scale which has been explained in the previous section. How to calculate the score is to add all the results of the value of each weight divided by the total frequency. With the formula as follows:

$$x = \frac{f_i \times w_i}{\sum f_i}$$

- x : weighted average
 f_i : frequency
 w_i : weight

After calculating the average score, the next step uses a range of rating scales to determine the position of respondents' responses by using the score value of each variable. The alternative answer weight formed from the ranking scale technique consists of a range of 1 to 5 which describes a very negative position to a very positive position. Then the scale ranges are calculated using the following formula:

$$R_s = \frac{R_{(bobot)}}{M} = \frac{5 - 1}{5} = 0,8$$

- R : The biggest weight - the smallest weight
 (weight)
 M : Number of weight categories

So that the decision position becomes:

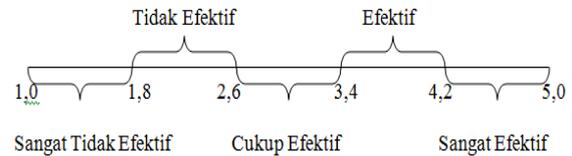


Figure 2 Range of EPIC Model Scale
 Source: Durianto (2003:95)

Determine the EPIC Rate Formula

The next step is to determine the EPIC rate formula, the result of the EPIC Rate will describe the promotion position of a product in the respondents' perceptions, according to the range of scales that have been determined above with the following formula:

$$EPICrate = \frac{Empathy + Persuasion + Impact + Communication}{4}$$

After the required data is collected, the next step is the data analysis stage. In this stage the researcher analyzes the data that has been processed so that conclusions and analysis of the research can be obtained.

RESULTS ANALYSIS

Empathy

The empathy dimension statement is intended to find out whether consumers like an advertisement and describe how consumers see the relationship between an ad and their personal.

Results of Calculation of Empathic Dimensions

Table 2
Calculation of the Dimensions of Empathy Factors

Attribute Statement	Total					Total
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
1	34	64	1	0	0	99
2	32	55	10	2	0	99
3	37	49	9	4	0	99
4	50	43	3	3	0	99
5	24	60	14	1	0	99
6	6	65	19	7	2	99

Source: Primary data processed in May, 2018

Table 3
Simple Dimensions of Empathy Data Tabulation Analysis

Attribute Statement	Simple Tabulation Analysis					Total (%)
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
1	34%	65%	1%	0%	0%	100%
2	32%	56%	10%	2%	0%	100%
3	37%	49%	9%	4%	0%	100%
4	51%	43%	3%	3%	0%	100%
5	24%	61%	14%	1%	0%	100%
6	6%	66%	19%	7%	2%	100%

Source: Primary data processed in May, 2018

Table 4
Average Empathy Dimension Score

Attribute Statement	Frequency X Weight	Average Score per Attribute	Total
1	429	4,33	
2	414	4,18	
3	416	4,20	
4	437	4,41	4,15
5	404	4,08	
6	363	3,67	
Total		24,88	

Source:: Primary data processed in May, 2018

Empathy is a dimension that involves a person's interest through two aspects, namely affection (feeling) and cognition (thinking) of a product after seeing the ad that is displayed on a media. This is evidenced by changes in the minds of consumers to purchase these products. Based on Table 4.3, it is known that the average score of empathy dimensions is 4.15. The score is then included in the EPIC Model scale range. The results of AQUA ad

preference measurements are declared effective. This informs that consumers like and are interested in AQUA ads with the tagline “Ada AQUA”.

Persuasion

The dimension of persuasion statement informs what is given by an advertisement to improve or strengthen the character of a brand.

Table 5
Calculation of the Persuasion Dimension Factor

Attribute Statement	Total					Total
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
7	29	52	12	6	0	99
8	13	52	25	6	3	99
9	15	59	17	8	0	99
10	12	55	20	8	4	99
11	26	57	14	2	0	99
12	29	54	13	2	1	99

Source: Primary data processed in May, 2018

Tabel 6
Simple Persuasion Dimension Data Analysis

Attribute Statement	Simple Tabulation Analysis					Total (%)
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
5	29%	53%	12%	6%	0%	100%
6	13%	53%	25%	6%	3%	100%
7	15%	60%	17%	8%	0%	100%
8	12%	56%	20%	8%	4%	100%
9	26%	58%	14%	2%	0%	100%
10	29%	55%	13%	2%	1%	100%

Source: Primary data processed in May, 2018

Table 7
Average Persuasion Dimension Score

Attribute Statement	Frequency X Weight	Average Score per Attribute	Total
7	401	4,05	
8	363	3,67	
9	378	3,82	
10	360	3,64	
11	404	4,08	
12	405	4,09	
Total		23,34	3,89

Sumber : Data primer diolah Juli, 2018

Persuasion is a dimension that involves strengthening the character of a product displayed in advertisements compared to other similar products. In the persuasion dimension, the AQUA brand is more remembered by consumers than other similar products. This can be proven based on Table 4.6, it is known that the average score of the persuasion dimension is 3.89. The score is then included in the EPIC Model scale range. The results of the measurement of the effectiveness of the advertising preferences are in the range of

effective scale, informing that through AQUA product advertisements with the tagline "Ada AQUA" can provide improvement and strengthening of AQUA brand characters compared to similar brands to consumers.

Impact

The impact dimension statement is intended so that the impact used from the advertising results is the amount of product knowledge that consumers achieve through the level of consumer involvement with the product or the selection process.

Table 8
Calculation of IMPACT Dimension Factors

Attribute Statement	Total					Total
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
13	19	65	14	1	0	99
14	17	60	15	7	0	99
15	25	62	11	1	0	99
16	33	50	14	2	0	99
17	14	63	18	4	0	99
18	5	61	18	11	4	99

Source: Primary data processed in May, 2018

Table 9
Simple Data Dimension Analysis of IMPACT Dimensions

Attribute Statement	Simple Tabulation Analysis					Total (%)
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
13	19%	66%	14%	1%	0%	100%
14	17%	61%	15%	7%	0%	100%
15	25%	63%	11%	1%	0%	100%
16	33%	51%	14%	2%	0%	100%
17	14%	64%	18%	4%	0%	100%
18	5%	62%	18%	11%	4%	100%

Source: Primary data processed in May, 2018

Table 10
IMPACT Dimension Average Score

Attribute Statement	Frequency X Weight	Average Score per Attribute	Total
13	399	4,03	
14	384	3,88	
15	408	4,12	
16	411	4,15	3,93
17	384	3,88	
18	399	3,53	
Total		23,59	

Source: Primary data processed in May, 2018

The impact can be interpreted whether a brand can look more prominent than other brands in a similar category and whether an advertisement can engage consumers in the message delivered. Impact dimensions can be said to be good if consumers can feel the differences that exist such as the advantages of products advertised compared to other similar products. Based on Table 4.9, it is known that the average score of the impact dimension is 3.93. The score is then included in the EPIC Model scale range.

The results of the measurement of the effectiveness of the advertisement are included in the effective scale range. This can be interpreted that the AQUA brand is superior and prominent compared to other brands.

Communication

The communication dimension statement is aimed at whether consumers understand what AQUA advertisements convey.

Table 11
Calculation of Communication Dimension Factors

Attribute Statement	Total					Total
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
19	23	52	16	7	1	99
20	17	59	16	6	1	99
21	24	65	7	3	0	99
22	23	63	12	1	0	99
23	26	61	10	2	0	99
24	36	57	5	1	0	99

Source: Primary data processed in May, 2018

Table 12
Communication Dimension Data Tabulation Analysis

Attribute Statement	Simple Tabulation Analysis					Total (%)
	Strongly agree	Agree	Doubtful	Disagree	Strongly disagree	
19	23%	53%	16%	7%	1%	100%
20	17%	60%	16%	6%	1%	100%
21	24%	66%	7%	3%	0%	100%
22	23%	64%	12%	1%	0%	100%
23	26%	62%	10%	2%	0%	100%
24	36%	58%	5%	1%	0%	100%

Source: Primary data processed in May, 2018

Table 13
Communication Dimension Average Score

Attribute Statement	Frequency X Weight	Average Score per Attribute	Total
10	386	3,90	
20	382	3,86	
21	407	4,11	
22	405	4,09	4,06
23	408	4,12	
24	425	4,29	
Total		24,37	

Source: Primary data processed in May, 2018

Communication in advertising is where companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Effective communication in advertising must be able to change the attitudes and behavior of individuals or the public exposed to the advertisement in the form of changes in behavior of the desire to buy products that are advertised and willing voluntarily with their own desire to indirectly market the product to other individuals. Based on Table 4.12, it is

known that the mean score of the Communication dimension is 4.06. The score is then included in the EPIC Model scale range. The results of the measurement of the effectiveness of the advertisement are included in the effective scale range. This shows that the AQUA advertising message with the tagline "Ada AQUA" through the media is communicative. This is evidenced by the attitude of consumers who can remember the tagline "Ada AQUA" well. The next step is to calculate the EPIC Rates as a whole as follows :

$$EPIC_{rate} = \frac{Empaty + Persuasion + Impact + Communication}{4}$$

$$EPIC_{rate} = \frac{4,15 + 3,89 + 3,93 + 4,06}{4} = 4,01$$

Overall the EPIC Rate is 4.01. This value can be interpreted that AQUA ads with the tagline "Ada AQUA" fall into the category of effective advertising. This can be interpreted that the audience can remember the main message delivered.

CONCLUSION

The results of measuring the effectiveness of advertisements with EPIC Model show that AQUA ads with the tagline "Ada AQUA" fall into the effective category (EPIC Rate worth 4.01). The explanation of the results of measuring the level of advertising effectiveness for each dimension is as follows:

- The empathy informs that consumers like and interested in AQUA ads with the tagline "Ada AQUA"
- The persuasion dimension informs that consumers can provide improvement and strengthening AQUA brand character.
- The impact dimension interpreted that AQUA brand with the tagline "Ada AQUA" is more prominent than other similar brands.
- Communication dimensions interpreted that the audience can remember the main message conveyed in AQUA ads with the tagline "Ada AQUA".

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