

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERECE AND SCIENCE**

**TYBAMMC SEM V (ADV) INTERNAL ASSIGNMENT FOR VIVA - VOCE (25 MARKS)**

**INSTRUCTIONS TO NOTE:**

STUDENTS ARE INSTRUCTED TO PREPARE A TYPED or HANDWRITTEN ASSIGNMENT ON THE ALLOCATED TOPICS AS PER THE DETAILS GIVEN BELOW:

**i) A4 SIZE RULED PAPER WITH ONE SIDE RULED AND BLANK ON THE OTHER SIDE MUST BE USED FOR ASSIGNMENT.**

**ii) PICTURES PERTAINING TO YOUR TOPIC CAN BE STUCK ON THE BLANK SHEET.**

**iii) FORMAT OF THE ASSIGNMENT IS AS FOLLOWS:**

**1st Page - Cover Page (Will be shared by teacher)**

**2nd Page - Index**

**3rd Page - Introduction of your Topic**

**4th to 12th Page - Research content about your topic**

**13th Page - Conclusion**

**14th Page - Bibliography**

**15th Page - Acknowledgement**

Sr. No.	Seat No.	Name of the Student	COPYWRITING	CONSUMER BEHAVIOUR	BRAND BUILDING	AGENCY MANAGEMENT	ADVERTISING AND MARKETING RESEARCH	SOCIAL MEDIA MARKETING
1	20TMM024	BOMBLE MANALI SOPAN MANGAL	Copywriting- Origin of the Term and its Significance	Price change and consumer behavior in luxury goods market	A STUDY ON BRAND ELEMENTS INDIA GATE BASMATHI	A Study on 3 Successful and Creative Adverising Campaingns of Ogilvy India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Social media is good/bad
2	20TMM025	CHATURVEDI AAKANSHA MANOJ POOJA	What makes the Art of Copywriting a Class Apart	Value perception of Luxury items	A STUDY ON BRAND ELEMENTS ARIEL	A Study on 3 Successful and Creative Adverising Campaingns of JWT India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to become a social media Consultant?
3	19TMM035	CHAUHAN AASHISH RANDHIR SEETA	Role of Copywriting in Business Growth and Success	Consumer behaviour in digital world	A STUDY ON BRAND ELEMENTS DANTH KANTI	A Study on 3 Successful and Creative Adverising Campaingns of McCann Worldgroup India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why social media is essential for business?
4	20TMM027	CHAUHAN UMANG VIJAY KIRAN	Copywriting- its Evolution and Significance in Today's Digital Era	VALS	A STUDY ON BRAND ELEMENTS ORIFLAME	A Study on 3 Successful and Creative Adverising Campaingns of MullenLowe Lintas Group	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why Social Media has become the future of Marketing?
5	20TMM028	CHHARI SUMANT ARVIND HEMA	Copywriting and Brand Awareness	Communication Process	A STUDY ON BRAND ELEMENTS AMAZON	A Study on 3 Successful and Creative Adverising Campaingns of DDB Mudra Group	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How do businesses use social media?
6	20TMM032	DHIVER HARSH MANOJ LAXMI	Copywriting Trends in India over the Years	Review and analysis of successful/unsuccessful examples of marketing strategies in digital world	A STUDY ON BRAND ELEMENTS TUPPERWARE	A Study on 3 Successful and Creative Adverising Campaingns of Leo Burnett India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	E- Marketing Adv & Disadv
7	20TMM033	DHUKA ARISHBHAI JAHERALI BILKISH	Famous Personalities in the Field of Copywriting	Motivation in consumer behavior	A STUDY ON BRAND ELEMENTS SPYKAR	A Study on 3 Successful and Creative Adverising Campaingns of Havas India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	A key reason for the rebranding of Facebook to Meta

8	20TMM036	DUTTA NUPUR RAMESH SUJATA	Any Five Ad Campaigns Notable for Great Copywriting	Cognitive Dissonance	A STUDY ON BRAND ELEMENTS SNAPDEAL	A Study on 3 Successful and Creative Advertising Campaigns of TBWA India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	The behavioural internet
9	20TMM037	DUTTA PRIYANSHITA ATIN POUHALI	Controversial Advertisements that Set off Shockwaves	Impulsive purchasing	A STUDY ON BRAND ELEMENTS BALAJI	A Study on 3 Successful and Creative Advertising Campaigns of Publicis India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to market on social media
10	20TMM040	GIRI RIA DHARMENDRA SANGEETA	Ideation- the Core of Fabulous End Results	Multi attitude Model	A STUDY ON BRAND ELEMENTS ZARA	A Study on 3 Successful and Creative Advertising Campaigns of Cheil India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	B2B and B2C
11	20TMM041	GOHIL VAIBHAV ANIL SHEETAL	The Process of Creating an Ad in an Ad Agency	Persuasion in CB	A STUDY ON BRAND ELEMENTS ELLE 18	A Study on 3 Successful and Creative Advertising Campaigns of FCB Ulka Advertising	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is C2C and C2B
12	20TMM043	GUPTA AVDHESHKUMAR UNDALPRASAD SHEELA	Study on the Role of Copywriting in Ad Campaigns of Coca-Cola	Elaboration Likeness Model (ELM)	A STUDY ON BRAND ELEMENTS ASIAN PAINTS	A Study on 3 Successful and Creative Advertising Campaigns of Contract India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Email Marketing
13	20TMM045	INDORIA BHAVESH RATAN LALITA	How Ideation Plays out in Creation of an Advertisement	Convergence and Divergence in consumer behavior	A STUDY ON BRAND ELEMENTS BALAJI	A Study on 3 Successful and Creative Advertising Campaigns of Grey Group India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How Influencers earn in Social Media
14	20TMM046	JAIWAL RISHABH DINESH ANITA	Innovativeness in Copywriting for Advertisements for Pepsi	Persuasive Advertising Appeals	A STUDY ON BRAND ELEMENTS LAYS	A Study on 3 Successful and Creative Advertising Campaigns of BBDO India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media has changed us
15	20TMM047	JAMSANDEKAR SOHAM PRAKASH PRAJAKTA	Big Ideas that Rocked the Advertising World	Maslow's hierarchy of needs and consumer behavior	A STUDY ON BRAND ELEMENTS BOURNVITA	A Study on 3 Successful and Creative Advertising Campaigns of Dentsu India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media affects politics
16	20TMM050	JUMBARTHI RAJU GANGADHAR SUJATHA	Role of Copywriting in Nike Ads	Current problems in consumer behavior	A STUDY ON BRAND ELEMENTS 5 STAR	A Study on 3 Successful and Creative Advertising Campaigns of Creativeland Asia	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the definition of social media
17	20TMM051	KAHAR AVUSH RAKESH VEENA	Role of a Copywriter in Creating an Ad Campaign	Consumerism and Profiteering	A STUDY ON BRAND ELEMENTS WOODLAND	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Spotify	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Can blockchain become the backbone of social media?
18	20TMM052	KAKADIYA MALAV KIRIT MINA	Famous Slogans of Advertisements that Continue to be Popular	self concept in consumer Behaviour	A STUDY ON BRAND ELEMENTS DELL	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Tanishq	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Emerging internet segment in India
19	20TMM053	KAMBLE GAURAV GOPICHANAD SUREKHA	Study on the Role of Copywriting in Adidas Ads	Stereotyping in advertising	A STUDY ON BRAND ELEMENTS APPO	A Study on 3 Successful and Creative Advertising Campaigns of Rediffusion- Y & R	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Myths about Social Media marketing

20	20TMM054	KAMBLE TEJAS BALAJI VAISHALI	Advertisements that have Stood the Test of Time	Consumer behavior trends in online shopping	A STUDY ON BRAND ELEMENTS VIVO	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Are there any competitors of YouTube? If yes then who are they
21	20TMM055	KARKERA SAURABH SURESH SHASHILA	Responsibilities of an Excellent Copywriter	Sensory marketing and consumer behavior	A STUDY ON BRAND ELEMENTS PETER ENGLAND	A Study on 3 Successful and Creative Advertising Campaigns of 22feet Tribal Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	History of Social Media
22	20TMM056	KELUSKAR ADITYA DEEPAK JYOTI	Advertising and Copywriting in the Post-Independence India	Consumer perception of price in Consumer durables	A STUDY ON BRAND ELEMENTS ZODIAC	A Study on 3 Successful and Creative Advertising Campaigns of VMLY&R India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Can bots lead to increase followers? If yes then is it good for business
23	20TMM057	KESARVANI ASHISH GOPAL ASHADEVI	Study on the Role of Copywriting in Advertisements for Reebok	Consumer perception of learning product details	A STUDY ON BRAND vs PRODUCT	A Study on 3 Successful and Creative Advertising Campaigns of Madison World	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to be famous on social media
24	20TMM059	KHATOON AMINA MD ANWAR RANI	Qualities of an Excellent Copywriter	Brand extensions and brand relatedness	A STUDY ON LEVELS OF PRODUCT WITH EXAMPLE	A Study on 3 Successful and Creative Advertising Campaigns of MagicCircle Communications Pvt. Ltd	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Affiliate Marketing
25	20TMM061	KONAR K MEKASURIYA KANNAN SUNITA	Benchmark Slogans that have Redefined Copywriting	Products and Services Mix	A STUDY ON CORE IDENTITY AND EXTENDED IDENTITY	A Study on 3 Successful and Creative Advertising Campaigns of Saatchi & Saatchi	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to use social media effectively
26	20TMM062	LINGAM ATUL PRAKASH PRATIBHA	Tips for Becoming an Outstanding Copywriter	Personal values in consumer behavior	A STUDY ON BRAND ELEMENTS SUGAR	A Study on 3 Successful and Creative Advertising Campaigns of Bartle Bogle Hegarty	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is SEO and why it is important
27	20TMM064	MAKWANA DEVESH BUPENDRA SHOBHANA	Study on the Role of Copywriting in Ads for Air Conditioners	Word of mouth influencing consumer behavior	A STUDY ON BRAND ELEMENTS SNAPDEAL	A Study on 3 Successful and Creative Advertising Campaigns of Droga5	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to make money with social media
28	20TMM065	MALVIYA MANISHA BANSHILAL LALITHA	The Idea Incubation Process with Examples and Illustrations	Importances of Brand ambassadors in branding	A STUDY ON BRAND POSITIONING OF LEVIS	A Study on 3 Successful and Creative Advertising Campaigns of Ogilvy Internationally	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Careers in Social Media Marketing
29	20TMM066	MANDAL KRISHI HAREKRISHNA MEENA	Tips for Writing Persuasive Copy	Corporate social responsibility as a factor influencing consumer behavior	A STUDY ON BRAND POSITIONING OF APPLE	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Lenskart	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Do you think Twitter is Beneficial
30	20TMM068	MANNUR DIVANSHU VENKATRAGHAVANA MAHA	Study on the Role of Copywriting for Toothpaste Brands Advertisements	Brand image and Brand Equity	A STUDY ON BRAND POSITIONING OF AMUL	A Study on 3 Successful and Creative Advertising Campaigns of JWT Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to know the best time on various Platforms in Social Media
31	20TMM069	MASSEY ANSTON NIKALSON REENA	Dreams, Daydreams and Imagination as Idea Generation Techniques	Cognitive Learning	A STUDY ON BRAND POSITIONING OF ADDIDAS	A Study on 3 Successful and Creative Advertising Campaigns of FCB Global	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the difference between an influencer and motivational speaker

32	20TMM070	MAURYA NIKKI SANTOSH SUDHA	The Role of Transcreativity in Reaching out to Wider Audience	The impact of negative online reviews on product perception and purchase intention	A STUDY ON BRAND POSITIONING OF NIKE	A Study on 3 Successful and Creative Advertising Campaigns of DDB Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is PLC and what is its importance in social media
33	20TMM072	MEHTA SHRUTI KAMLESH VAISHALI	Innovativeness in Copywriting for Advertisements for Precious Jewelry Brands	The role of social media peer communication in shaping consumer behavior	A STUDY ON BRAND POSITIONING OF LIC	A Study on 3 Successful and Creative Advertising Campaigns of McCann Internationally	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Reels are the main factor that leads to growth of insta gram account. Agree/Disagree?
34	20TMM135	MISHRA MAYANK HARINARAYAN KAMLESH	Brainstorming and Imagination - Powerful Idea Generation Techniques	Can consumer behavior be patternised	A STUDY ON BRAND POSITIONING OFFNESCAFE	A Study on 3 Successful and Creative Advertising Campaigns of Grey Group Internationally	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Importance of Ads in insta gram account
35	20TMM076	MULLAJI Zaid JASSIM FAIKHANDAA	Emotionality and Storytelling as Powerful Copywriting Tools	Subliminal Perception	A STUDY ON BRAND POSITIONING OF BRU	A Study on 3 Successful and Creative Advertising Campaigns of the Brand McDonald's India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why is Linked IN important
36	20TMM083	PANDEY NIKHIL RAMPRAKASH SHAKUNTALA	Innovativeness in Copywriting for Smartphones	Maslow's hierarchy of needs and consumer behavior	A STUDY ON BRAND POSITIONING OF LAKME	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Amul India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the trending topics in social media
37	20TMM084	PANDEY VARUN SANJAY MAMTA	Changing the Perceptions of Customers through Persuasive Copywriting	Impact of prior experience on purchase intention	A STUDY ON BRAND POSITIONING OF NYKAA	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Zomato	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the most popular YouTube channel in India
38	20TMM085	PARMAR JAYESH KISHOR MEENA	Two International Award-winning Ad Campaigns in the post-COVID Times	Attitude in CB	A STUDY ON BRAND POSITIONING OF RAYMOND	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Ching's Secret	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the future of social media
39	20TMM086	PARMAR YAMINI NITIN VARSHA	Marketing Brief and its Significance in Expanding Business	Cross culture Consumer Perspective	A STUDY ON BRAND ELEMENTS OF LOUIS PHILIP	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Cadbury 5 star	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the marketing tactics that new business use to promote them
40	20TMM087	PATEL DIVYESH BHARAT SAJAL	Innovativeness in Copywriting for Food Delivery Apps	The role of aesthetic taste in consumer behavior	A STUDY ON BRAND POSITIONING OF KALYAN JEWELRY	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Coca Cola India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Organic and Inorganic Marketing
41	20TMM088	PATEL KRISHNA PARESH GEETA	Ogilvy and Lowe Lintas- Powerhouse Ad Agencies	Customer retention methods	A STUDY ON BRAND POSITIONING OF TANISHK	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Gillette	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Does 4P's of marketing still works in Social media
42	20TMM120	PATEL PRINCY RAKESHKUMAR PRIYANKABEN	Crucial Factors a Copywriter must Know while Crafting Ads in the Post-COVID Era	Effects of Emotional advertising on consumer purchase intentions	A STUDY ON BRAND POSITIONING OF TATA MOTORS	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Dove India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is Digital Marketing
43	18TMM074	PATEL VIKAS NAGINDAR USHA	Why Creative Brief is of Crucial importance for a Copywriter	The role of packaging in consumer purchase intention	A STUDY ON BRAND POSITIONING OF TITAN	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Swiggy	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the future scope of digital marketing

44	20TMM093	PRAJAPATI ANILKUMAR DHARAMVEER SUNITA	Storyboard and Storyboarding, Powerful Techniques in Advertising	Freud and Jung Theory of Personality	A STUDY ON BRAND POSITIONING OF LUX	A Study on 3 Successful and Creative Advertising Campaigns of the Brand McDonald's India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is scope of freelancing In Social Media
45	20TMM094	PRAJAPATI NEETU KISHANLAL PARVATI	Study on the Role of Copywriting in Ads for Cosmetics	Product placement and its effect on consumer behavior	A STUDY ON BRAND ELEMENTS OF PEARS	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Surf Excel India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are some difficulty newbusiness face in Social Media
46	20TMM095	PRAJAPATI PARVESH MOHANLAL SAVITA	Study on DBB Mudra and Publicize Worldwide Ad Agencies	Innovations as a factor influencing consumer behavior	A STUDY ON BRAND POSITIONING OF SANTOOR	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Ariel		What are some key points that content creator must follow to grow his business
47	20TMM096	QURESHI SHAZIN MOHD RAFIK TABASSUM FARH	Radio as a Communication and Entertainment Medium in Today's Times	Color-emotion associations	A STUDY ON BRAND POSITIONING OF DOVE	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Tinder India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why you tube and other platform prefer shorts? Does short videos increase viewership
48	20TMM099	RANGOO ALISHA RAJVEER PRITI	Any Five Eminent Ad Agencies and their Best Ad Campaigns	Gender differentiation of childrens goods	A STUDY ON BRAND POSITIONING OF DETTOL	A Study on 3 Successful and Creative Advertising Campaigns of the Brand BournVita	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Importance of Thumbnail in YouTube
49	20TMM101	SALVI RITESH SUDBHIR SAYALI	Writing a Winning Press Release that Creates an Indelible Impact	Marketing- Power of Emotions	A STUDY ON BRAND POSITIONING OF IPHONE	A Study on 3 Successful and Creative Advertising Campaigns of Ogilvy India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the origin of Facebook
50	20TMM105	SATAM MAITRI SANDEEP SWATI	Innovativeness in Copywriting for Clothing Brands	Emotions and brand attitude	A STUDY ON BRAND POSITIONING OF PRINGLES	A Study on 3 Successful and Creative Advertising Campaigns of JWT India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Describe a YouTuber that created his career
51	20TMM106	SATAM TANMAY SACHIN SUJATA	Execution Style for B2B Communication	Classical Theory	A STUDY ON BRAND PERSONALITY OF LG	A Study on 3 Successful and Creative Advertising Campaigns of McCann Worldgroup India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the key points in influencing on Social media
52	20TMM108	SHAH MEGHA PARESH HARSHA	Tips for Writing a Press Release	Elements in Consumer Learning	A STUDY ON BRAND PERSONALITY OF WHIRPOOL	A Study on 3 Successful and Creative Advertising Campaigns of MullenLowe Lintas Group	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are some negative effects of social media on teenagers?
53	20TMM109	SHAIKH AFREEN MOHAMMAD NAZIA	JWT and FCB Ulka- Reputed Ad Agencies and their Unforgettable Ad Campaigns	Customer satisfaction and customer loyalty	A STUDY ON BRAND PERSONALITY OF JAGUAR	A Study on 3 Successful and Creative Advertising Campaigns of DDB Mudra Group	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media changing lifestyle
54	20TMM110	SHAIKH ARJUMANBANU MOHD HANIF MERAJB	Study on the Role of Copywriting in Ad Campaigns of Life Insurance Policies	Customer loyalty and repurchase intentions	A STUDY ON BRAND PERSONALITY OF PARLE G	A Study on 3 Successful and Creative Advertising Campaigns of Leo Burnett India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Ethics in Social Media
55	20TMM111	SHARMA DEEPAK VISHWAKARMA DHARMSHILA	Any Two Indian Award-Winning Campaigns at International Level	Brand familiarity and purchase intention	A STUDY ON BRAND PERSONALITY OF OREO	A Study on 3 Successful and Creative Advertising Campaigns of Havas India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Simple social media user interface?
56	20TMM113	SHETTY LATESH DAYANAND PRABHAVATI	Writing Digital Copy for Social Media	Smartphones, e-waste, and disposal activities	A STUDY ON BRAND PERSONALITY OF CADBURY SILK	A Study on 3 Successful and Creative Advertising Campaigns of TBWA India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Wht is pin interest and it's characteristics

57	20TMM115	SHINDE AMISHA PANDURANG AARTI	Innovativeness in Copywriting for Ads for Airlines	How fast fashion brands attract customers	A STUDY ON BRAND PERSONALITY OF KIT KAT	A Study on 3 Successful and Creative Advertising Campaigns of Publicis India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to create public appealing social media content for its users
58	20TMM119	SINGH DIKSHA SHRIKANT SADHANA	Tips to Craft Compelling Copy	Perceived quality and purchase intention	A STUDY ON BRAND PERSONALITY OF HIDDEN SEEK	A Study on 3 Successful and Creative Advertising Campaigns of Cheil India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How internet users are raising across the globe give numbers
59	20TMM121	SINGH VIKRAM SATENDRA MEERA	Copywriting for Outdoor Posters and Billboards	Organic food customer perception	A STUDY ON BRAND PERSONALITY OF ROYAL ENFEELD	A Study on 3 Successful and Creative Advertising Campaigns of FCB Ulka Advertising	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Careers in Social Media Marketing
60	20TMM124	SONI MANVEER HIMAT NEETA	Range of Content that Copywriters Write on	Purchase intention and celebrity endorsements	A STUDY ON BRAND PERSONALITY OF AVENGERS	A Study on 3 Successful and Creative Advertising Campaigns of Contract India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the average time people of different age groups sent and different Platforms
61	20TMM126	TANCHAK KARISHMATAR MANISHBHAI USHABEN	Study on the Role of Copywriting in Ad Campaigns of Luxury Watches	Social media influencers and consumer behavior	A STUDY ON BRAND PERSONALITY OF SKODA	A Study on 3 Successful and Creative Advertising Campaigns of Grey Group India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are the uses of instagram other than brand promotion and vlogging
62	20TMM127	THAKKAR KAUSHAL YOGESH DARSHANA	The Art of Persuasion and Copywriting	Do customers care about business ethics?	A STUDY ON BRAND PERSONALITY OF SAVLON	A Study on 3 Successful and Creative Advertising Campaigns of BBDO India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Blogging and Vlogging
63	20TMM128	VARMA MANISH RAJKUMAR SUNITA	Significance of Infomercials	Controversial Products	A STUDY ON BRAND PERSONALITY OF SURF EXCEL	A Study on 3 Successful and Creative Advertising Campaigns of Dentsu India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Key components of making youtube and facebook cover page
64	20TMM129	VIDHATE PRANAY BHUSHAN MANJUSHA	Importance of Tone and Tonality in Copywriting	Consumer animosity	A STUDY ON BRAND PERSONALITY OF TIDE	A Study on 3 Successful and Creative Advertising Campaigns of Creativeland Asia	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What are tags in social media? What are its importance?
65	20TMM130	VISHWASRAO OM RAJENDRA POOJA	Humour- a Vital Tool for a Copywriter	Impact of the Country-of-Origin image on consumer behavior	A STUDY ON BRAND PERSONALITY OF PONDS	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Spotify	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Uses of Key words, Emojis and Hashtags
66	20TMM131	VYAS BHAVIN DINESH URMILA	Innovativeness in Copywriting for Eyewear Ads	Role of Family in CB	A STUDY ON BRAND PERSONALITY OF SUNSILK	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Tanishq	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Importance of local apps
67	20TMM063	LODH URMILA RAMKUMAR GOMATIDEVI	AIDA- the Power-packed Tool that Amplifies Copywriting	Social Class in Economic Factor in CB	A STUDY ON BRAND PERSONALITY OF AIRTEL	A Study on 3 Successful and Creative Advertising Campaigns of Rediffusion- Y & R	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media different from augmented reality
68	20TMM044	GUPTA GOVINDA ARVIND ASHA	What is TRP and why it Matters in Advertising	Customer satisfaction and repurchase intention	A STUDY ON BRAND PERSONALITY OF WESTSIDE	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why facebook choose its name as meta? What are the reason behind that?

69	20TMM103	SARDAR KUNDAN RAVBA MEENA	Timeless Slogans and Taglines of World's Major Brands	Consumer clothing disposal behaviors	A STUDY ON BRAND PERSONALITY OF PARK AVENUE	A Study on 3 Successful and Creative Advertising Campaigns of 22feet Tribal Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Sponsorship on Instagram in details
70	20TMM038	GAUD SHUBHAM RAJESH REKHA	Email Copywriting Techniques that Work	Personal factors of consumer disposal tendencies	A STUDY ON BRAND POSITIONING OF LAYS	A Study on 3 Successful and Creative Advertising Campaigns of VMLY&R India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why facebook is declining ? what are the reason of facebook decline?
71	20TMM098	RANE MAYUR SADANAND SUCHITA	Innovativeness in Copywriting for Advertisements for Clothing Brands	Changing Indian core Values	A STUDY ON BRAND POSITIONING OF VANISH	A Study on 3 Successful and Creative Advertising Campaigns of Madison World	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the view point of World leaders on social media marketing
72	19TMM049	GAZI SAHIL JUMMA ANJUM	Writing Effective Copy for Children and Women	Brand advocacy development	A STUDY ON BRAND POSITIONING OF INDIA GATE BASMATHI	A Study on 3 Successful and Creative Advertising Campaigns of MagicCircle Communications Pvt. Ltd	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media foster terror and Humours and it's impacts ?
73	19TMM083	MORE PRATIK RAJENDRA MANISHA	Powerful Tips for Exceptional Copywriting	Customer relationship management trends	A STUDY ON BRAND POSITIONING OF ARIEL	A Study on 3 Successful and Creative Advertising Campaigns of Saatchi & Saatchi	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media foster freedom of speech
74	17TMM151	CHAURASIYA SURAJ SHIVSHANKAR VIDHYA	Study on the Role of Copywriting in Ad Campaigns of Watches	Purchasing power and consumer behaviour	A STUDY ON BRAND POSITIONING OF DANTH KANTI	A Study on 3 Successful and Creative Advertising Campaigns of Bartle Bogle Hegarty	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why china made its own social media ? what is the reason behind it?
75	20TMM001	YADAV ABHISHEK CHANDRAJEET PRABHUDEVI	Writing Powerful Content for Gen Z and Millennials	Economic conditions and consumer behavior	A STUDY ON BRAND POSITIONING OF FORIFLAME	A Study on 3 Successful and Creative Advertising Campaigns of Droga5	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media connects the worlds financially ?
76	20TMM116	SINGH AKASH KRISHNAPAL POONAM	Execution Style for B2C Communication	Education Level and Economic Background	A STUDY ON BRAND POSITIONING OF OFAMAZON	A Study on 3 Successful and Creative Advertising Campaigns of Ogilvy Internationally	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Key components in E Marketing
77	21TMM001	VISHWAKARMA AMITKUMAR RAMLAKHAN SHAK	Examples of Effective Ad Campaigns for Senior Citizens	Reference Groups	A STUDY ON BRAND POSITIONING OF TUPPERWARE	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Lenskart	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Tyoes of Mobile Marketing
78	20TMM042	GUPTA ANKUSH RAJESH SEEMA	Steps in Creating Advertising Campaigns	Process of Decision making	A STUDY ON BRAND POSITIONING OF SPYKAR	A Study on 3 Successful and Creative Advertising Campaigns of JWT Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	E marketing and sales
79	20TMM081	OZA VAIBHAV KISHAN ASHA	Innovativeness in Copywriting for Apple Laptop Brands	Imp of Brand Knowledge and Reviews	A STUDY ON BRAND POSITIONING OF SNAPDEAL	A Study on 3 Successful and Creative Advertising Campaigns of FCB Global	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Trade promotions
80	20TMM026	CHATURVEDI RISHABH SURYAKANT KIRAN	Difference between Execution Styles of B2B and B2C Communication	Opinion Leadership	A STUDY ON BRAND POSITIONING OF BALAJI	A Study on 3 Successful and Creative Advertising Campaigns of DDB Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Consumer Segmentation

81	20TMM132	YADAV ANJALI SANJAY GEETA	Study on the Role of Copywriting in Ad Campaigns of Television	Adoption Process in CB	A STUDY ON BRAND vs PRODUCT	A Study on 3 Successful and Creative Advertising Campaigns of McCann Internationally	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	influence of social media on various generation
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