



A Review of Controversial Advertisement as a Tool of Brand Promotion in India

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Abstract

Advertising has been an essential branding tool, be it in marketing services or goods, increasing brand recognition, and cultivating brand loyalty or any other tactics. They are intended to carry the organization's image through their creative appeals. Overtime, advertisements have earned the reputation of being the world's information window. They can shape or destroy a society's thinking processes. Many brands have created powerful advertisement campaigns to convey a message to society. However, sometimes these advertisements are accused of being too sexist, too profane, or too open-minded and create controversy, then the brands are forced to pull these ads down to retain their brand image as being termed with Controversial Advertising. The present study aims to find the role of controversial advertisements in building the brand promotion by using Richard E. Petty and John T. Cacioppo's Model of Elaboration Likelihood. The paper will explore various elements of the controversial advertisement of last three years by using case study method. To analyse each advert thematic analysis is been adopted for the study.

Keywords: Controversial Advertising, Brand Promotion, Ethics

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