

## **ABSTRACT**

**Impact of Songs and Jingles Used in Advertising on Brand and Product Awareness** by Iveta Karailievová, Faculty of Commerce, University of Economics in Bratislava and Institute for Marketing-Management, Vienna University of Economics and Business.

This research paper forms a part of the master thesis “Impact of Songs and Jingles Used in Advertising on Brand and Product Awareness”. The research was done with the help from the Institute for Marketing Management at the Vienna University of Economics and Business. The research was possible thanks to the international cooperation project “N00092 ETC Projekt SK - AT hi-tech center in der grenzüberschreitenden Region“. It was sponsored by a scholarship grant by the Aktion Österreich-Slowakei.

The main goal of the research was to examine the effects on brand and product awareness caused by the exposure to jingles in different advertisements. The aim was to find answers to questions: are jingles more effective than verbal cues (slogans)? Do jingles used in promoting products or brands designed for women also have a higher recognition rate in the female respondents (and is the same true for male consumers)? Is there a relation between music preference and the ability of remembering the brand or product promoted via a certain jingle? The research is based on an online survey with integrated audio track designed to test the respondents on how they can identify different jingles. All of the viable one hundred and two answers were later on analyzed using the SPSS statistical software. The results show that there is no relation between consumers’ preference in music and their capacity to distinguish between the product or brand promoted by a jingle. Also, women and men shown tendency to remember better jingles which promoted brands or products aimed at women or men, respectively. Jingles have proven to form an important part of the marketing tools scope, but they can reach higher effectiveness when combined with verbal cues (slogans). This is a recommendation based on the fact that the total number of cases when respondents identified the product or brand based on the jingle or song that promoted them is lower than the total number of cases when respondents identified a brand or product by completing its slogan.