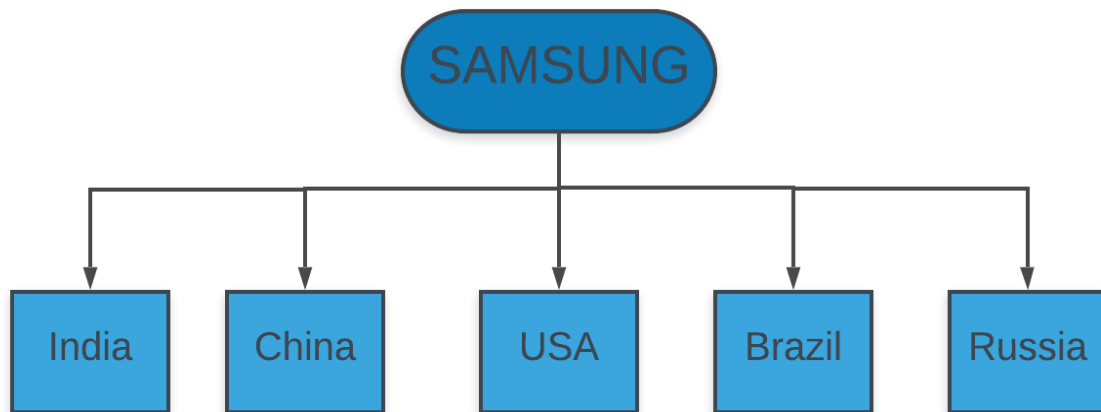




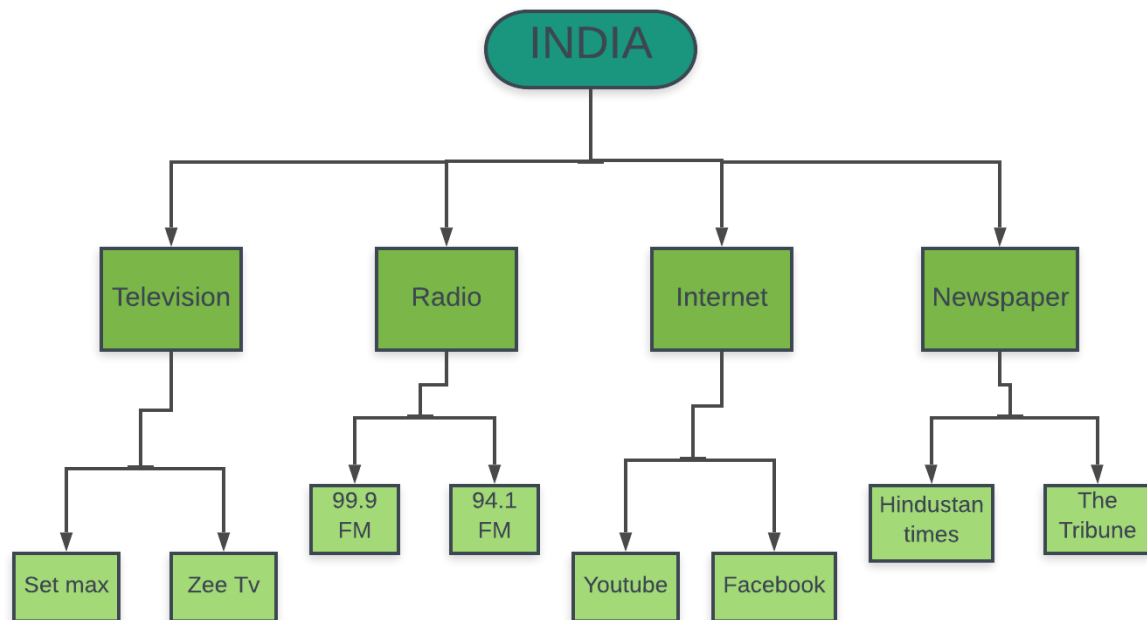
***Notions of fundamental
concepts and colors
(Final Project)***

*Submitted by:
Sahil Sansoa
Supreet Singh*

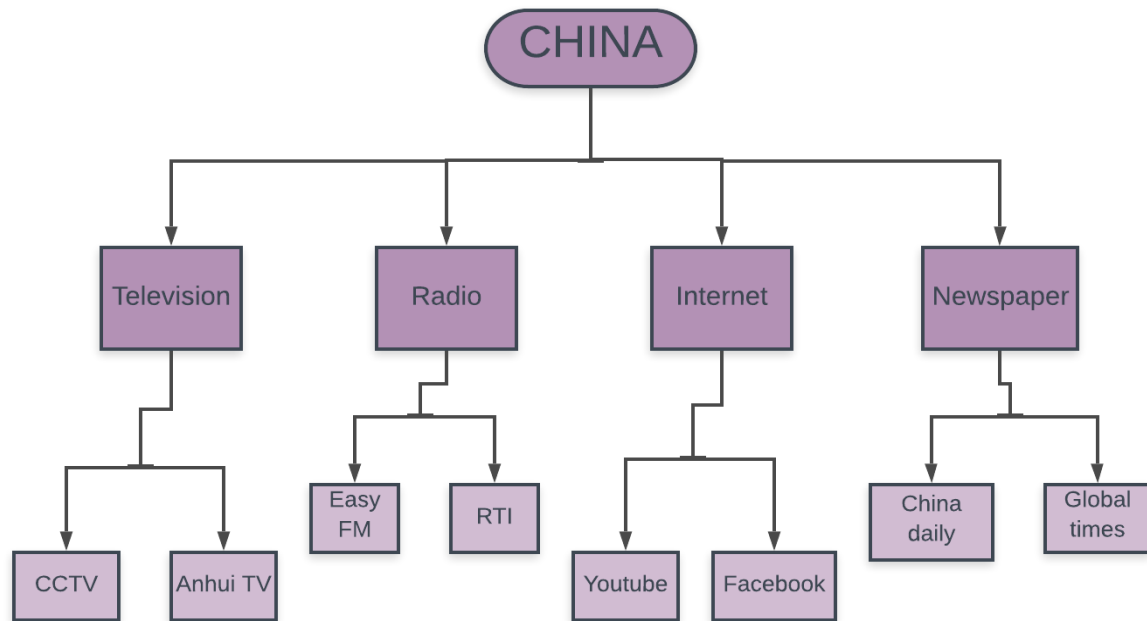


* My brand name is *SAMSUNG* and i have decided to promote my brand in different countries to bring attention of people towards my brand. I have a buget of \$50,000 to spent on these 5 countries(India, China, USA, Brazil and Russia) for advertising my brand.

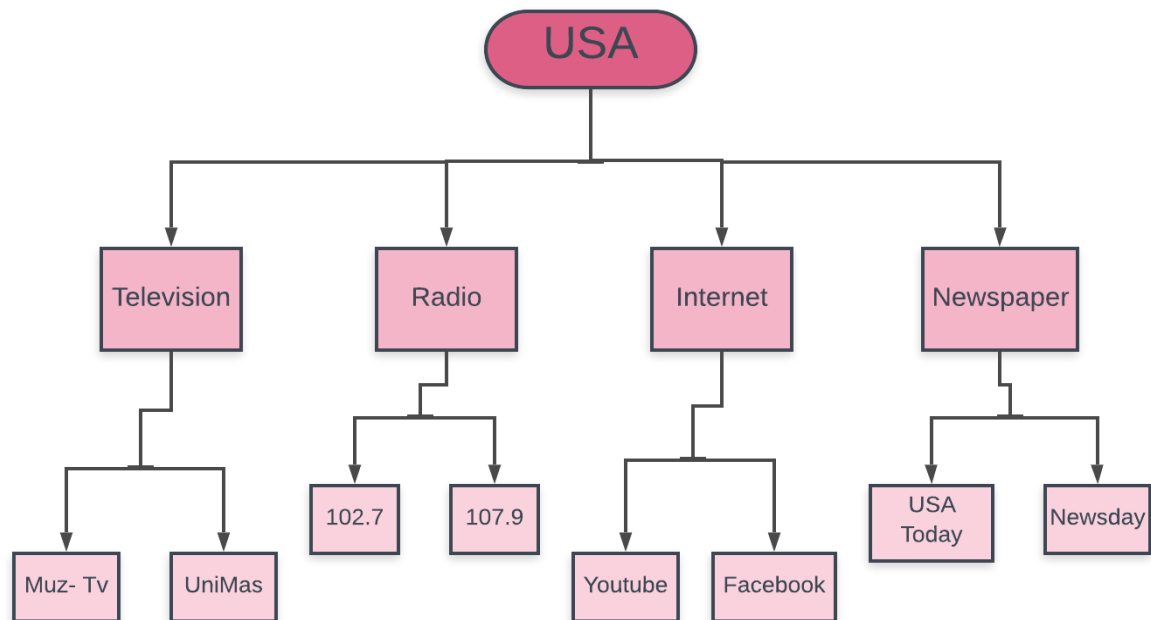
* I have explained the ways of advertising my brand in different counries as follows.



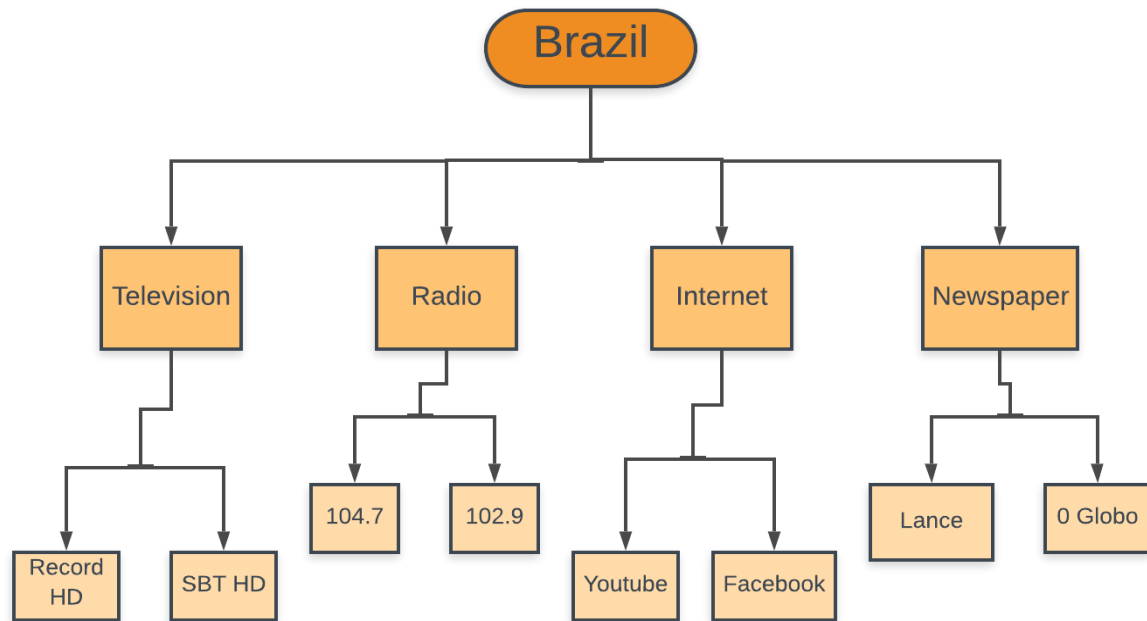
- * At first i have decided to invest \$10,000 on India to promote my product in different ways.
- * I have choosen television, radio, internet and newspaper to give advertisement of my brand, but i have done the survey and i found that newspaper and radio is not as much popular these days because of modern era people prefers to watch television and internet.
- * In television i have different channels but *set max* and *Zee tv* is the some of the popular channels prefered by the people and on internet i have selected *youtube* and *facebook* to advertise my brand.
- * Advertisement on internet wil cost me \$6000 and advertisement on television will cost me \$4000.



- * In china i have decided to invest only \$6,000 on to promote my brand in different ways because china is the country where samsung is most popular brand.
- * I have choosen television, radio, internet and newspaper to give advertisement of my brand, but i have done the survey and i found that newspaper and radio is not as much popular these days because of modern era people prefers to watch television and internet.
- * In television i have different channels but *CCTV and Anhui Tv* is the some of the popular channels prefered by the people and on internet i have selected *youtube* and *facebook* to advertise my brand.
- * Advertisement on internet wil cost me \$3000 and advertisement on television will cost me \$3000. it will cost me same because television is also have a same popularity as compared to internet.



- * In USA i have decided to invest \$10,000 on to promote my brand in different ways.
- * I have choosen television, radio, internet and newspaper to give advertisement of my brand, so i have decided to spent amount on all of these.
- * In television i have different channels but *Muz-Tv* and *UniMas* is the some of the popular channels prefered by the people and on internet i have selected *youtube* and *facebook* to advertise my brand USA have *102.7* and *107.9* popular radio channels and *USA Today* and *Newsday* are popular newspaper to give advertisement.
- * Advertisement on internet wil cost me \$4000 and advertisement on television will cost me \$3500. Radio and Internet wil cost me \$1500 and \$1000 respectively.

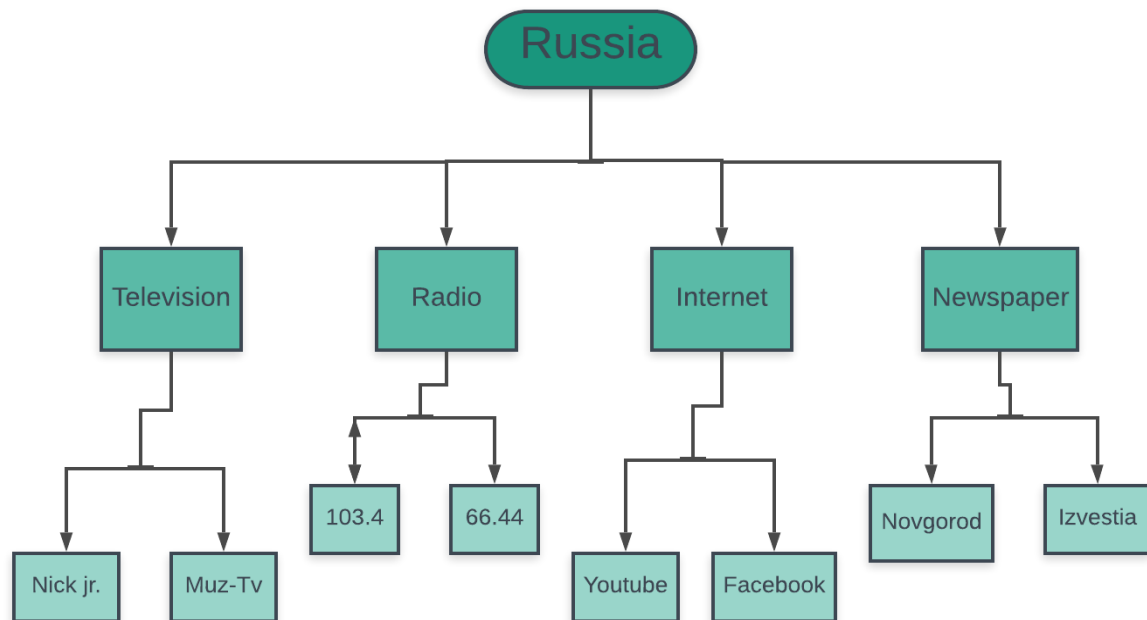


* In Brazil i have decided to invest \$12,000 on to promote my brand in different ways. i have decided to spent pretty much more amount because in this country i found that people are not aware about this brand.

* I have choosen television, radio, internet and newspaper to give advertisement of my brand, so i have decided to spent amount on all of these.

* In television i have different channels but *Record HD* and *SBT HD* is the some of the popular channels prefered by the people and on internet i have selected *youtube* and *facebook* to advertise my brand Brazil have *104.7* and *102.9* popular radio channels and *Lance* and *O Globo* are popular newspaper to give advertisement.

* Advertisement on internet wil cost me \$3500 and advertisement on television will cost me \$3500. Radio and Internet wil cost me \$1500 and \$1500 respectively.



* In Russia i have decided to invest \$12,000 on to promote my brand in different ways. i have decided to spent little bit more amount because in this country i found that people are not aware about this brand.

* I have choosen television, radio, internet and newspaper to give advertisement of my brand, so i have decided to spent amount on all of these.

* In television i have different channels but *Nick jr.* and *Muz Tv* is the some of the popular channels prefered by the people and on internet i have selected *youtube* and *facebook* to advertise my brand.

* Advertisement on internet wil cost me \$7000 and advertisement on television will cost me \$5000.