



**BATANGAS CITY INTEGRATED HIGH SCHOOL**  
SENIOR HIGH SCHOOL

**Utilization of Digital Advertising to Enhance Brand Awareness Among Grade  
12 ABM Students**

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## **ABSTRACT**

This quantitative study investigates the utilization of digital advertising as a means to enhance brand awareness among Grade 12 ABM students. In an increasingly digitalized world, where young individuals are highly exposed to various forms of online media, understanding the effectiveness of digital advertising strategies is crucial for marketers and educators alike. The study aims to explore the impact of digital advertising on brand awareness and determine the most influential factors in shaping brand perception among Grade 12 ABM students. The research design involves surveying a representative sample of Grade 12 ABM students from Batangas City Integrated High School. The survey instrument is carefully developed to assess students' exposure to digital advertising channels, their recall of brands enhanced through digital advertising, and their perceptions of those brands. Additionally, the study examines the perception of the Grade 12 ABM students in enhancing brand awareness. The researchers then used generated data to interpret the result. It uses statistical tools to determine the percentage and frequency of the specific problems of the study. This analysis will help determine the relationship between digital advertising and brand awareness. The findings will provide valuable insights into the effectiveness of digital advertising strategies in reaching and influencing Grade 12 students. The implications of this study extend to both marketer and educators. Marketers can benefit from understanding the factors that contribute to successful digital advertising campaigns targeting Grade 12 ABM students. Educators can gain insights into how digital advertising affects students' brand awareness, allowing them to incorporate relevant knowledge and critical thinking skills in media literacy education.