

Niwesh Problem Statement

Following points must be followed for brand endorsement:

1. Copyright (Story board)
2. Space and slot planning
3. Endorser selection
4. Character framing, matching to the selective attributes of target population
5. Image analysis (mileage capturing analysis)
6. TRP representation and budgeting (media planning)
7. Endorsement effect ($R \times F = I$)
8. Comparative analysis between competitors and value analysis
9. Conclusion