

DESIGN OF PROMOTIONAL MATERIALS TO ADVERTISE CAVITE
STATE UNIVERSITY BEE PRODUCTS AND THEIR ACCEPTABILITY
TO THE SELECTED RESIDENTS OF BRGY. POBLACION I, II,
III AND IV INDANG, CAVITE

THESIS

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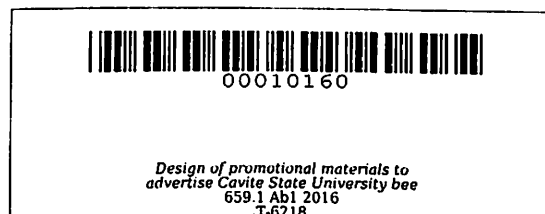
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ABSTRACT

ABALOS, TRICIA ANN MAE A., and HERNANDEZ, DANILO C. JR. Design of Promotional Materials to Advertise Cavite State University Bee Products and their Acceptability to the Selected Residents of Brgy. Poblacion I, II, III, and IV Indang, Cavite. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. April 2016. Adviser: Rey Ann M. Maramag

This study aimed to design promotional materials such as tarpaulin, flyers, and stickers to advertise bee products of CvSU and subsequently determine the effectiveness of these materials in terms of message, aesthetics, and placement/distribution. This study also aimed to determine the acceptability of these bee products in terms of product feature, pricing, and distribution channel to the selected residents of Brgy. Poblacion I, II, III, and IV, Indang, Cavite with the products' information provided by the promotional materials.

Descriptive design was used in the study as a method to describe the nature of the materials' effectiveness and the products' acceptability. Through simulation of the promotional materials designed based on the results of a benchmark done beforehand, the participants answered a four-point Likert Scale questionnaire to determine the materials' effectiveness and another four-point Likert Scale questionnaire to determine the acceptability of the bee products.

Results showed that tarpaulin and flyers were highly effective in terms of message, aesthetics, and placement/distribution while stickers are effective in terms of aesthetics and slightly effective in terms of message and placement/distribution. The bee

products, on the other hand, were perceived to be highly acceptable in terms of product feature, pricing, and distribution channels.

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An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of requirements for the degree of Bachelor of Arts in Journalism. Prepared under the supervision of Ms. Rey Ann M. Maramag

INTRODUCTION

Advertisement is one of the best ways to introduce new product. It helps in spreading information about the advertising firm, its products, qualities and place of availability of its products and so on (Chand, 2015).

Last November 2014, Cavite State University has ventured into a new agricultural commencement that is beekeeping, a program funded by the Department of Agriculture - Bureau of Agricultural Research. This program aims to produce bee science researches and develop technologies for beekeepers in Cavite (CvSU Bee Program, 2014). This program focuses on research on several species of bees including *Apis Cerrana* or the native laywan and *Tetraginula Biroi* or stingless bees.

The main objectives of the project are to provide the students and faculty researchers a leeway to conduct bee-related researches, contribute to the alleviation of