

# **Ghyrrsanh impact on media advertising and brand equity Service companies Gilan Province**

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**Today, one of the most valuable assets of any company is the brand value of the brand name. Companies with a high position in the value of brand names in the minds of customers can easily be considered more profitable among other companies in their industry. Marketing communications also play a major role in creating value for different brands, and as companies and their customers increase, they increase the brand's power and brand value. Among various communication tools, media and non-media advertisements have always played a key role. The purpose of this paper is the impact of media and non-promotional advertising on the special value of the brand name of service companies in the province of Guilan and its various dimensions, such as perceived quality, association, brand loyalty and, finally, brand awareness. The results of this study showed that media and non-media advertising activities have had a positive and positive impact on brand equity in service companies. Therefore, in order to enhance the value of the trademark name in service companies, they should carefully consider the factors mentioned. The statistical population of this research is customers of service companies in Guilan province which was collected by a questionnaire. This research is a descriptive and descriptive method in terms of applied and descriptive purpose. It is a field study in terms of collecting data.**

**Keywords : Key words: media ads, non-media ads, service companies, brand**

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