

**NOLLYWOOD AND COVERT ADVERTISING TECHNIQUE: *WEEKEND  
GETAWAY* MOVIE IN FOCUS**

**By**

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## **CERTIFICATION**

Aiyelabola, Ayoola Dorcas, a post graduate student in the Department of Mass Communication with matriculation number 16PBE01440, has satisfactorily completed the requirements for the research work for the Degree of Master of Science (M.Sc.) in Mass Communication (Advertising, Social Media and Promotions). The work contained in this thesis is original, and has not to the best of our knowledge been submitted in part or full for any other diploma or degree to this, or any other University.

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## **DEDICATION**

This thesis is dedicated to God almighty, for grace and favour enjoyed during this write-up. I really would not have been able to put this work together but for His provision of knowledge and encouragement. To Him alone I give all thanks.

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## ABSTRACT

This study examines the application of covert advertising technique in Nollywood with focus on *Weekend Getaway* movie. Key selection criteria of the movie were the presence of *Le Meridien Ibom Resort* and usage of covert advertising strategy. Employing the focus group discussion method, the study sought to find out the awareness, recall and patronage level of selected participants generated by covertly marketing the resort. In line with the theories of Reasoned Action and Individual Differences applied, results show a high awareness and recall level, however, it was discovered that negative scenes were one of the most easily remembered. Patronage level was significantly low, though participants showed interest in visiting the resort citing various reasons as summed up in the proposed *Fair Model*. In order to ascertain the plot connection, qualitative content analysis of the movie was carried out. Five themes were derived from the analysis revealing positive mentions, high visibility rate of location's visuals to conclude that there is a link between the resort and movie storyline. The study concludes that negative portrayal of a tourist centre affects movie viewers' perception and patronage; and asides personal reasons such as finance, infrastructural development was identified as a major hindrance to visiting local tourist centres. The study recommends that adequate attention by stakeholders be given to tourism placement in movies to avoid negative portrayal of the brand in order to relish the benefits of covert advertising.