

# COVERT ADVERTISING AND THE PROMOTION OF BANKING SERVICES: A FOCUS ON THE MOVIE *CHIEF DADDY*

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## ABSTRACT

*This study investigated the influence of covert advertising on the customer patronage of Keystone Bank in the movie Chief Daddy. The study specifically sought to: find out if the customers were aware of the use of covert advertising in the movie Chief Daddy; determine if the covert advertisement of keystone bank in the movie had a positive or negative effect on customer patronage, and ascertain the preferred type of advertising between covert advertising and traditional advertising from customers of keystone bank. Using survey research design, the purposive sampling technique was utilized for the study with a sample size of 300. Findings showed that even though the respondents noticed and can recall the brand, especially Keystone bank advertised in Chief Daddy, there was barely any effect on the customer patronage on Keystone bank afterward. Findings also showed that most of the respondents preferred the combination of traditional and covert advertising. Given the above findings, the study recommended a better execution and proper implementation of covert advertising to achieve its real aim.*

**Keywords:** Advertising, Banking Services, Covert Advertising, Customers, Customer Patronage, Promotion.

## INTRODUCTION

Covert advertising as a vehicle in the advertising medium has been utilized among different vehicles to make consumers aware of products and brands and as an update among customers. Covert advertising plays a significant key role as a powerful tool in the marketing process. Promotional activities such as advertising increase sales and competitive parity (Cravens et al., 2009).

Promotional strategies are intended to introduce an association and its items to future customers regarding communicating need and satisfying attributes to encourage deals throughout long-haul execution (Odiboh et al., 2018). In other words, it is a promotional activity for publicizing a commodity. Also, if practical, it contributes to the development of the economy by increasing demand, which creates more production, thus creating employment opportunities