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**Strategic Framework for Topical Advertising on
National Achievements**

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Strategic Framework for Topical Advertising on National Achievements

Abstract:

This research is a sequel to a recently conducted content analysis on topical advertising strategy for national achievements, which used evidence from India's landmark lunar mission in 2023 - the 'Chandrayan'. Based on the content analysis and literature review, this research further conceptualizes a strategic framework for topical advertising on national achievements, with significant theoretical and practical implications



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