

ABSTRACT

This bachelor thesis deals with the application of peak-end effect in the realm of advertisement. The aim of the thesis is to explain the peak-end effect and to try to observe the rule's effect with regard to commercial advertisement. Consecutively the thesis presented 3 different commercials each presenting 3 different commercial products to the participants. Participants' enjoyment was recorded throughout the screening of the commercial with the help of a sliding bar. The results were then visualized using graphs and subsequently examined to try to determine if the peak-end effect was present or if it had any affect on the participants in any way.