

## **Abstract**

This bachelor thesis focuses on effectiveness and impact of advertisements using framing. The first chapter of the theoretical part is devoted to the concept of framing and its effect from the perspective of psychology and sociology. Thereafter, is the framing effect explained in terms of prospect theory and other types of framing are described. Followed by regulatory focus theory and regulatory fit. The last chapters of the theoretical section discuss framing in advertising, persuasion in advertising, and various cognitive biases related to the framing effect are also described.

The practical part continues with the quantitative research that is primarily exploring the effectiveness of the advertisements that are using framing. Furthermore, the experiment is trying to find a relation between the regulatory focus of the participants and the regulatory focus of the advertising message. In this case, the research findings are supporting the hypotheses and verifying the higher persuasiveness of advertisements using negative goal framing.