



Outgoing # 127

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To the Dissertation Council

## ACT OF IMPLEMENTATION

On the Implementation of the Brand Equity Model for Social Media Brand Instagram

This Act confirms the relevance of Sadyk D.'s dissertation research results on the topic "Developing an Augmented Multidimensional CBBE Model for Social Media Brand Instagram: Its Applications to the Role of Brand Index (RBI)." The research findings have a practical value for our company in enhancing the effectiveness of our marketing activities on Instagram. This social media platform has been one of the communication tools to promote Jacobs products to the Kazakhstan market for the last decade.

The brand equity model was applied to assess Instagram's brand equity for our business by analyzing our consumers' behavior and their attitude toward the Jacobs coffee brand in Kazakhstan, covering Almaty, Astana, Shymkent, Taraz, Karaganda, Oskemen, Pavlodar, Atyrau, Aktobe, and Taldykorgan cities, as well as in Uzbekistan, covering Tashkent, and Tajikistan, covering Dushanbe.

To decide on the implementation of the social media brand equity model, data were collected among our consumers, who follow our Instagram page through a survey. The collected data was statistically processed and analyzed. The results of the analysis helped evaluate the effectiveness of current marketing activities and identify areas for improvement and further development of our marketing strategy and promotional tactics on Instagram to improve the platform utilization. Specifically, this includes a reinforcement of a content plan aimed to attract new consumers and increase the engagement of the current consumers through comments, and fostering greater involvement in the co-development of our brand.

The Instagram brand equity assessment model has been incorporated into our strategic marketing plan for conducting regular customer surveys to monitor and analyze the effectiveness of social media activities continuously. The application of this methodology and adherence to its recommendations have positively impacted the evaluation of business promotion effectiveness on Instagram. The expected result is an increase in company sales through enhanced loyalty of existing consumers and the attraction of new consumers, ultimately leading to business growth.

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