



# INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG

*An International Open Access, Peer-reviewed, Refereed Journal*

ISSN : 2456-4184

The Board of

International Journal of Novel Research and Development

Is hereby awarding this certificate to

**Gaurang Kakkad**

In recognition of the publication of the paper entitled

**Impact of Hippocampal Headlines on Advertisement Effectiveness and  
Brand Recognition**

Published In IJNRD ( www.ijnrd.org ) ISSN Approved & 8.76 Impact Factor

Published in Volume 8 Issue 2, February-2023 | Date of Publication: 2023-02-19

Co-Authors - *Shilpa Bhakar*

Registration ID : 183472

Paper ID - IJNRDTH00014

Editor-In Chief

**INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD**

*An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal*

**Website: www.ijnrd.org | Email: editor@ijnrd.org | ESTD: 2016**

An International Scholarly, Open Access, Multi-disciplinary, Monthly, Indexing in all Major Database & Metadata, Citation Generator

Manage By: IJPUBLICATION Website: www.ijnrd.org | Email ID: editor@ijnrd.org



# INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG

*An International Open Access, Peer-reviewed, Refereed Journal*

ISSN : 2456-4184

The Board of

International Journal of Novel Research and Development

Is hereby awarding this certificate to

**Shilpa Bhakar**

In recognition of the publication of the paper entitled

**Impact of Hippocampal Headlines on Advertisement Effectiveness and  
Brand Recognition**

Published In IJNRD ( www.ijnrd.org ) ISSN Approved & 8.76 Impact Factor

Published in Volume 8 Issue 2, February-2023 | Date of Publication: 2023-02-19

Co-Authors - Gaurang Kakkad



Registration ID : 183472

Paper ID - IJNRDTH00014

Editor-In Chief

**INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD**

*An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal*

**Website: www.ijnrd.org | Email: editor@ijnrd.org | ESTD: 2016**

An International Scholarly, Open Access, Multi-disciplinary, Monthly, Indexing in all Major Database & Metadata, Citation Generator

Manage By: IJPUBLICATION Website: www.ijnrd.org | Email ID: editor@ijnrd.org