

Use of Thesis Form

This form should be completed after consulting the "Policy on Availability of Theses and Dissertations". Please return this form as an email attachment to **postgraduate-office@canterbury.ac.nz**

Student's Name:	Eugena Alice Wright	
Student's UC ID number	36265809	
Degree	Master of Commerce in Marketing	
Thesis Title:	Consumer-to-Consumer Online Sharing of Co-Creative Advertising Campaigns	
Department/School:	Business and Law	
Senior Supervisor	Joerg Finsterwalder	
Date:	25.02.2015	

Declarations

- I declare that the thesis represents my own work
- I declare that any copyright approvals for material included in the thesis have been obtained

Consents

- Except during the period of any embargo approved pursuant to a request made in the following section, I agree to this thesis being consulted for research or study purposes, provided that due acknowledgement of its use is made where appropriate
- I consent to a copy of this thesis being included in the University of Canterbury Library Repository

Requ	uest for an embargo
	uest an embargo of this thesis for months (to a maximum of 24) from the date of receipt of hesis by the Library on the basis that (please tick as appropriate):
	it contains commercially sensitive material which will breach prior contractual arrangements with an outside organization
	access will endanger protection of future intellectual property rights (including opportunity to publish or make patent application)
	this is necessary to ensure compliance with the law or protection of national interests or public safety
	the research uses personal sources and/or contains sensitive cultural information which has been obtained on condition that the items be restricted

Signatures		·
Student	Fran :	Date: 25.02.201 5
Senior Supervisor		Date: 26/02/2015

The final copy of the thesis has passed examination and is approved for deposit in the University Library. The embargo period specified above is approved:

Dean of Postgraduate Research	Thurk	Date:	27.02.2015
University Librarian		Date:	