

ADVERTISING THROUGH TELEVISION

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Abstract:

Enterprises promote their goods and services on the market in order to be recognized and appreciated by consumers. These enterprises use a variety of methods, among which the most important are: advertising, public relations, promotions, brands, selling forces, promoting sales, sponsorship. These promoting methods can be used by any organization, no matter the field of activity or if they are commercial or non-profit, if the respective organization has as main objective the communication with and persuasion of potential clients to use their products or services. Advertising through television represents one of the most modern promoting methods with a decisive role in presenting and selling new products. Evaluating the efficacy of televised advertising is a very important aspect for those who pay – enterprises that use this support, because, being an expensive tool, they need to reach their goal.

Key Words: advertising, television, indicators of televised advertising

JEL Classification: M 31, M 37

1. Aspects regarding advertising as main promotion tool

The process of advertising has a series of methods used to expose products, services and ideas and get the attention of potential buyers, in order for these products to be immediately bought. In the long run, an enterprise wants, through advertising actions, to determine the public to have a certain behaviour regarding its activity and to maintain the public's fidelity towards the presented offer. Advertising has a set of characteristics, which were studied by Philip Kotler:

- ✓ public presentation – advertising is a way of communication meant for the general public, which suggests the idea that the offer which regards the respective product is standardized;
- ✓ influence – advertising is a means of communication with great influence, which allows the seller to repeat a message several times; moreover, it allows the buyer to understand and compare messages from different competitors;

- ✓ expression – advertising offers the chance to present the enterprise and its products, through the artistic use of the text, sound and color; however, sometimes the expressiveness of this instrument can reduce the importance of the message or it can distract the public's attention;
- ✓ impersonality – advertising cannot be as insistent as a sales agent; the public does not feel obligated to pay attention or to respond in any way.

Taking into account the message, the goal and the nature of the product or service for which the enterprise decides to advertise, there are many methods to gain publicity. The main media through which the advertising messages can be transmitted are television, radio, cinema, printing machines, the internet, external and direct advertisements.

2. Advertising and television

The television represents the advertising support which has known the fastest expansion in the last 50 years, being one of the most recent "media" for publicity. It ensures, through a unique combination of sound, light and movement, the advantage of an impression gained through the direct contact with the product or the respective service, also allowing the presentation of some persuading explanations.

Advertising through television represents one of the most modern promoting methods with a decisive role in presenting and selling new products. It has continuously evolved due to the impact that visual media have on the public and it also has the benefit of the scientific discoveries which lead to the development of international satellite communication. As a result, it is not limited anymore and it has a major impact on its public, on an international scale.

Television has a satisfactory flexibility because of its rapid broadcasting of the message at different times, including the maximum audience hours.

If the press, especially periodicals, is the most selective means and it allows great finesse in choosing and orienting its public – because every consumer can find a publication which he/she considers to be only his/hers – the television, on the contrary, is a non-selective medium that enters any direction. This is the reason why it's considered to be the most appropriate for advertising products of daily use, for every population category. The same reason makes it also the most expensive advertising tool and this is why it is the most important in publicity budgets.

Televised advertising was introduced for the first time for all products which have someone to pay for the transmitted message and it was named **collective or compensatory publicity**. In time, a more aggressive form has emerged, but only for certain products or lines of products and it was called **brand publicity**.

Taking into account all these aspects, we can identify a series of characteristics for televised advertising:

- the message has image and sound, it is animated and persuasive demonstrations can be made;
- the viewer is completely available for the message, being obligated to watch, listen and decode the real meaning of the message, having the so-called state of total receptivity;
- the audience in the case of television is wider, given the need to be informed, the need for entertainment and communication shown by the population nowadays and, therefore, in almost every family there is at least one television set.

Reduced selectivity, the lack of program flexibility and the high price are, however, inconvenients in the use of television as advertising support. This is why, in

choosing television channels for advertising messages, certain specific criteria are taken into account:

- the image of the company which owns the television channel; this image can be: popular, useful, luxurious;
- the effective audience, namely the number of people with the target characteristics which are exposed through publicity or the effective audience exposed to the commercial, which means the number of people having the target characteristics, who really noticed the respective commercial;
- the adjacent programs (those programs which precede and follow the commercial);
- the hour of broadcasting; the most expensive advertisements are broadcast around news programs (18,00 – 20,00) and the cheapest are broadcast after midnight;
- the broadcasting price, which varies depending on the day of the transmission, the hour, the adjacent programs and the number of permitted breaks (interruptions for publicity allowed during a television show).

3. Evaluation indicators of televised advertising

Evaluating the efficacy of televised advertising is a very important aspect for those who pay – enterprises that use this support, because, being an expensive tool, they need to reach their goal. In order to increase the efficiency of televised advertising, specialists should take into account the following recommendations:

- the image should transmit more than half of the message;
- a television show is more efficient if it uses more images than words;
- the passage from one image to another should be made in a simple manner, with short sequences, which should strictly refer to the description of the products or promotional services;
- static sequences should be avoided in commercials.

The information regarding the audience is very important for television channels, on the one hand, because in this way they can evaluate the success the broadcast programs, and, on the other hand, because, using this information, they can establish certain strategies concerning the advertising space, which is an important source of income. Moreover, knowing the audience indicators is also relevant for the enterprises that wish to develop promotional campaigns, as advertising space buyers, such as advertising agencies and media enterprises.

Measuring the TV audience is a problem of general interest, which should be well managed. Gathering data is a process that should follow professional norms; also, real information should be made public. In this context, in 2001, the Romanian Association for Audience Measurement was created; this association has three categories of members: television stations, publicity clients and advertising and media agencies. In 2002, the association was involved in writing Law nr. 504/2002, for the audiovisual, regarding the procedure of selecting the supplier for the National Service of TV Audience Measurement. The objective of the association is to give to its members impartial, precise and clear information concerning the Romanian mass-media audience, their characteristics and success. The goal of the association will be reached through a systematic exchange of information, know-how, research studies, conferences, etc.

In order for the present paper to have a more pragmatic character and to increase its utility, we tried to gather and study the entire set of indicators through which the audience of television programs can be measured and, at the same time, to give an explanation of its content and underline the importance of knowing the ratings by the

television channels which want to improve their activities. The results of the studies made in this respect are presented briefly below:

- The first indicator is the total viewing time, which represents all the minutes spent by viewers in front of the TV, at a certain time.

- **Average Minute Rating (AMR)** – represents the average number of viewers per minute, at a certain time, for a certain TV channel.

- **Television Rating (TVR)** – it is an indicator similar to the AMR and it represents the average number of viewers per minute of all TV channels, at a certain time.

- **Reach (RCH)** – represents the number of viewers who watched at least one minute a certain TV channel (or all of them), at a certain time; this indicator is also calculated as a percentage of the whole population.

- **Exclusive Reach (ER)** – represents the number of those who, at a certain time, have watched at least one minute only a certain TV channel.

- **Average Time Spent (ATS)** – represents the average time spent by a viewer on a certain TV channel (or all of them). Only the persons who have watched at least one minute, at a certain time, are taken into account.

- **Average Time Viewed (ATV)** – represents the average number of minutes spent on a certain TV channel, at a certain time, by all the persons in the target group (research universe).

- **Share (SHR)** – represents the part of the total viewing, that corresponds to each TV channel.

- **Adhesion (ADH)** – represents the importance of the audience of the target group analysed in the total of TV audience. "Total audience" is represented by a group of reference (the value of ADH is always expressed as a percentage).

$$ADH = AMR \text{ analysed target} / AMR \text{ reference target} \times 100$$

- **Affinity (AFF)** – is the report between the audience of the analysed target group and the audience of a reference group.

$$AFF = AMR\% \text{ analysed target} / AMR\% \text{ reference target} \times 100$$

- **Emission Share (ESH)** – is the duration of an event (TV program) depending on the total of the broadcasting time of a certain TV channel. This indicator is calculated as follows:

$$ESH = \text{Duration of the event} / \text{Duration of the broadcasting time on a day, of a certain TV channel}$$

- **Reception Share (RSH)** – represents the rating of an event compared to the total rating of the respective TV channel on that day; it can also be expressed as the number of viewers that a certain program "brings" in a day compared to the total number of viewers that the TV channel has in a day of broadcasting.

$$RSH = AMR \text{ event} \times \text{Duration of the event} / AMR \text{ TV channel for the whole day} \times \text{Broadcasting duration of the TV channel for the whole day}$$

- **ALFA (ALFA idx)** – is the report between *Reception Share* and *Emission Share* calculated for a broadcast TV show. ALFA is an indicator; when its value is higher than 100, it means that the respective program obtained a rating higher than the audience average of the respective TV channel in that day.

$$ALFA = RSH / ESH$$

- **BETA (BETA idx)** – is the report between RSH calculated for a TV channel (the importance of the program for the respective TV channel) and RSH calculated for all the TV channels (the importance of the program in the broadcasting time). BETA expresses what the TV show has obtained for its TV channel in comparison with what other TV shows have obtained in the same broadcasting time for their TV channels.

$$BETA = RSH / Total RSH$$

• **Emission Share Typology (EST)** – indicates the importance, in terms of duration, of a certain TV show in the total duration of the programs with the same typology.

$$EST = \text{program duration} / \text{duration of the programs with the same typology}$$

The variety of the presented indicators allows a clear evaluation of TV shows; among these indicators, *rating* and *share* are used the most frequently. Our research mirrors the fact that the level of these indicators is the main element depending on which the top management of a television establishes which TV shows will not be broadcast anymore, the broadcasting time, the salaries of the personnel. Regarding the last aspect, we should mention that, in order to motivate TV producers and anchors, some TV stations pay them depending on the publicity budget attracted by the respective TV show.

4. Conclusions

We notice the fact that indicators contain mainly elements of quantity, without taking into account the fact that watching TV is a leisure, on the one hand, and that, on the other hand, it involves a series of cultural and educational needs. Therefore, aspects such as informative enrichment or knowing the public, educating it, its satisfaction or dissatisfaction felt as a result of watching TV are not a part of the presented and used indicators by TV channels. So, we propose the use of certain indicators of quality in order to evaluate television audience, indicators which should be used by all TV channels, because it is an issue of interest for all those who pay for advertising space.

• **Technical indicators**, which mainly refer to the quality of the received message and the real number of subscription payers.

• **Specific quality indicators**: the quality of the broadcast TV shows, the degree of information that the public has, the necessity and use of the information and its message, public knowledge enrichment, public awareness regarding the present problems of the Romanian and European society, but also regarding the overall evolution on an international and worldwide scale.

• **Indicators which “serve” the viewer:**

~ the level of professional training of TV presenters;

~ the efficiency of the organisation’s managers and their capacity to reach the established goals;

~ the organisation’s economic and managerial efficiency, the value of the resources with which the results have been obtained and the quality of management decisions;

~ offer accessibility: program hours, available time, waiting time for a certain program.

The advantage of television advertising is that it is realised through a commercial with a concise content, but suggestive, attractive and concentrated on the product. For a long time, television had a dominant position in the publicity mix, and the other media were neglected. However, in time, a reduction in television efficiency was recorded, which is due to the fact that advertising users annoyed viewers with numerous commercials and the result was a decrease in public attention and a reduced impact of advertising. Although the advantages of advertising through television are obvious, we recommend advertisers to also take into account its disadvantages in the realisation of the publicity mix and, in the present context of the economic-financial crisis, to reconsider its position in the promotional activity. Practically, the advantages and disadvantages of television advertising can have a major impact in the success of an advertising campaign.

Advantages of television advertising	Disadvantages of television advertising
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× the television is the most powerful means of media communication; × the quality of the presentation, which has a good impact on communication efficiency; × the dynamic character given by the people involved in this process, the expressed feelings, voices, movement; × the high coverage makes possible the transmission of the message simultaneously to a large number of potential buyers; × the combination of image and sound.	× high prices; × certain restrictions in the case of products such as: cigars, alcoholic beverages, etc; × the message may not always reach the target audience; × there is the risk that during commercial breaks, the viewers turn off the TV or choose other activities; × the quality of the program can be an advantage or disadvantage for the commercial, as well as the hour of broadcasting.
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