

Market Research

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**Topic: Effectiveness of TELE
Advertisement**



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Introduction

It is a type of advertising done through television. In today's time television has become most popular media of

advertising. It has become medium of common man entertainment. A television advertisement or television commercial is a span of television programming produced and paid for by an organization that conveys a message. Advertisement revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials). Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns.

Many television advertisements feature catchy jingles or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. Some of these ad jingles or catch-phrases may take on lives of their own, spawning gags or "riffs" that may appear in other forms of media, such as comedy movies or television variety shows, or in written media, such as magazine comics or literature. These long-lasting advertising elements may therefore be said to have taken a place in the pop culture history of the demographic to which they have appeared.

Advertising agencies often use humor as a tool in their creative marketing campaigns. In fact, many psychological studies tried to demonstrate the effect of humor and indicate the way to empower advertising persuasion. Advertising agencies often use humor as a tool in their creative marketing campaigns. In fact, many psychological studies tried to demonstrate the effect of humor and indicate the way to empower advertising persuasion.

Despite the popularity of some advertisements, many consider them to be an annoyance for a number of reasons. The main reason may be that the sound volume of advertisements tends to be higher (and in some cases much higher) than that of regular programming. The increasing number of advertisements, as well as overplaying of the same advertisement are secondary annoyance factors. A

third might be the increasing ability to advertise on television, prompting ad campaigns by everyone from cell-phone companies and fast food restaurants to local businesses and small businesses.

From a cognitive standpoint, the core reason people find advertisements annoying is that the advertisement's offer is not of interest at that moment, or the presentation is unclear. A typical viewer has seen enough advertisements to anticipate that most advertisements will be bothersome, prompting the viewer to be mercilessly selective in their viewing. Conversely, if an advertisement strikes a chord with the viewer, or has entertainment value beyond the basic message, then viewers tend to stay with the advertisement, perhaps even looking forward to viewing it again.

Television advertisement can be done in two ways that is in between the programmes or through sponsored programmes having duration of 30 minutes to 1 hour.

The best part of advertising on TV is that there is a market for almost any product or service; you just need to know how to reach it. Whether you are selling paint thinner, a circular saw, door stop, or block of cheese, with proper marketing it will sell.

What are they keys to successful advertising?

Obviously, you have to have a commercial that doesn't make your viewers want to change the channel. Also, you need to think of who your market is. For example, let's say you are selling a block of cheese. Think to yourself who is going to be interested in good cheese. What time of day? What channels? What show? Well, obviously it doesn't take an expert to figure out that a cooking or food based channel might be a good place to start. Perhaps a show that deals with low-carb food might be a more specific area to look at. Time of day, is fairly irrelevant here so any time would do. If you are selling the circular saw, try Home and Garden shows and channels or do-it-yourself shows.

Most companies look at television commercials as an advertising vehicle for "the other guy." The corporate giant, The big business with lots of disposable cash. Infact, TV is a

very affordable medium that can increase your company's profits greatly.

Before you make an investment in television advertising, there are certain key elements you need to consider. Once you understand the process of writing, creating and producing a commercial, you're ready to hit the airwaves.

Effective TV commercials merge video and audio into a powerful sales tool. But don't think one is more important than the other, Audio and video go hand-in-hand.

For example, turn down the volume on any commercial. You should be able to identify the benefits of purchasing a product just from the video.

The same holds true for audio. Close your eyes and listen to the announcer. If the audio doesn't explain the product in detail, then the commercial isn't effective. Potential customers should be able to hear your message even if they're not in the room to see it.

Always use a strong audio and video combination when creating your own commercial.

Use your audio to explain the advantages of owning your product. You'd use words like "convenient, portable, light weight."

However, there are no words more important than your call to action. What do you want your viewer to do? Tell them to call now, Order now. Visit their local dealer.

Think of television as an intimate medium. If you're advertising a restaurant, don't just use a shot of your building's exterior. Use a close-up of your food in your commercial. And show people eating your food. If you're producing a Public Service Announcement (PSA) about drunk driving, don't just use a shot of a crowd of people at a funeral. Show a tear streaming down a child's face.

Combining sight and sound should spark your viewers' emotions and help them identify with your product. And if they can identify with your product, you're more likely to get the sale!

Hypothesis

- ▮ Analyze 5 different advertisements.
- ▮ Were the advertisements clear to the customers

Methodology

Our Research went through several steps given below:-

We as a group went out to select different topics in which we were interested in. We all came up to a broader topic of Advertisements. Then we dissected the broader topic to our present topic “Effectiveness of TELE Advertisement”

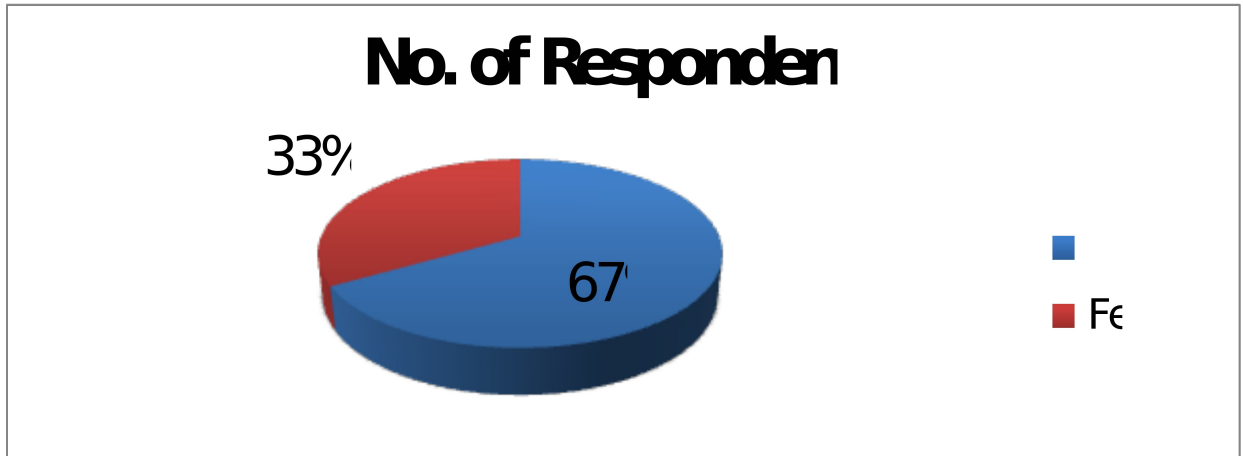
We collected data on Tele advertisements. After that we developed a theoretical framework by reviewing the collected data.

Then we prepared a questionnaire and got it filled by different people of different age group. After that analysis of data was done and conclusion was made.

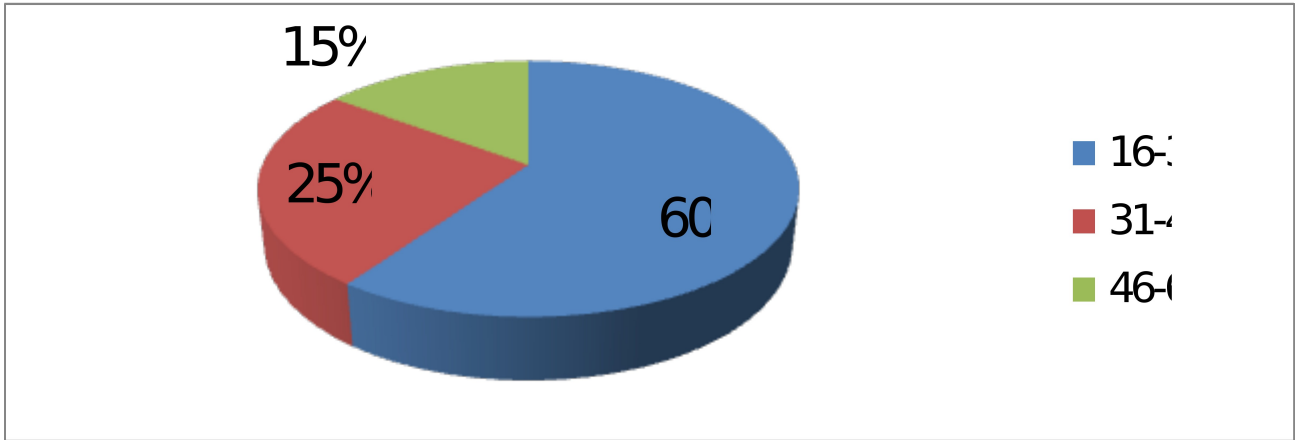
Statistical Technique

- ▯ Pie Chart
- ▯ Bar Diagram
- ▯ Multiple Bar Diagram
- ▯ Percentage Bar Diagram

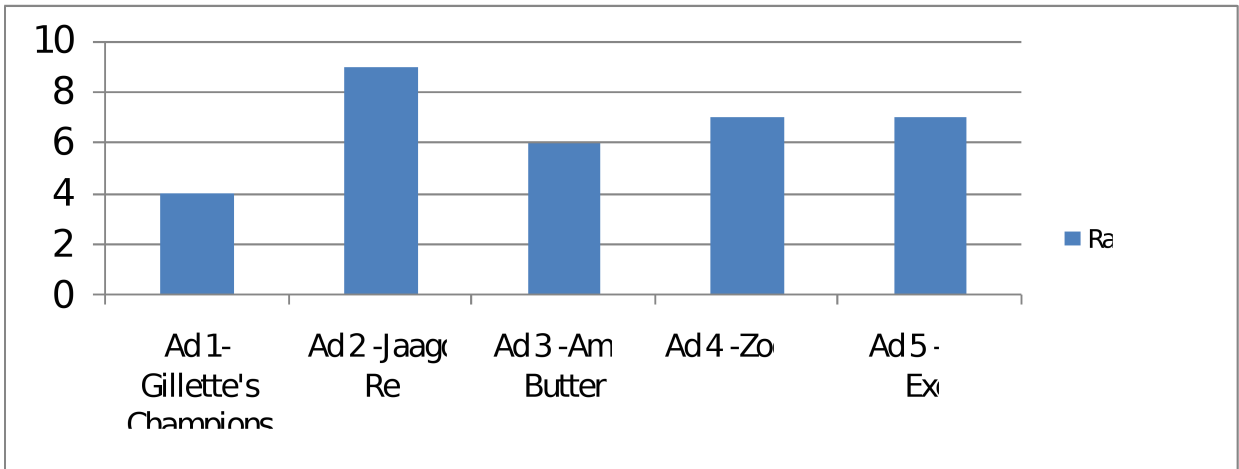
Results and Finding



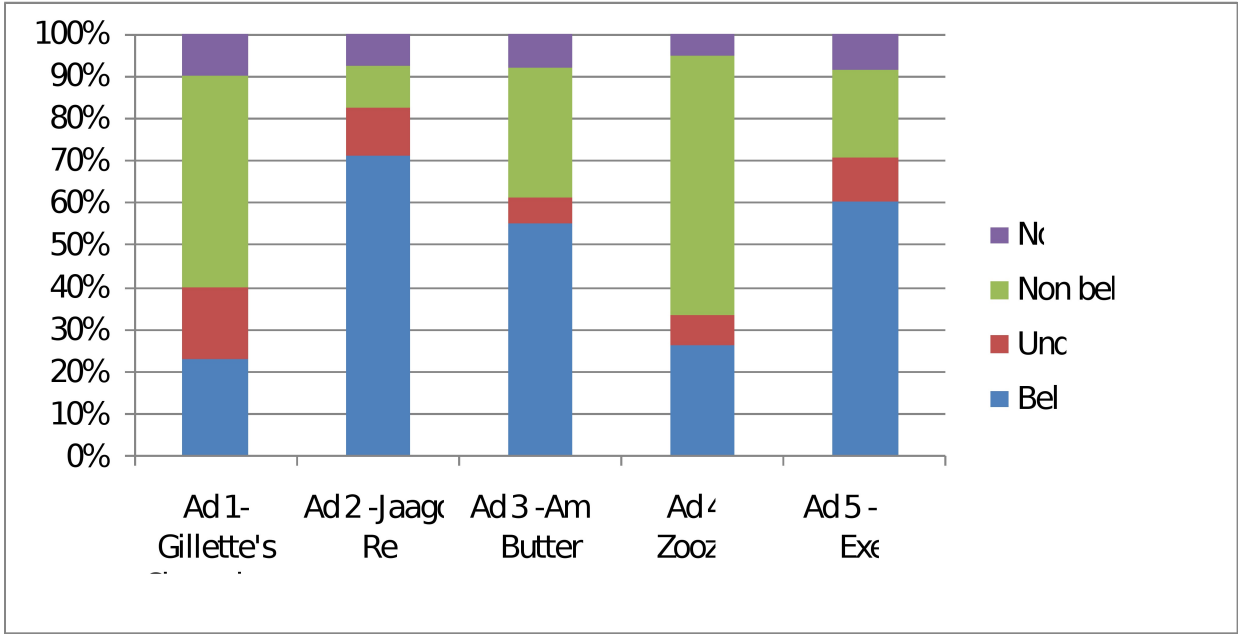
Age Group of Respondents



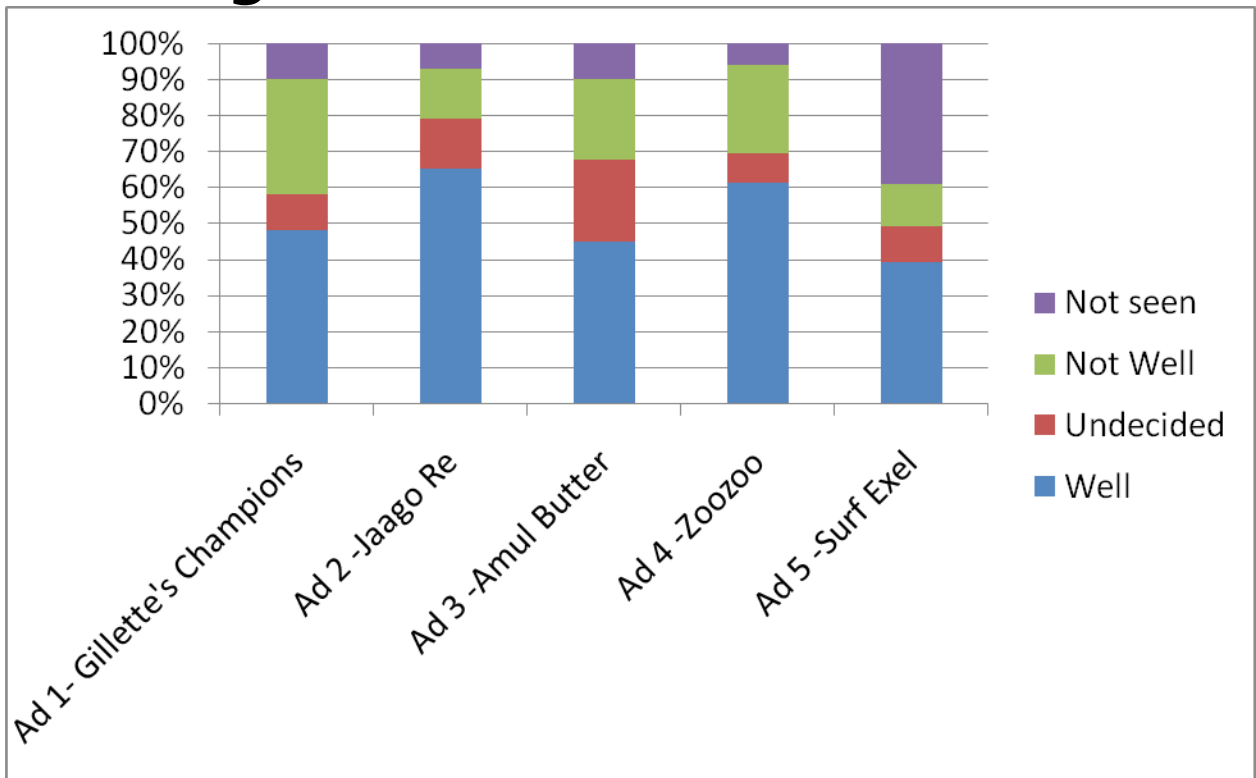
Ratings



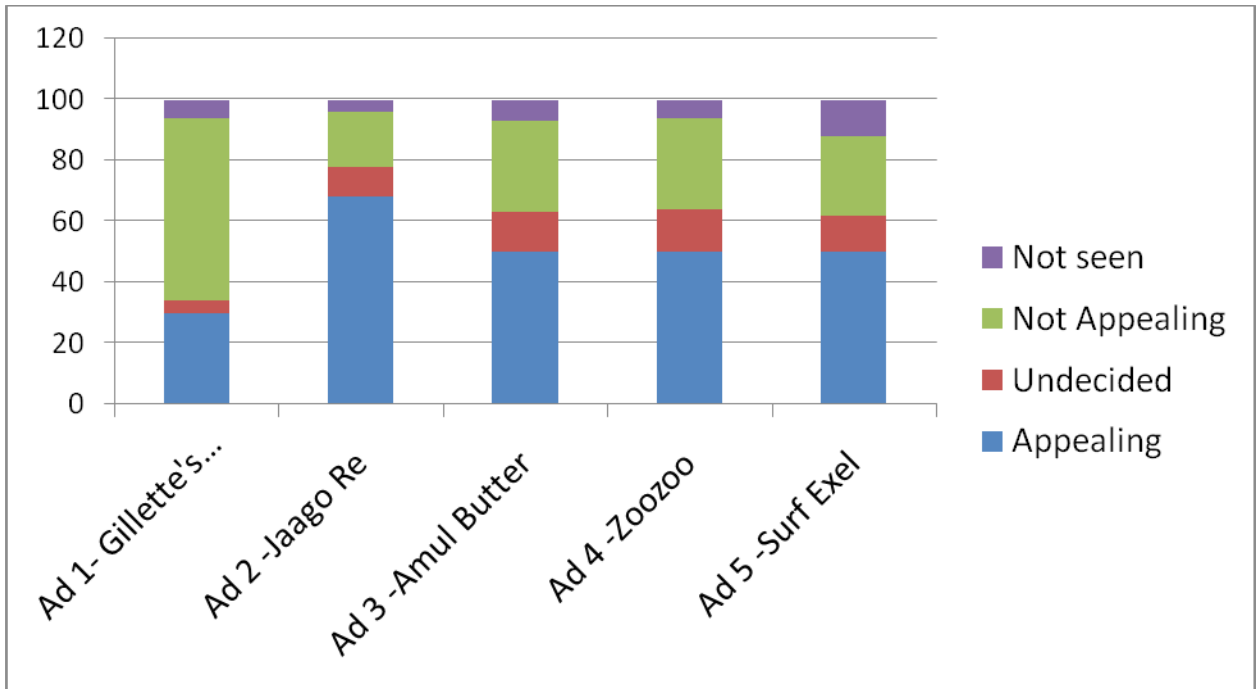
Believed in ad



Seeking the attention



Appealing



Questionnaire

Q1. Name

Q2. Age

Q10. Had / will you purchase the product on the basis of ad?

Likely

Not likely

not seen

Q11. What do you want in an ad?

Humor

Social Message

Just About the product

Irrelevant things