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## **THE EFFECTIVENESS OF ADVERTISING ON TELEVISION (ON THE EXAMPLE OF MODERN UKRAINIAN TV)**

*The article deals with the research on the relevance of advertising and media products on the Ukrainian television. It meets the basic marketing requirements and makes TV-advertising effective. The study carried out a full detailed content analysis of the Ukrainian television broadcasting, as well as a structural analysis of TV-advertising by the composition of the syntagma. A comparative analysis of the elements of media products and advertising has been carried out, their similarity has been revealed according to different criteria, the contextuality of media products in relation to advertising has been proved. The main factors of the effectiveness of TV advertising as a marketing communications tool for FMCG have been determined.*

**Keywords:** *effectiveness of advertising, marketing communications tools for FMCG, convergence, contextuality, structural analysis of TV-advertising, syntagmatic parameters of media advertising, content analysis.*

### **Шевченко Т. С. ЕФЕКТИВНІСТЬ РЕКЛАМИ НА ТЕЛЕБАЧЕННІ (НА ПРИКЛАДІ СУЧАСНОГО УКРАЇНСЬКОГО ТБ)**

*Викладено результати дослідження про релевантність реклами та основних медіа-продуктів на українському телебаченні. Це відповідає основним маркетинговим вимогам і робить рекламу на ТБ ефективною. Для гармонійного поєднання в комерційних ЗМІ таких різних видів соціальної комунікації, як журналістика (основні продукти ЗМІ) і реклама, а також створення умов для ефективності останньої, слід дотримуватись правила контекстності, тобто відповідності змісту ЗМІ (журналістики та інших матеріалів) рекламі і навпаки. Розглянуто форми адаптації медіа-контенту під потреби реклами. Проведено повний детальний контент-аналіз ефірного наповнення українського ТБ, а також структурний аналіз рекламних повідомлень на українському ТБ. Виявлено, що релевантність може стосуватися таких чинників і складників рекламної комунікації, як формат, сюжет, жанр, стилістика рекламного звернення, а також тип товарної категорії рекламованих продуктів. Усі фактори комунікаційної системи є значущими, усі вони підпорядковуються маркетингово-комунікаційній стратегії просування продукту/бренду, яка узалежнюється типом товарної категорії, аудиторними характеристиками, цілями рекламодавця. Проведено порівняльний аналіз елементів медіа-продуктів і реклами, виявлено їх схожість за різними критеріями, доведена контекстність медіа-продуктів щодо реклами. Визначено головні чинники ефективності ТБ-реклами як інструменту маркетингових комунікацій для FMCG.*

**Ключові слова:** *ефективність телереклами, інструменти маркетингових комунікацій для FMCG, конвергенція, контекстність, структурний аналіз ТБ-реклами, синтагматичні параметри медіа-реклами, контент-аналіз.*

**Problem statement.** The effectiveness of advertising in the media progressively depends on the correlation with the relevant media content. The tendency to focusing the advertising messages on narrow target audiences, the use of targeting, which requires contexts for advertising appeals – all this contributes to the content-creating effects of advertising on the media. We will try to investigate these processes on the example of the functioning of all-Ukrainian commercial TV channels and show the effectiveness of FMCG advertising on television.

It is obvious that any object of mass influence can be an advertising medium, but the mass media still remains the most effective means of advertising, because potential consumers who turn to the media as intermediaries are already largely ready to perceive a certain content. In a market economy, complete commercialization of the

media, the existing system cannot be changed. This phenomenon is called the convergence of advertising and the media.

**Analysis of recent research.** The process of convergence of advertising and media content is usually seen by communicators as the interaction of journalism and advertising. The researches in this direction is being held by P. De Pelsmacker, M. Geuens, P. Anckaert, A. E. Bronner, P. C. Neiens, B. J. Calder, E. C. Malthouse, V. A. Evstafiev, M. V. Gorohov, T. E. Greenberg, L. K. Lobodenko, O. Samulyak, V. A. Karaev, A. A. Tochilova, B. N. Lozovsky, G. G. Shchepilova and others.

**Major research findings.** Heuristically valuable in terms of convergence of advertising and media content in the study of post-Soviet media is the concept of "integrative information model", suggested by researcher

V. A. Evstafiev [4], where journalism and advertising form a single information space. The researcher described the nature of the convergence of advertising and journalism, analyzed the forms in which it occurs at the level of ideology, organization and creative process, typology of texts and genres, and found the formation of a "single information field" [4]. Analyzing the media audience as a potential target audience for advertising, the researcher concludes that "strong economic links are established between the media and advertising structures. They indicate that advertising has confidently entered the general social information environment" [4].

For the effectiveness of advertising in the media there is a "corrective effect of advertising communications" on the media [4], which, depending on their type, can be manifested in different ways:

- in changing the content (when the appropriate context is created for advertising communication);
- in a change of design. According to the conclusions of V. A. Evstafiev: "Advertising had a positive impact on the design of print media, television programs, enriched the visual aids of all media" [4]. Advertising often causes certain changes, for example, in print editions as part of the development of their variation, such as the release of tabs and supplements to the main edition, or the release of thematic additional versions of the edition, if there is a possibility of advertising distribution in a non-standard way, or advertising is created for the particular segments of the target audience [12].
- in the diffusion between journalistic and advertising genres (borrowing of journalistic genres and their adaptation to the needs of advertising). For example, the modern web-based media "Meduza" (The Jellyfish) offers advertisers interesting means of advertising, published under the name "affiliate materials". They look like a test, a question-and-answer card, or an interesting text related to the advertised product. This combination is called advertorial (joining of two concepts advertising and editorial). The term refers to the broad concept of native advertising, which implies an unobtrusive form of promotion.

The conception of the researcher G. G. Shchepilova about "a full-fledged place of advertising in the structure of mass media" agrees with this statement [20]. The researcher notes that "as a result of the historical development of the market economy and the involvement of the media in the infrastructure of the economic system, there have been significant changes that have led to convergence of advertising and other content components of the media"[20].

And the marketing director of the Ukrainian holding "StarlightMedia" (TV channels "STB", "ICTV", "Noviy" (New), "M1", "M2", "QTV") Orest Biloskursky claims: "Advertising is about 18-20% of total broadcasting channel, respectively, commercials must match the brand of the channel. It is impossible to skip it, as if advertising is one thing and a channel is another. The viewer watches

both the program on the channel and the advertisement on the channel" [3].

When planning media, marketers use a range of factors, including, for example, the Affinity Index, the target rating point (TRP), and relevant advertising media content. Indeed, these approaches allow us to confirm that for a harmonious combination in commercial media of such different types of social communication as journalism (main media products) and advertising, as well as creating conditions for the effectiveness of the latter, it is necessary to follow the rule of contextuality – the relevance of media content to advertising and vice versa.

Let us consider the forms of adaptation of media content to the needs of advertising. Researcher O. M. Nazaikin, studying the phenomenon of media priming in the field of advertising, claims that "context can be a tool to influence its effectiveness" [14]. Media content "sets the audience to pay attention to a particular ad or part of it. Readers or viewers can be pre-trained at both the cognitive and affective levels. In other words, the demonstration of a particular media content may cause the audience to think or feel about certain aspects of advertising with greater intensity than in other circumstances" [14].

Indeed, if we consider the advertising message in the classical scheme of the communication process (see Figure 1), an important factor determining its effectiveness is the context, which must be related to the content of the message, with the information transmitted, "belong to the same act of communication, or to connect the mentioned past with the foreseen future" [18].

If advertising is distributed through the media channels, then the context should be understood as the presence in the media of such content, which is a relevant context for advertising.



**Fig. 1. Model of communication process, suggested by R. O. Jacobson**

Of course, it is not possible to say for sure that all advertisers set such a task for media managers. In any case, analyzing the content of Ukrainian national commercial TV channels and the advertising that is placed there, we found the phenomenon of context.

Relevance may relate to such factors and components of advertising communication as: format, plot, genre, style of advertising appeal, as well as the type of product category of the advertised products. All factors of the communication system are significant, all of them are subject to the marketing and communication strategy of product/brand promotion, which in turn depends on the type of product category, audience characteristics, goals of the advertiser.

To create an advertising appeal, the advertiser needs information about the product, the target audience of this

product and the distribution channel of the complete advertising message. We consider such a communication system, where the distribution channel is a commercial media (with a mass audience), the target audience of the product – mass, heterogeneous and, accordingly, products – consumer goods. Knowledge of the audience and the product is a key factor and has a direct impact on advertising. Consider these factors in more detail.

Thus, we determined that according to the rules of marketing, through the mass media (which corresponds to the studied media) is considered effective to advertise FMCG [8]. Usually, these are: food, beverages, personal and sanitary hygiene products, medicines, etc. [16]. It is obvious that these goods satisfy the primary human needs (physiological and security needs) [11]. In this regard, considering the effectiveness of the advertising message, A. V. Naumova rightly notes: "if in the advertising appeal to a potential consumer to properly use the relationship between needs, environment and psychological satisfaction from the purchase, the motivation may be strong enough to make a purchase" [15].

According to the Industrial Television Committee (ITC – Ukrainian professional association of leading TV channels, media agencies and advertisers) the main categories of direct advertising placed on Ukrainian commercial TV channels in 2008-2019 are: medicaments, food, hygiene, household chemicals, cosmetics etc. [16]. And the main advertisers of direct advertising placed on Ukrainian commercial TV channels in 2008-2019 according to ITC were the following companies: Procter & Gamble, Nestle, Henkel, Unilever, L'Oreal, Reckitt Benckiser House Hold and Health Care, Colgate-Palmolive company, Kraft Foods, GlaxoSmithKline [16].

At the next stage, we consider it necessary to monitor how marketers characterize the target audience of the product. If the seller chooses a strategy of undifferentiated marketing when defining target market segments, it means that the product must satisfy the needs (as we have already identified – physiological and safety needs) of a very large number of buyers – a huge heterogeneous audience. It is quite difficult to develop an advertising appeal for such an audience, because it is necessary to take into account almost all characteristics of the main variables previously used in the segmentation of consumer markets [8]. The fact is that buyers of the same product of persistent demand can be representatives of completely different professional, political, religious views, social groups and so on. And therefore it is necessary to appeal to the level of mass consciousness, it must represent patterns that are characterized by generality and universality. In practice, advertisers use the method of "arithmetic mean", i. e. they make an approximate collective (stereotyped) image of the buyer of a product of persistent demand. The basis on which they rely is the data on the level of income of the target audience and its psychographic features, due to gender and belonging to a certain social stratum. In general, the advertiser can focus only on hypothetical data about the target audience - its consumer motives and general values, formed "under the influence of prevailing at this historical

time guidelines, trends in mass culture, as well as existing realities of socio-political, cultural and social life" [1]. And, if the advertiser create an advertising message for a low-income audience (which corresponds to the quality and price of the product), then, as a rule, he/she correlates the created collective image of the buyer with the category of people of low intellectual level, lower social class, traditionalists etc. To optimize their activities, advertisers often use common stereotypes, such as the fact that people with low incomes in most cases cannot afford quality education, and therefore have low erudition, a simplified picture of the world and so on.

Thus, the plots of the studied advertising will be determined by the product categories themselves, designed to satisfy primary human needs (and the whole concept of advertising communication is already reduced by the theme of "material and physical bottom" – the term M. M. Bakhtin [2]) and the audience, the characteristics of which advertisers simplify due to typification. A.V. Naumova characterizes physiological needs as "ordinary and deep roots of human existence, so ordinary that they rarely become the subject of emotional discussion" [15]. It follows that advertisers, creating an advertising conception for goods of persistent demand, usually use basic motives (images), which are the embodiment of fundamental human needs and correspond to a certain type of perception of information and motivation [6]. A. V. Naumova draws attention to the fact that "such advertising uses images and themes that are primitive in intellectual level, but with an emphasis on physical sensations, direct sensory experience" [15]. To advertise goods that satisfy the needs of security (protection, comfort, health), according to A. V. Naumova, "direct bodily sensations play a minor role - in the foreground are emotions and thoughts about the troubles that threaten and ways to overcome them with this product or service" [15]. For such goods, the advertising plot is used, it is usually more dramatic, but at the same time one that meets the characteristics of physiological needs.

These statements can be illustrated by specific examples of advertising distributed on Ukrainian commercial TV channels under the research ("Inter", "1+1", "STB", "ICTV", "Noviy" (New), "Ukraine", "TET", "K1", "K2", "2+2", "NTN", "Tonis", "TVi", "KRT"). By analyzing the data of the Industrial Television Committee [16], we determined which market segments (manufacturing companies) mostly use the national commercial TV channels to distribute advertising of their products. The analysis showed that 30 advertisers dominate among all advertisers, with a total of about 300 brands. Since the volume of their advertising on the studied TV channels is more than 60% of the total, these advertisers can be called system-forming ones. If you look at which product categories are leading brands, it turns out that these are the goods of persistent demand: food and beverages, personal care products, household chemicals, medicines.

Analyzing commercials of brands of system-forming advertisers ("Colgate", "Blend-a-med", "Oral-B", "Sensodyne", "Parodontax", "Lakalut", "Lesnaya",

"Noviy Jemchug", "Tide", "Ariel", "Bonux", "Gala", "Persil", "Lask", "Rex", "Perwoll"; "Comet", "Domestos", "Mr. Muscle", "Toiletniy Utionok"; "Fructis", "Head and Shoulders", "Gliss Kur", "Elseve", "Sunsilk", "Syoss", "Timotei", "Pantene Pro-V", "Shauma", "Clear vita ABE", "Wella"; "Torchin", "Shedro", "Chumak", "Snickers", "Twix", "Lion", "Milka", "Svitoch", "Korona", "Roshen"; "Mivina", "Taya" and their others [10; 19], it can be seen that all the plots of such advertising do not have intricate content components. As rightly noted by I. G. Morozova: "the higher the role of the rational factor in the choice and evaluation of the product by the consumer, the more realistic should be advertising" [13]. The main task is – to convey promptly as easily and clearly as possible to recipients the information about the main properties of the advertised product, without burdening the content of the message, so as not to complicate its perception and understanding. In all cases, conventional types of direct arguments are used, which are constructed in such a way that "they do not convey the idea of non-negotiation and cannot be interpreted with a greater degree of freedom" [7]. Advertisers use simple words because they are "easier to remember compared to abstract vocabulary" [7]. In such advertising "everything is defined, everything is quite clear, and there is no need for additional personal interpretation" [7].

It should also be noted that despite the high level of competition, advertising communication approaches for all competing brands within a particular product category are quite unified – almost all competitors use the same arguments in advertising. I. G. Morozova notes that for "product categories that combine general properties and purposes", the similarity of advertising materials is characteristic [13]. Advertisers, choosing such advertising tools and methods (words, images, etc.) form a kind of advertising "language" of the product category [13]. This, as I. G. Morozov assures, "helps to introduce into the minds of consumers the basic concepts, themes and images that serve the product category" [13]. As an example, according to the method of I. G. Morozova, we conducted a structural analysis of television advertising by syntagma: object of advertising, addresser, addressee, the main advantage (unique trade proposal), argumentation, motivation of product categories "shampoos", "mayonnaise", "medicine" from the group FMCG [13].

The structural analysis of the syntagma of television advertising of FMCG products allows us to draw the following conclusions.

In each product category ads of different brands have a common syntagma, in which coincides the main components. Advertising of products of a certain product category of different brands has the same "advertising language" for all. All brands use the principle of rational arguments, verbal and visual components of advertising stories are elementary, quite predictable. Advertising of other product categories from the list of FMCG (toothpastes, washing powders, cleaning products,

mayonnaise, chocolate, medicines, etc.) is accordingly constructed.

Basic for most television commercials are such characteristics as similarity, the principle of rationality, conventionality, the actualization of everyday topics, primary needs, the widespread use of images of "material and physical bottom", drama, primitiveness. Structural analysis of advertising space revealed the uniformity of advertising messages of certain product categories by basic syntagmatic positions. Let us move on to the consideration of the characteristics of the media content of the studied media and try to identify the context of advertising. Thus, the above-mentioned advertising, first of all, corresponds to entertaining media content, which significantly prevails in relation to media products of other genres on the studied TV channels. This is, first of all, a large number of reality, talent, comedy shows and sitcoms.

Researcher S. D. Ryabov also talks about a new type of media – consumer market media: "The actively developing consumer market has led to the formation of special media that interact closely with the audience at the level of consumer culture of society within the expert function. We assume that the content of these media is another evolutionary stage in the development of media influence" [17].

All this allows us to perceive advertising as a necessary component of the media system.

Let us try to determine what circumstances, in addition to entertainment, make the TV content under the research a suitable context for advertising. This is the theme and issues. The main part of TV products is devoted to the topics of satisficing the basic needs of a person, solving his/her everyday problems: food, health, interpersonal relationships, intimate relationships, appearance, home improvement, etc. Using the terminology of M. M. Bakhtin, we can say that the topics and issues of television programs are mostly devoted to the images of the "material and physical bottom": the image of the body (show of renewal, some talent and reality shows), food and drink (culinary programs), straightforward questions of body function human (programs about health and medicine), pregnancy (some reality shows), intimate relations (reality, game and talk shows about gender relations, melodramatic series). Many humorous programs and sitcoms are also based on "material and physical" images, as laughter "reduces and materializes" [2].

The above-mentioned issues, grouped into the category of everyday – something universal, one that applies to all, is relevant to the advertising of FMCG. Tendencies in the set of certain media products on the studied TV channels should also be considered in the context of the theory of everyday life – something that is a natural, obvious principle of human life. After all, most of the proposed information relates to the topic of "sleep, food, hygiene, household, clothing", etc., and everyday patterns are described precisely because of "repeatability, restraint, typicality, conservatism, mediocrity, publicity, mass, privacy, care for daily bread, actions at the level of

almost subconscious, automation of skills, stereotypes of consciousness" [5]. On the one hand, while forming topics from these categories, television tries to reflect reality, and on the other hand, due to the coverage of everyday life, routineization of TV there is such an effect as people's understanding of life "only as a perfect everyday life with its important attributes of health, comfort, entertainment, "normal" relationships, etc., and "the metaphysics of human existence remains outside the ordinary" [5].

It is necessary to fix on the quality of TV content. Most programs and series have the main characteristic that creates the appropriate context for the advertising of FMCG - it is excessive drama in the construction of plots. This is especially true for talent, reality, talk, psychological shows, programs about the lives of famous people, series, investigative journalism and news programs (with a focus on infotainment).

In general, we can say that such content is intended not to burden the minds of viewers with deep meaning and practically does not claim to be intelligent, it is simple, clear, mundane, superficial and monotonous, but at the same time quite dramatic.

All these features, in our opinion, contribute to the relevance of media content for advertising. During the interruption of such programs and series with the same unpretentious advertising of FMCG, viewers, it seems to us, do not have a strong irritation and desire to switch channels. On the contrary, advertising and the main content of the mass media are harmoniously coexisting with each other, forming a coherent media space.

**Conclusions.** A large number of FMCG, we recall, are under the high competitive climate. Therefore, in order to advertise them in the process of selecting communication channels, in addition to the Affinity Index, such marketing tasks as high indicators of audience coverage, frequency, and strength of influence are set. For example, regarding the number of inclusions of an advertising message, media planners use the classic rules: "If the goal of advertising is to reach a large number of people and consolidate their perceived message, then the most effective will be the placement of the message for 13-15 weeks with a decrease in the frequency of publication over time. If we promote a product or service on the market, designed for a wide range of buyers, it will be more effective to work with several media" [9]. As we have already found, throughout the advertising campaign, the media has a context appropriate for advertising, the role of which is the content of the media. And if working with several media is considered to be effective, then they should all offer (and as we have found out - offer) the same context for advertising. Contextuality helps to retain consumers' attention in advertising and does not cause irritation. Thus, if the same products are advertised on all TV channels all the time, the advertising concepts are always the same, and the content of the media, as we have found out, is an acceptable context for advertising, it is obvious that this makes advertising on TV effective.

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