

Research Study: TV Effectiveness & Affinity



Background:

RTÉ commissioned the research study to test two key hypotheses:

1. That television is the most effective advertising medium
2. That, in Ireland, RTÉ Television is the most effective advertising medium of all TV channels due to consumer's strong affinity with RTÉ Television

Key Findings:

- There was a general consensus that TV out-performs all other types of advertising
- TV is multi-sensorial and social
- TV and Internet can work well together as an effective advertising vehicle
- RTÉ Television has clear advantages over competitive TV channels
- Consumers / viewers have a strong affinity with RTÉ Television home-produced programming

Methodology:

The research was conducted by Behaviour & Attitudes on behalf of RTÉ Television Sales. Fieldwork took place between 31st January and 13th February 2008. The study involved two key elements:

1. An initial preparatory media consumption diary exercise ¹
2. This was followed by a qualitative study via a series of eight focus groups

Methodology: Media Consumption Diary ¹ & Focus Groups:

Before attending any of the focus groups, the respondents were asked to compile a diary of their media habits. The qualitative study was conducted amongst a broad cross-section of the Irish adult population (8 focus groups by social class, age and sex), whereby respondents were given full licence to discuss in some detail the following:

- The manner in which they consume all available media
- The key needs met by each of the media
- The degree to which the consumer feels he/she is more or less engaged with each medium
- The likely impact of all of the above on the manner in which advertising on each medium (including RTÉ Television) is likely to be construed by the average consumer

TV was perceived more positively than other media:

In terms of the following characteristics, Television advertising, in general, was perceived to be more positive than other media for the following reasons:

Salience / Impact

Appeal / Enjoyment

Production / Content Values

Engagement / Involvement Levels

Range of products / Categories featured

Perceived Strengths of Television:

<p>Engagement</p>	<p>The multi-sensorial experience...visual, plus sound, plus movement. It is highly engaging with the least amount of effort</p> <p>While watching TV requires some effort as the viewer needs to engage with it, it was described by some as the least demanding of all media. i.e. a minimum amount of analysis / interpretation is required in decoding a TV show, as 'all the work is done' for the viewer</p>
<p>Unique: Social Interaction</p>	<p>Interestingly, some respondents suggest TV advertising is unique in-so-far as it is the only medium typically consumed within a group/social setting, thereby prompting discussion and social interaction around the material</p>
<p>Repetition</p>	<p>Given the amount of TV consumption, advertising messages are bound to register at some stage</p>
<p>Perceived synchronisation of ad breaks</p>	<p>Ad break flicking counteracted in practice (to some extent at least) by the (perceived co-ordinated) synchronisation of ad breaks across channels</p>
<p>Continuous throughout the day attracting all audiences</p>	<p>Quite a few suggest that TV is unique as a medium which attracts audiences throughout the day morning; afternoon; evening; night-time...</p> <p>as such, the medium has the opportunity to place advertising for specific target audiences at the most appropriate time of the day</p>

Verbatim comments on why TV Ads are more effective...

'It's using all the senses'

'It's more visual'

'You notice ads on the TV a lot more'

'I think some of the ads are better than some of the programmes - and they're a great topic of conversation - did you see such an ad - or the long ones where is it going - sometimes you go oh right it wouldn't have caught your attention but when you realise what it is I kind of feel you're actually more drawn to it in the end'

'I think the Carlsberg one is great - they're brilliant'

Female, 40-59, ABC1F, Cork

'What happens to you when you're watching TV and you're maybe thinking about changing your car and all of a sudden there's a car floats in and it looks like a dream and you say oh that's brilliant - you know it just stimulates the wanting to know more about - you know it maybe the day you're going to buy it, it maybe not but then that's where TV captivates kind of a bigger debate really -that they can actually suggest this would be a good car to drive'

Female, 40-59, ABC1F, Cork

What else is it about them that might make them more memorable apart from that?

'Music'

'Repetition'

'The television has advertising standards as well'

'The images can be really good'

'A lot of them are funny'

Overall, the general consensus across all groupings was that TV advertising out-performs all other types of advertising, across all key dimensions (i.e. from engagement / involvement to production value to appeal / enjoyment levels). Other media are acknowledged but pigeon-holed into doing certain jobs well. TV is seen as having a role across all target audiences and across all times of the day.

It is also worth highlighting that TV and internet are seen to work well together as an effective advertising medium. In other words, the internet can build trust through TV advertising.

RTÉ Television: Unique Advertising Values



■ The broadest 'reach' of all TV channels:

Sheer volume of viewers (assumed to hold greatest audience shares) across a broad range of viewer groupings (the Yin and Yang of RTÉ1 / RTÉ2)

■ Solid, reliable, trustworthy image, values the consumer feel can credibly transfer to those advertising on RTÉ

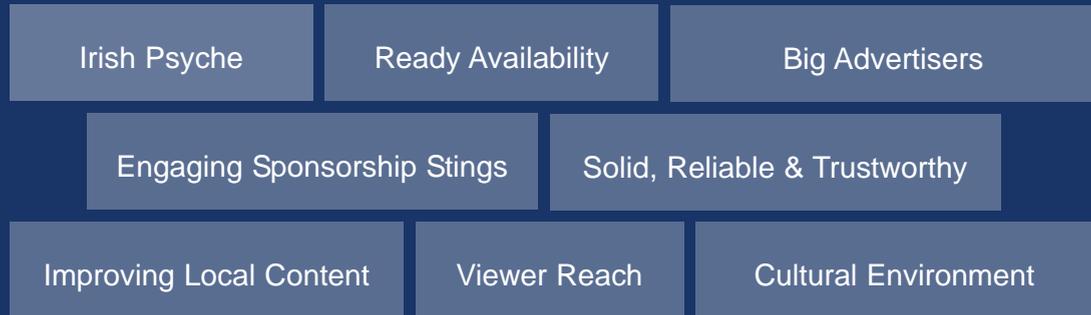
■ 'Big players' are significantly more likely to advertise on RTÉ... further strengthens RTÉ's positioning as a quality / trusted advertising environment

■ More positive response to an Irish brand advertised on RTÉ, given role as national (and cultural) Broadcaster...

Respondents also pointed to the broad range of 'Irish' content carried on RTÉ, from sport to news to current affairs, along with a perceived improvement of late in the quality of its home-grown drama

■ Others made a more practical connection between the advertising of a product on RTÉ and the comfort of knowing it will be readily available to purchase here... Trust

RTÉ Television: Unique Advertising Values



Television: Some General Points:

The vast majority of respondents believed they were watching 'at least' as much TV as they always had done, due to a myriad of factors;

- TV is still the most engaging / involving / multi-sensorial medium, available to everyone
- There's a lot more choice / variety nowadays so 'you'll always find something on'
- People are spending more time in their own homes... comfort; less expensive; high-tech home -entertainment systems
- The in-home viewing experience is so much more enjoyable nowadays... home cinema, digital TV, hi-definition broadcast

Further Information:

If you would like any further information on this research study, please do not hesitate to contact us on:

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