



MODEL FOR THE EVALUATION OF TELEVISION COMMERCIALS OF TIMBER COMPANIES

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GOAL

- ❖ **Define the importance of the individual evaluation criteria in television advertising**

and

- ❖ **Create a model for evaluating TV commercials of timber companies**



BASICS

- ❖ **ADVERTISING (TV, radio, printed media, internet...)**
 - ❖ Most important and widely used tool of promotion mix
 - ❖ Provide information on company products/services
 - ❖ Impersonal form of marketing communication
 - ❖ Impact on consumers' purchase decisions

The persuasiveness of advertising messages is of significant importance whether consumers will actually buy the product



BASICS

- ❖ **The AHP** (Analytic Hierarchy Process) **method**
 - ❖ One of the best known and most popular multiparameter decision-making methods
 - ❖ Use of direct method of comparison by pairs
 - ❖ Weights are determined indirectly by comparing pairs of parameters, each to each
 - ❖ Supported by many computer programs
(Expert Choice, Super Decisions, Make It Rational, MS Excel, ...)

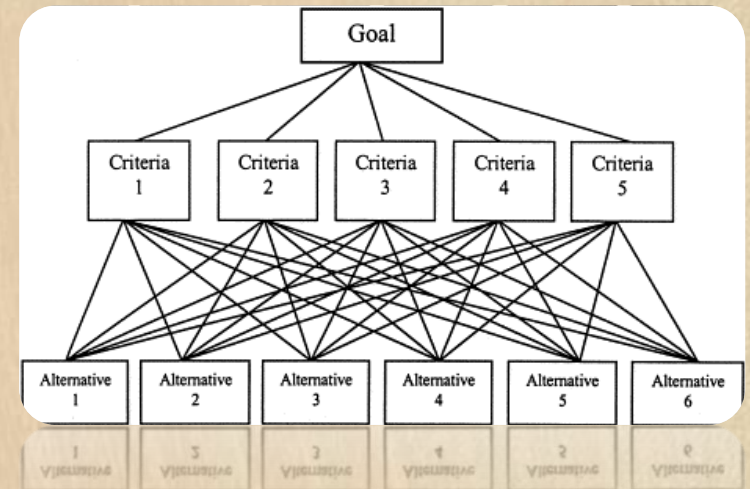
- ❖ **Experts group**
 - ❖ Wood science and technology
 - ❖ Economics
 - ❖ Advertising design

WORKING METHOD

- ❖ The **experts group** defined four parameters which have the greatest impact to consumers' emotions:

(in perception of television advertisements)

- ❖ sound and picture,
 - ❖ content or idea,
 - ❖ dynamism and
 - ❖ humorous.
-
- ❖ **Assesment of parameters by experts**



WORKING METHOD

Sample of pair comparing form, ready for analyse with AHP method

SOUND / PICTURE	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	DYNAMISM
SOUND / PICTURE	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	CONTENT / IDEA
SOUND / PICTURE	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	HUMOROUS
DYNAMISM	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	CONTENT / IDEA
DYNAMISM	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	HUMOROUS
CONTENT / IDEA	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	HUMOROUS

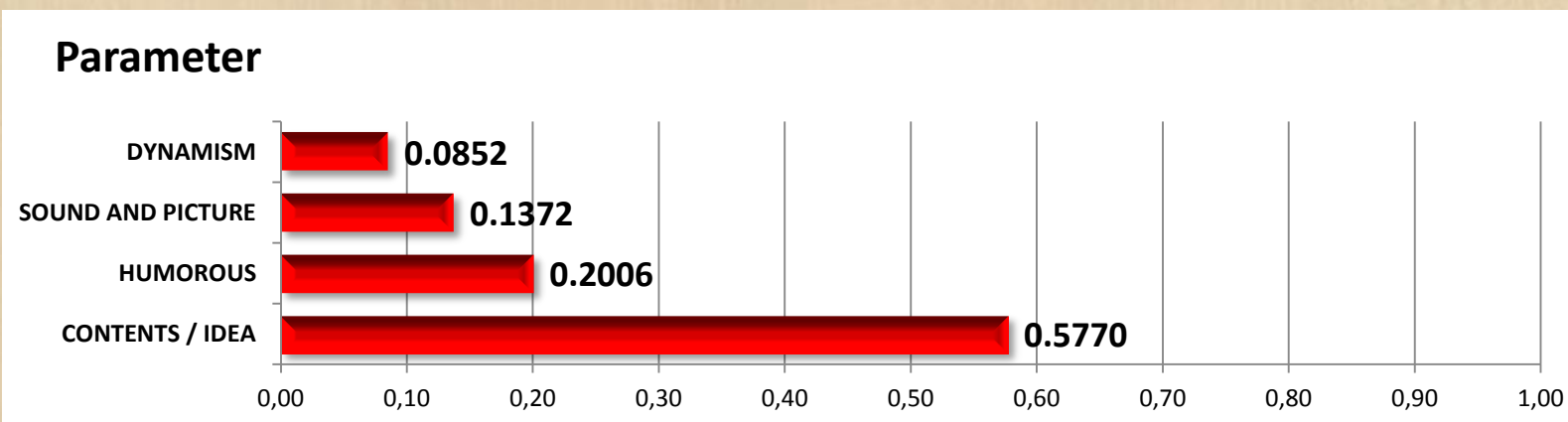
Scale of importance levels and preferences of the AHP method

Numerically Expressed Level	Verbally Expressed Level
1	Both criteria are equally important, the alternatives are equally desirable.
3	The criterion is moderately more important than the comparable criterion; we gave a moderate priority to the alternative.
5	The criterion is strongly more important than the comparable criterion; we gave a strong priority to the alternative.
7	The criterion is very strongly more important than the comparable criterion; we gave a very strong priority to the alternative.
9	The criterion is extremely more important than the comparable criterion; we gave an extreme priority to the alternative.

RESULTS

❖ Average of the results obtained with the AHP method

PARAMETER	EXPERT	A	B	C	D	E	TOTAL	AVERAGE
DYNAMISM		0.052	0.066	0.113	0.093	0.102	0.426	0,0852
SOUND AND PICTURE		0.115	0.184	0.090	0.077	0.220	0.686	0,1372
HUMOROUS		0.211	0.113	0.446	0.188	0.045	1.003	0,2006
CONTENTS / IDEA		0.622	0.637	0.351	0.642	0.633	2.885	0,5770



TESTING THE MODEL

❖ Survey

- ❖ 15 random people
- ❖ Age: 18 – 65 years
- ❖ »Jelovica« TV advertisement
(http://www.youtube.com/watch?v=_wKe_G18X4g)

❖ Ranking:

- ❖ sound and picture,
- ❖ content or idea,
- ❖ dynamism and
- ❖ humorous.

(1 = lowest rating, 5 = highest rating)



TESTING THE MODEL



TESTING THE MODEL

❖ Survey results

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	AVERAGE
Sound and picture	4	5	4	3	5	2	4	4	4	5	4	3	3	5	4	59	3.933
Dynamic of clip	5	5	4	4	5	3	3	3	4	5	3	4	4	4	4	60	4.000
Content or idea	3	3	5	4	5	4	4	4	5	5	5	3	3	4	5	62	4.133
Humorous or boldness	4	4	5	5	5	3	2	5	4	5	5	5	4	4	5	65	4.333

❖ Final evaluation of TV advertisement with the model

Parameter	Average rating		Weight		Result
Sound and picture	3.933	x	0.1372	=	0.5396
Dynamism	4.000	x	0.0852	=	0.3408
Content or idea	4.133	x	0.5770	=	2.3847
Humorous	4.333	x	0.2006	=	0.8692

$\Sigma = 1$

4,1343

CONCLUSIONS

- ❖ **Consumers are nowadays very demanding**
- ❖ **When creating an TV advertisement**
 - ❖ experts opinions
 - ❖ opinion of the consumers
- ❖ **Use of AHP method**
 - ❖ determination of criteria
 - ❖ determination the importance of individual weights
- ❖ **TV advertisement**
 - ❖ **content and the idea** – most important factor
 - ❖ humorous,
 - ❖ sound and
 - ❖ dynamism.

**Model for the evaluation
of TV commercials of timber companies**

That's all Folks!

Thanks for your attention!

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