Chapter - III

METHODOLOGY

The present study attempts to examine the role of teaser advertising in product promotion. The research was undertaken to gain insight into this specific form of advertising in print and television media and to know its effectiveness and functions. Two research methods were used to carry out the study. Content analysis of the teaser campaigns in a newspaper and a television channel was done for a period of three years. A survey was also conducted to examine the effect of teaser advertising on the audiences.

3.1 CONTENT ANALYSIS

The purpose of the study was to critically analyze teaser advertising in print and television media. The foremost objectives of the study were to know the nature, composition and scope of teaser campaigns in the two predominant advertising media in India\(^1\). The researcher found that one newspaper and television channel was sufficient to provide the required data because the same teaser campaign appears in various newspapers or TV channels at one time. Hence it was decided to take one newspaper and one television channel each for a longer duration of three years instead of taking two items each for one year so as to include as many types of products and their campaigns as possible.

Content analysis was thought to be most appropriate for this study due to its inherent advantages in media research. It is a systematic study of what is actually contained in media messages, whether news, entertainment or promotion. Media

\(^1\) Source: www.tamindia.com
content analysis in particular, helps to evaluate and improve media performance, provide input that is relevant to the media policy decisions and assess the effectiveness of the advertising campaigns. (Priest, 2010). In advertising, it provides information on message content to assess the effectiveness of the type of an advertising campaign. Berelson’s list of uses of content analysis further explains the rationale behind application of this research technique. “Content Analysis is used to describe trends in communication content; to disclose international differences in communication content; to construct and apply communication standards; to expose propaganda techniques, to discover stylistic features; to reveal the focus of attention and to describe the attitudinal and behavioral responses to communication”.

This research method is used for making reliable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004).

3.1.1 Sampling Design

The design of the study was quantitative content analysis where a representative sample of content related to the research problem is used to represent the content of a larger body of data.

3.1.2 Defining the Universe

This study considers the teaser campaigns in a widely circulated newspaper The Hindustan Times\(^2\) from 1\(^{st}\) January 2007-31\(^{st}\) December 2009 and television channel Sony Entertainment Channel\(^3\) from 1\(^{st}\) January 2007-31\(^{st}\) December 2009.

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\(^2\) The Hindustan Times was the most the circulated English daily newspaper and tops all the newspapers in terms of the advertising rates in Delhi in 2007-2008. Source : Audit Bureau of Circulation and www.agencyfaqs.com

\(^3\) Sony Entertainment Network was at No.1 and 2 Position as per the television rating points in 2007-2008. Source : TAM India
The researcher obtained teaser advertisements from the newspaper and television channel of the year 2007, 2008 and 2009.

3.1.3 Unit of Analysis

The unit of analysis for the study is a teaser advertising campaign. A teaser advertising campaign includes all the teaser advertisements and the final revealer advertisement.

3.1.4 Sampling Procedure

Multistage sampling technique has been used for the study.

Selection of Titles

The first stage consists of selection of the content sources. One national daily newspaper and one national general entertainment television channel were selected as the source of the content through non probability sampling. Since the time period for content analysis is three years, One NP and TV channel as source of content made a representative sample for the study. Purposive sampling method was used to select the newspaper and TV channel for the study as it was imperative to select a source with maximum teaser campaigns Since, the extent of advertising is proportional to the circulation and television rating points (TRP) of newspapers and television channels respectively, high circulation figures and TRP along with availability of the two advertising media was the sole criteria for selecting the content source.

Based on these criteria, The Hindustan Times (English daily newspaper) and Sony Entertainment Channel (general entertainment television channel) were selected.
Selection of Dates

In this case, the researcher felt that conducting a census rather than selecting a sample will be more effective in fulfilling the objectives or testing the hypotheses. The nature of the study is specialized and requires critical examination of the data in order to achieve the objectives. Since the universe is teaser advertising, a unique creative execution form in advertising, it was important to conduct a census of the content. ‘At times when dealing with highly specialized unit of analysis, some analysts are concerned with finite amount of data making conducting census possible’ (Priest, p. 53).

All the morning editions of the English daily newspaper, The Hindustan Times along with the supplement were collected to obtain the teaser advertising campaigns, the unit of analysis for the study. A total of 57 teaser campaigns were found in all the 1095 newspapers. Those 57 teaser campaigns contained 191 advertisements including 134 teaser ads and 57 final revealer advertisements.

Adventure⁴ was used to obtain the teaser timeline of Sony Entertainment Television Channel in India. After seeing the timeline of the campaigns (names and date of occurrence), creative showcase⁵ from www.agencyfaqs.com were collected for a period of three years (2008, 2009, 2010) to extract the all teaser advertising campaigns broadcast on the television channel. A total of 30 teaser campaigns were found. Those 30 teaser campaigns contained 128 commercials including the 98 teaser and the 30 final revealer advertisements.

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⁴ Ad Venture – an advertising intelligence package which provides media schedules of brands with the creatives of the ad campaign – be it on Cable & Satellite TV Channels, Terrestrial Channels, regional, local and national newspapers and magazines. See http://www.tamindia.com/tamindia/adventure.htm

⁵ Creative showcase contains Indian television commercials with date and the calendar year. Source: www.agencyfaqs.com.
Selection of Content

Every teaser campaign regardless of size was included.

3.1.5 Sample Size

The sample included a total of 87 teaser advertising campaigns, with 57 in newspapers and 30 teaser campaigns on TV. 57 print teaser campaigns contained a total of 191 teaser advertisements and 57 revealer advertisements, while on TV, 30 campaigns contained 98 teasers and 30 revealer commercials.

3.1.6 Variables

Variables representing teaser typology, description, frequency, duration, product category placement, message content and copy were coded for all the 87 teaser campaigns. A code sheet was prepared presenting a detailed working of each of these variables within their respective categories as examined in the study of Stewart and Furse (1986, pp 131-145).

Coding Categories: Meaning and Operational Definitions

I (i) Choice of advertising media vehicle in newspapers

a) Main Newspaper: the main edition of the daily newspaper

b) Supplement: additional newspaper on specialized subjects or restricted to a localized region/city

c) Others: advertising and promotional like inserts placed within a newspaper

I (ii) Advertising media vehicle in television

a) Daily Soaps: fictional serial dramas telecast every day at a fixed time slot

b) Comedy Shows: humour based programmes for the general audience
c) **Travel and Adventure Shows**: competitive programmes shows with adventure sport or travel based games as the theme
d) **Films**: television broadcast of the Hindi movies
e) **Film Based Programmes**: based on film news, gossip, audience participation
f) **Children Based Programmes**: cartoons, comic strips largely aimed at young kids
g) **Quiz/Game Shows**: competitive programmes inviting the people to take part in the format
h) **Cookery Shows**: how to make good food, cooking competitions
i) **Celebrity Reality TV Shows**: television shows centered around the activities and lives of celebrity in a given commercial setting
j) **Weekend Specials**: award nights, charitable fundraisers, showcase or promotional events etc.

II **Product Category**: Classification of products on basis of their attributes and structure

a) **FMCG**: fast moving consumer goods are non-durable goods, being in the state of constant consumption
b) **SMCG**: slow moving consumer goods durable tangible item that is used over a long period of time without being depleted or consumed.
c) **Services**: non-tangibles which provide distinctive benefits to the consumer.
d) **Others**: public sector units, corporate organizations, non-governmental organizations, political parties, events.
III  **Product Type**: Specific type of good, service or idea based organizations

a)  **Edible items** *(packaged and non-packaged)*: food items like atta, dal, spices, noodles, confectionary, juices, soups etc.

b)  **Cosmetic and Toiletries**: beauty products, soaps and detergents, cleaning products

c)  **Infrastructure and Real Estate**: houses, apartments, offices, flyovers, bridges etc.

d)  **Clothing and Textile**: garments, dress material and fabrics.

e)  **Footwear and Accessories**: shoes, sandals, belts, bags, related products

f)  **Kitchen appliances**: gas stove, cookware, water purifier, utensils etc.

g)  **Electrical and Electronic goods**: heaters, geysers, television sets, air conditioners, refrigerators, fans, switches, music systems, tube lights, gadgets etc.

h)  **Gems and Jewels**: precious stones, gold, silver, platinum jewellery

i)  **Automobiles and Transport**: bikes, two wheelers, cars, heavy carriers, railways, air carriers

j)  **Mobile and Computer devices**: cellular handsets, mobile accessories, desktops, laptops, i-pad etc.

k)  **Health**: health care centers, health programmes, hospitals

l)  **Education**: schools, colleges, higher education institutions, coaching centers, education initiatives
m) **IT & Communication**: telecom services, DTH, satellite, IPTV, broadband etc.

n) **Banking and Insurance**: financial schemes institutions

o) **Media**: news products (news program, news channel) and entertainment products (films, TV programmes, channels)

### IV Place of Creative Execution

Advertising and promotion agencies and departments where teaser campaigns are conceptualize, planned and executed.

a) **Large advertising agencies**: full size advertising agencies providing creative, media, account planning services at one place.

b) **Ala-Carte agencies**: creative boutiques, media agencies and booking agencies, design studios that offer specialized services only.

c) **Government agencies**: institutions like Directorate of Advertising and Visual Publicity (DAVP) and Directorate of Information and publicity (DIPP) along with Delhi state advertising departments and centers.

### V PLC stage

The stage at which teaser campaign is used by a product/brand during its life cycle

a) **Introduction**: the stage at which a new product enters the market for the first time

b) **Growth**: when the product sales are increasing and the product volume is growing

c) **Maturity**: the product consolidates its position by establishing its value, sales continue to increase


VI (i) **Teaser element in newspaper ads**: The advertising verbal and visual conveyor used as the primary element to tease the audience.

a) **Headline**: contains the words in the leading position in the advertisement.

b) **Visual**: pictures, illustrations, drawings seen in an advertisement.

c) **Logo**: special designs of the advertiser’s company or product name.

d) **Body Copy**: text used for logical continuation of the headline, supplementary headline or the subheads, set in smaller type.

e) **Borders**: patterns used at the circumference of the ad.

f) **Subheads**: short explanation or introduction to the body copy.

g) **Nameplate**: name and place of retail or distribution outlets at the bottom.

h) **Tagline/Slogan**: also called as punch line or baseline is the standard, repeatable and memorable positioning statement.

VI (ii) **Teaser element in television commercials**

a) **Visual Tagline /Slogan**: A visually presented statement that is repeatable and memorable generally comes at the end of the television commercial.

b) **Surrealistic visuals**: highly imaginative visuals; not real but distorted, like for instance showing water flowing from the outer space.
c) **Supers**: words written on screen to reinforce a part of the message or the product.

d) **Visual memory device**: Any still or moving image that aids in brand or ad recall.

e) **Jingle**: a song based on the product bound by music.

f) **Logotype**: insignia or the visual identity of the advertiser/product.

g) **Spoken tagline**: a statement or a couplet that is repeatable, standard and spoken out at the end of the commercial.

h) **Unusual sound effects /visual effects**: SFX and VFX, sounds or images created/recorded to tell the story.

i) **Scene**: an array of shots without any transition to present one complete sequence in the television commercial script/storyboard.

j) **Animation and graphic display**: use of digital softwares to create characters, lines, diagrams, text boxes, graphs and other display tools.

**VII Teaser Typology**

a) **Classic teasers**: advertising campaigns in which all the teaser ads do not reveal anything about either the product, the advertiser or the message content of the succeeding ads in the campaign. Here, there is no clue or suggestion about the advertised product or the sponsor.

b) **Partial teasers**: advertising campaigns in which some identity symbol of the product or the brand is given but without providing any idea about the concept or the theme of the succeeding ads in the campaign. Here, sponsors identity is present but without the product identity.
VIII (i) Revealer advertisement format (newspaper): The ad execution format used to create the final revealer advertisement in a teaser campaign

a) **Feature based**: the features of the product are described through copy elements and visuals in the ad

b) **Verse based**: verbal copy in the form of a story, conversation or poetry in 50-250 words

c) **Picture based**: a large visual dominates the ad with a single headline or minimal body copy

d) **Problem Solution**: display elements like the headline and the visual highlight the problem and the text elements like the body copy show the solution

e) **Reason Why**: illustrates the key benefits of the product to the consumer either through its use or application

f) **Testimonial**: quotes or opinion poll of the users or expert comments (callouts) on the product/brand

g) **Cartoon/Comic**: use of existing or new cartoon characters in form of a story

h) **Celebrity Endorser**: use of known film stars, sports persons or people of high acclaim that recommend the use of the product

i) **Conventional**: gives information about the brand identity and more knowledge about its nature and attributes. It uses of all or most of the advertising elements (headline, visual, body copy, tagline etc.) at their assigned place.
VIII (ii) Revealer advertisement format (television)

a) **Slice of life**: based on dramatized real life situations through conversations and scenes. There is continuity of action

b) **Vignette**: several independent stories/ snapshots are presented on the same message

c) **Demonstration**: products are shown in use, in competition, how to apply or before and after

d) **Musicals/Jingle**: commercials that are entirely sung or product song interspersed with spoken copy

e) **Testimonial**: sound bites or visual clips/scenes of common users or experts

f) **Presenter Commercial**: use of one person or character to present the product and the ad

g) **Celebrity Endorser**: famous personalities certify or recommend the use/attributes of the product/brand

h) **Animation**: use of cartoon characters with computer generated graphics.

IX  **TAC duration**: Total running time of the teaser campaign or the time period for which the campaign is run from start to finish.

a) 1-3 days  b) 4-9 days  c) 10-15 days  d) 16-30 days e) 30 days and above

X  **Dominant objective of teaser advertising**: The most visible objective established during the planning and execution of teaser campaigns
a) **Arousal of curiosity/ attention**: capturing the attention of the people by sending mysterious cues or hints of a story in teasers

b) **Interaction with the people to spread awareness**: talking to the audience in series of teaser ads to make them aware about brand existence in a cluttered market

c) **Giving knowledge about the product**: pointer like cues on unique feature or product attribute whose detail is not well known

d) **Audience engagement**: attempting to form an bond with the audience by making them an active participant in the advertising process

e) **Entertainment**: making the audience happy and relaxed and thrilled by sending interesting stimuli via teasers

XI **Teaser device**: Words and phrases that connect one teaser ad with the other in the campaign For eg: coming soon, turn over, wait and watch, ..., more to come, know more, keep reading etc.

XII **Continuity of a story**: Telling one complete story through series of teaser ads and the final revealer in the campaign

XIII **Use of situations**: When different situations of life are used to convey the teaser message

XIV **Linkage with the brand**: Various message execution strategies that are reflected in the teaser campaign to strengthen its linkage with the brand’s ad plan.

a) **Product feature /USP**: unique selling proposition in the form of a differential product feature
b) **Icon/ mascot**: brand persona including animated and non animated figures that represent the identity and image of the brand.

c) **Celebrity attachment**: popular personalities from films, sports etc endorsing a brand.

d) **Previous campaigns**: any linkage with the past campaigns of the same brand or product line.

e) **No apparent connect**: no link with the ad plan of the brand.

**XV Teaser : Revealer in TAC** : The total number of teaser advertisements created in ratio of a final revealer advertisement in the campaign.

a) **1:1**: a sum total of 2 ads in a single teaser campaign in a combination of one teaser ad and one final revealer ad.

b) **2:1**: a sum total of 3 ads in a single teaser campaign in a combination of two teaser ads and one final revealer ad.

c) **3:1**: a sum total of 4 ads or more in a single teaser campaign in a combination of eleven teaser ads and one final revealer ad.

d) **5:1**: a sum total of 6 ads or more in a single teaser campaign in a combination of eleven teaser ads and one final revealer ad.

e) **7:1**: a sum total of 8 ads or more in a single teaser campaign in a combination of eleven teaser ads and one final revealer ad.

f) **9:1**: a sum total of 10 ads or more in teaser campaign in a combination of nine teaser ads and one final revealer ad.

g) **11:1**: a sum total of twelve ads in a single teaser campaign in a combination of eleven teaser ads and one final revealer ad.
1) **More than 11:1**: a sum total of more than 12 ads in single teaser campaign in a combination of more than teaser ads and one final revealer ad

**XVI Placement of the teasers**: The place and position of teaser occurrence

a) TAC with all the teasers of the same size and same placement in newspaper and TV channel

b) TAC with teasers at different location in newspaper and TV channel

**XVII Advertisement Size**

**XVII (i) Size of the teaser advertisements and the revealer ad in the newspaper**: The size of the teaser ads and the revealer ad (coded separately) in the campaign in column centimeters (cc), calculated by multiplying the total length (in cm) by the number of columns occupied by the advertisement.

a) **Full Page**: advertisement covering the entire broadsheet of the newspaper

b) **Center Spread**: ad extending on both sides of the newspaper from LHS to RHS

c) **Half Page**: advertisement printed on the entire bottom half of the newspaper

d) **Upto 20 cc**: less than 20 column centimeters

e) **30-50cc**: not more that 50 column centimeters

f) **60-100cc**: all the ads between 60 to 80 column centimeters

g) **81cc-100 cc**: ads within the range specified and not more than 100 column centimeters
h) 100- Half Page: ads within the range specified and not more than half page of the broadsheet.

XVII (ii) Size of the teaser advertisements and the revealer ad on television

a) 0-10 sec  
   b) 11-20 sec  
   c) 21-30sec  
   d) 31-45 sec  
   e) more than 45 sec

XVII Repetition of teasers: Same teasers ads are published/telecast more than once

XIX Brand Building Functions

a) Brand Presence: spreading awareness about the existence of the brand.  
b) Brand Interest: curiosity about the brand in the minds of the buying prospects.  
c) Brand Extension: elongating the brand life cycle by modifying the existing product.  
d) Brand Image: perception about the brand in the minds of the buying prospects.  

e) Category Need: creation of requirement/desire for a product category in general.

3.2 SURVEY METHOD

A Survey has been conducted to know the level of awareness, perception and adoption with respect to teaser advertising amongst the respondents in the Northern Capital Region of Delhi.

3.2.1 Research Design

It was an empirical study based on data obtained from direct, systematic observation rather than reasoning or speculation (Susanna H. Priest, 2010).
3.2.2 Research Method

Survey was chosen as the research method because of its proven effectiveness in collecting data over broad populations, especially new data to explore a recent phenomenon. Since the present study was new and no relevant data existed on the problem, a survey of 500 respondents was conducted to obtain the primary data. Data collected from this sample led the researcher to make generalizations regarding behavior, attitudes or opinions about the subject for the larger target market. It will also help the advertiser in developing communication objectives and advertising strategy/execution tactics for the future. On-Site survey was preferred because of the highly specialized nature of the study.

3.2.3 Geographical stratification of the sample

The survey was conducted in urban Delhi. The target population was the source and the receivers of advertising in NCT of Delhi.

3.2.4 Sampling

Multistage sampling was used for the survey. The population for the study was the urban resident of the metropolitan city of New Delhi.

At the primary stage of sampling, NCT of Delhi was selected as the sample city because of large concentration of advertising source/senders’ (advertising agencies) and receivers (ad readers/viewers) to lead us to a representative data.

At the second stage, the target respondents were identified. The sample population was broken into two clusters; advertising senders (AS) and advertising receivers (AR).
Firstly, the advertising source /sender (those who create advertising for various mass media productions) were selected. A list of top 50 advertising agencies was obtained. The advertising professionals working as designated employees in these agencies were contacted. Out of these advertising professionals, 150 were selected as the sample size using the convenience sampling (non probability sampling) technique. This sampling technique was used to select the advertising source (AS) sample considering their availability in the city and time at hand and probability of getting the data.

Secondly, the advertising receivers (AR) or the audiences exposed to advertising content in print, television, radio and internet were selected. Only media literate audiences were considered. A total of 350 respondents were selected through random sampling.

3.2.5 Sample Size

The total sample size for the survey was 500 respondents comprising of 350(advertising viewers/readers) and 150(advertising professionals).

3.2.6 Data Collection

Questionnaire was the survey instrument used to collect data for the study. Two separate questionnaires Q1 and Q2 were developed for the two types of samples: AR and AS. Q1 was designed to seek responses from the ad receivers and the second questionnaire Q2 was designed to obtain responses from the advertising source/senders.

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6 Source: www.agencyfaqs.com
3.2.6.1 Questionnaire 1 (Q1): Questionnaire 1 was created to get data from the advertising receivers (AR). The questions were preceded by a note ensuring no misuse or commercial use of the data collected. Since the questionnaire is on a specific creative execution type of advertising, an explanatory note carrying detailed definition of teaser advertising with an example has been given at the outset. Q1 contained twenty (20) questions in all. It was carefully created to extract responses on functions, composition and impact of teaser advertising in product promotion. Mainly three types of questions: forced choice, open ended and questions where both closed and open responses are sought were kept in the questionnaire. 18 forced ended questions with extensive multiple choice options were given. Out of the force choice questions, varied formats of asking the questions have been applied. For example: select an option, rank in order, rate and score, compare and contrasts are some of the ways answers have been asked from the respondents. One question was open ended for in depth understanding of views/perspectives. These questions were especially kept to know the respondents perceptions and attitude towards teaser advertising. Two closed ended questions had an open tail in order to elicit their reasons for selecting a particular option. A total of 750 Questionnaire 1 (Q1) were distributed, out of which 403 were returned. On scanning the questionnaires, 53 were found to be incomplete or partially filled up. 350 fully filled up questionnaires were valid to be taken up for the study.

3.2.6.2 Questionnaire 2 (Q2): Questionnaire 2 was developed to get data from the advertising professionals working in NCT of Delhi. It sought functional and
operational responses to teaser advertising. Q2 contained twenty three (23) questions. The questions were designed to gain insight into the nature, use, anthology and typology of teaser advertising; the concept and practice in India. Many (95 %) questions in Q2 were same as in Q1 whereas some questions were added or revised to extract experiential responses on how teasers are used and executed by professionals in India. At the outset, teaser advertising was clearly defined for best responses. Out of the 23 questions, twenty were forced choice questions and two questions were open ended seeking their descriptive views on teaser advertising. Similar to Q1, Questionnaire 2 (Q2) had some questions with both options and open tail to know the reasons behind selecting an option. A total of 580 questionnaires were sent to the agency people, out of which 176 were returned. 26 were found to be incomplete; hence 150 fully filled up questionnaires were taken up for the study.

From a total of 1330 questionnaires distributed, 500 fully filled in questionnaires were received.

3.3 ANALYTICAL METHOD

The data collected from both the content analysis and the survey was submitted to Statistical Package for Social Science (SPSS). Standard statistical tools like averages and percentages, ratios and cross tabulation were then applied to present and tabulate the results. Techniques like coefficient of correlation, linear regression and chi square have been used to support the findings in the analysis. They are explained on the relevant pages of each chapter.