EXAMPLE : TEASER CAMPAIGN

Teaser-1

Teaser-2

Final Revealer Ad
ANNEXURE - II

CODE SHEET

Content analysis of teaser campaigns in newspaper and television channel

Case Id-------------------------  Coder :------------------------

Variable-1. a) Advertising media vehicle in newspapers

<Main newspaper>  <Supplement>  <Others>  <Can’t code>

b) Advertising media vehicle in television

< Daily Soaps>  <Comedy Shows>  < Travel and Adventure Shows>

< Films>  < Film Based Programmes>  < Children Based Programmes>

< Quiz/Game Shows>  < Cookery Shows>

< Celebrity Reality TV Shows>  < Weekend Specials>  <Can’t code>

Variable-2. Product Category

<FMCG>  <SMCG>  <Services>  <Others>  <Can’t code>

Variable-3. Product Type

<Edible items (packaged and non-packaged)>

<Cosmetic and Toiletries>  < Infrastructure and Real Estate>

<Clothing and Textile:>  < Footwear and Accessories>

<Kitchen appliances>  <Gems and Jewels>

<Automobile and Transport>  <Mobile and Computer devices>

<Health>  <Education>

<IT and Communication>  <Banking and Insurance>

<Media>  <Can’t code>

(ii)
Variable-4. Place of Creative Execution

- Full Service ad agency
- Ala-Carte
- Govt ad agency/deptt
- Can’t code

Variable-5. PLC stage

- Introduction
- Growth
- Maturity
- Saturation
- Decline
- Revival
- Can’t code

Variable-6. (a) Teaser element in newspaper ads

- Headline
- Visual
- Logo
- Body Copy
- Border
- Subhead
- Nameplate
- Tagline
- Can’t code

(b) Teaser element in TV Commercials

- Visual Tagline/Slogan
- Surrealistic visuals
- Supers
- Visual Memory Device
- Jingle
- Logo
- Spoken Tagline
- SFX/VFX
- Scene
- Animation and Graphic Display
- Can’t code

Variable-7. Type of teaser campaign

- Classic
- Partial
- Can’t code

Variable-8. (a) Revealer ad format (newspaper)

- Conventional
- Picture
- Verse
- Problem/Sol
- Reason why
- Cartoon/Comic Strip
- Celebrity/ Testimonial

(b) Revealer ad format (Television)

- Slice of Life
- Vignette
- Jingle
- Problem Solution
- Demonstration
- Animation/Comic Strip
- Celebrity
- Announcement
- Imagery

(iii)
Variable-9. Duration of TAC

- <1-3 Days>
- <4-9 Days>
- <10-15 Days>
- <16-30 Days>
- <30 Days and above>
- <Can’t code>

Variable-10. Dominant objective

- <Arousal>
- <Interaction>
- <Knowledge>
- <Engagement>
- <Entertainment>
- <Can’t code>

Variable-11. Teaser Device

- <Present>
- <Absent>
- <Can’t code>

Variable-12. Continuity of the storyline

- <Present>
- <Absent>
- <Can’t code>

Variable-13. Situational executions

- <Present>
- <Absent>
- <Can’t code>

Variable-14. TAC-Brand linkage

- <Product Feature/USP>
- <Icon/Mascot>
- <Celebrity Attachment>
- <Previous Campaign>
- <No Apparent Connect>
- <Can’t code>

Variable-15. Teaser : Revealer in TAC

- <1-2:1>
- <3-4:1>
- <5-6:1>
- <7:1>
- <More than 7:1>
- <Can’t code>

Variable-16. Placement of teasers

- <Same Position and Size/Slot>
- <Different position and size/slot>
- <can’t code>
Variable-17. (a) Size of teaser ad (newspaper)

- Full page
- Half page
- Half page
- 100cc-Half page
- 60cc-100cc
- 30-59
- 0-30
- Can’t code

(b) Size of teaser ad (television)

- 10-20sec
- 21-30sec
- 31-45 sec
- More than 45 sec
- Can’t code

Variable-18. Size of revealer ad

- Full page
- Half page
- Half page
- 100cc-Half page
- 60cc-100cc
- 30-59
- 0-30
- Can’t code

Variable-19. Size of revealer ad (television)

- 10-20sec
- 21-30sec
- 31-45 sec
- More than 45 sec
- Can’t code

Variable-20. Repetition of teasers

- Present
- Absent
- Can’t code

Variable-21. Brand Building Functions

- Brand Presence
- Brand Interest
- Brand Extension
- Brand Image
- Category Need
ANNEXURE - III

QUESTIONNAIRE - 1

ROLE OF TEASER ADVERTISING IN PRODUCT PROMOTION

Note: This survey is being conducted for academic research purpose. The researcher ensures no wrong use of personal information. Please fill it carefully.

(Teaser advertising: A type of advertising in which the a series of ads called teasers (one after the other )tease the audience by hiding generally its product name /advertiser , revealing all the information about the product/brand in the last ad called the revealer E.g : kya aap Digen Varma ko jante hain ? Ad Campaign by Frooti)

Name : Contact Info :

CLASSIFIED INFORMATION

Age : Sex :

Occupation : Annual Income :

Q1: a) Do you pay attention to advertisements? Yes /No

b) Which is your preferred media vehicle for noticing advertisements?

1) Print 2) Television 3) Outdoor

4) Internet 5) Any Other

Q2: Advertising is used for: (Rank in the order of importance to you)

1) Identification of the product /brand

2) Introduction of the product in the market

3) Getting more information about a brand

4) Developing a good image of a brand

5) Helping the consumer to decide while purchasing

6) Boosting the sales of a product (vi)
Q3: In your opinion, at what stage should an advertiser (manufacturer) spend maximum money on advertising?

1. Launching the product in the market
2. When the product is growing in sales and popularity
3. When the product has established itself in the market
4. When the product sales / consumer response is unchanged
5. When the product demand is declining

Q4: Have you heard of teaser ads? Yes/No (refer to the definition given above)

Q5: By what other name do you refer to teaser advertising?

1. Mystery ads
2. Hidden ads
3. Question ads
4. Incomplete ads
5. Suspense ads
6. Any Other/please specify .................................................................

Q6: Can you recall any teaser ad campaigns and their corresponding products in India? Yes /No if yes, name a few .................................................................

Q7: In your Opinion, why are teasers used? (You can tick more than one)

1. Arouse curiosity about the product
2. Create a hype before the launch of the product
3. To trigger one to one public response
4. To help in placing the brand logo on peoples’ mind
5. To create link with a new celebrity or a mascot
6. To cut competition
7. All the above

Q8: Rank the following functions of teaser advertising in order of importance

1. To grab public attention
2. To give unique information about the product
3. To entertain the audience through innovative ads
4. To make people talk about the ads
5. To increase liking of the people for the ad/brand
6. To influence buying behaviour of the people

Q9: Rate the effectiveness of using teaser advertising w.r.t the following product categories (score them out of ten)

1. Daily use items (toothpaste, soap, detergent etc)
2. Necessity goods (Atta, oils, rice, packed food etc)
3. Consumer durables and home appliances (heater, geyser, refrigerator, TV, PC etc)
4. Services (banks, telecomm, hospitals, educational institutions)
5. Events (sporting, cultural, marketing, charitable shows)
6. Public service initiatives (AIDS/cancer awareness, women empowerment etc)
7. Promotional campaigns of religious bodies and political parties
8. Media Products (Films/TV programmes/newspapers etc)
Q10: Compare and contrast the impact (on consumer interest, attitude) of teaser ads with the following types of ads

a) Impact of Teaser Vs celebrity ads
   1. More  2. Less  3. Same  4. can’t compare

b) Teaser Vs negative tactics (making spoofs, brand wars, fun of rival products)
   1. More  2. Less  3. Same  4. can’t compare

c) Teaser Vs fear in advertising
   1. More  2. Less  3. Same  4. can’t compare

d) Teaser Vs sex in advertising
   1. More  2. Less  3. Same  4. can’t compare

Q11: According to you, how many ads should a good teaser ad campaign have?
   1. Two  2. three  3. five  4. seven
   5. > than seven

Q12: Which is the more important part of a teaser ad campaign: teaser ads or the final revealer ad Why? .................................................................

Q13: What do you think should be the ideal duration of a teaser ad campaign? Give reasons.
   1. One day
   2. 2-7 days
   3. 8-15 days
   4. 16 days to one month
   5. More than a month
   6. Any other
Q14: In your opinion, teaser advertising should be used more by
1. International brands
2. National brands
3. Regional brands
4. Local Brands

Q15: Teaser ads make the consumer try/use the products (tick one)

Q16: Teaser ads increase the consumers’ connectivity (emotional bond) with the product
4. Disagree  5. Strongly Disagree

Q17: According to you, which is more effective?
1. Same story continuing in all the teaser ads campaign
2. Different situations/scenes conveying the same message in the teaser ad campaign

Q18: In India, do you think teasers are being used increasingly by the advertiser because
1. They create the initial hype around the product
2. Make the campaign interesting and unique
3. Simply because its popular in the western countries
4. Distinct strategy for a new product
5. Teasers are highly memorable
6. Because everyone is doing it

(x)
Q19: Critically thinking, do you believe that the teaser ads:

1. Confuse the audience about a product
2. Fail to gain public attention
3. Are good in the beginning but bore people towards the end
4. Are a mere wasteful expenditure by an advertiser
5. Are creative ads and help the product create a separate position in the market
6. Make no impact on the consumer behavior
7. All the above
8. None of the above

Q20: How can teaser advertising become popular long term way of product promotion?

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ANNEXURE-IV

QUESTIONNAIRE-2 (for the advertising professionals only)

ROLE OF TEASER ADVERTISING IN PRODUCT PROMOTION

Note: This survey is being conducted for academic research purpose. The researcher ensures no wrong use of personal information. Please fill it carefully.

(Teaser advertising: A type of advertising in which a series of ads called teasers (one after the other) tease the audience by hiding generally its product name/advertiser, revealing all the information about the product/brand in the last ad called the revealer. E.g: kya aap Digen Varma ko jante hain? Ad Campaign by Frooti)

Name: 
Address: 
Contact Info: 

CLASSIFIED INFORMATION

Age: 
Sex: 
Occupation: 
Annual Income: 

Q1: Is advertising a popular choice by the advertiser to promote the product/s?

Yes /No

Q2: Why is advertising used? (Rank in order of preference)

1. Making people aware about the product/brand’s existence
2. Introducing the product in the market
3. Giving more information about a brand
4. Developing a good image of a brand
5. Helping people to recall the identity of the brand
6. Helping the consumer to decide while purchasing
7. Boosting the sales of a product
Q3: In your opinion, at what stage should an advertiser (manufacturer/sponsor) spend maximum money on advertising?

1. Launching the product in the market
2. When the product is growing in sales and popularity
3. When the product has established itself in the market
4. When the product sales / consumer response is unchanged
5. When the product demand is declining

Q4: Have you heard of teaser ads? Yes/No (refer to the definition given above)

Q5: Which media vehicle is best suited for teaser advertising? (Tick the correct option)

1. Print
2. Television
3. Radio
4. Outdoor
5. Internet
6. Any Other

Q6: Teaser advertisements are commonly known as?

1) Mystery ads
2) Hidden ads
3) Question ads
4) Incomplete ads
5) Suspense ads
6) Any Other/please specify.................................................................
Q7: Have you ever used teaser advertising for any of your accounts/Clients? Yes /No, If yes specify the product and the teasers used ………………………………
…………………………………………………………………………………………..

Q8: In your opinion, why are teasers used? (You can tick more than one)
1. Arouse curiosity about the product
2. Create a hype before the launch of the product
3. To trigger one to one public response
4. To help in placing the brand logo on peoples’ mind
5. To create link with a new celebrity or a mascot
6. To cut competition
7. All the above

Q9: Rank the following specific objectives of teaser advertising in the order of merit.
1. To grab public attention
2. To give unique information about the product
3. To entertain the audience through innovative ads
4. To make people talk about the ads
5. To increase liking of the people for the ad/brand
6. To influence buying behaviour of the people

Q10: Rate the effectiveness of using teaser advertising w.r.t the following product categories (give marks out of 10)
1. Daily use items (toothpaste, soap, detergent, etc)
2. Edible items (Atta, oils, rice, packed food etc)
3. Consumer durables and home appliances (heater, refrigerator, TV, PC, Mobile etc)

4. Services (banks, telecommunication, healthcare, educational institutions)

5. Events (sporting, cultural, marketing, charitable shows)

6. Public service initiatives (AIDS/cancer awareness, women empowerment etc)

7. Promotional campaigns of religious bodies and political parties and organisations

Q11: Compare and contrast the impact (on consumer interest and attitude) of teaser ads with the following types of ads

a) Impact of Teaser Vs Celebrity ads

   1. More  
   2. Less  
   3. Same  
   4. can’t compare

b) Teaser Vs Negative tactics (making spoofs, brand wars, fun of rival products)

   1. More  
   2. Less  
   3. Same  
   4. can’t compare

c) Teaser Vs Fear in advertising

   1. More  
   2. Less  
   3. Same  
   4. can’t compare

d) Teaser Vs Sex in advertising

   1. More  
   2. Less  
   3. Same  
   4. can’t compare

Q12: According to you, how many ads should a good teaser ad campaign have?

   a) Two  
   b) three  
   c) five  
   d) seven  
   e) > than seven

Q13: Which is the best teaser element (ad part which captures the audience attention) in print ads?

   1. Headline
   2. Slogan

(xv)
3. Picture/visual
4. Written text
5. Logo
6. Combination of more than one / please specify the combination

Q14: Which is the best teasing element (part of the ad that captures audience attention) in television ads?
1. Jingle (songs/couplets)
2. Logo
3. Characters on screen
4. Story/scenes
5. Special effects
6. Signature tune/sound effects
7. Spoken tagline
8. Combination of more than one / please specify the combination

Q15: Which is the more important in a teaser ad campaign: teaser ads or the final revealer and why?

Q16: What do you think should be the ideal duration (time period) of a teaser ad campaign?
1. One day
2. 2-7 days
3. 8-15 days
4. 16 days to one month
5. More than a month
6. Any other
Q17: In your observation/experience, how much expenditure is incurred on teaser campaigns by the advertisers/agencies (indicate in Rs) ......................................

Q18: In your opinion, teaser advertising should be used more by

1. International brands
2. National brands
3. Regional brands
4. Local Brands

Q19: According to you, which is more effective?

1. Same story continuing in all the teaser ads campaign
2. Different situations/scenes conveying the same message in the teaser ad campaign

Q20: Do you believe that teaser ads create and/or alter the perception of the product in peoples’ minds? If yes /no, specify

Q21: In India, do you think teasers are being used increasingly by the advertisers/agencies because:

1. They create the initial hype around the product
2. Make the campaign interesting and unique
3. Simply because its popular in the western countries
4. Distinct strategy for a new product
5. Teasers are highly memorable
6. Because everyone is doing it
7. Because it is more effective than any other creative strategy for all kinds of products
Q22: Critically thinking, do you believe that the teaser ads:

1. Confuse the audience about a product
2. Fail to gain public attention
3. Are good in the beginning but bore people towards the end
4. Are creative and help the product in creating a separate position in the market
5. Are a mere wasteful expenditure by an advertiser
6. Make no impact on the consumer behavior
7. All the above
8. None of the above

Q23: Suggest ways to increase the effectiveness of teaser campaigns in India.

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