XYZ ADS AIRING REPORT ANALYSIS

TOOL USED

MS-Excel

Description:-

- For your Final Project, we are providing you with a dataset having different TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of network like Cable/ Broadcast and the show name also on which Ads got aired. You can also see the data of Dayparts, Time zone and the time & date at which Ads got aired. IT also includes other data like Pod Position (the lesser the valuable), duration for which Ads aired on screen, Equivalent sales &, total amount spent on the Ads aired.

Link to the excel file:-
https://docs.google.com/spreadsheets/d/1C-FSPBrNryq9i0tfH5rxeYdvTdD8LfRm/edit?usp=sharing&ouid=107932508938240092754&rtpof=true&sd=true

1.What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

- An ad pod are the number of ads you can display one after the other in a given time period /advertisement break. For eg. When we watch any webseries for eg in amazon mini tv at a certain point of duration 2-3 ads are shown continuosly that is done by ad pods.Therefore an pod position is the sequential position of the ad in the pod.

Pod position =2

Pod position may or may not effect the amount spent on ad

1.Without any strategy if we do ads randomly for eg. We are dominos company if a person wants to eat a pizza he sees a sequential ad in which first ad is of pizza hut where if he gets a good offer than he expected and last ad is of dominos probability of person wants to buy a pizza from pizza hut will be high hence the amount spend on ads is effected like the return expected then amount spent is less.

2. if we plan strategically in which in the sequence of ads there no other ads of other pizza brand than dominos then chances of buying pizza from dominos store is more and amount spent on ads will not be effected
or elsewhere we can expect high returns

1st table shows % spend per pod position
2nd table show the viewership per pod position

perc_spend_of_row_total	Pod Position							
Brand	1	2	3	4	5	6	7	8
Honda Cars	15.45%	14.83%	13.82%	12.63%	9.22%	8.11%	6.68%	5.23%
Hyundai Motors India	23.22%	12.59%	14.47%	15.35%	8.64%	7.21%	4.86%	4.33%
Mahindra and Mahindra	24.45%	12.88%	13.48%	12.56%	10.08%	7.87%	5.79%	4.34%
Maruti Suzuki	23.48%	13.50%	14.10%	12.26%	9.31%	7.51%	5.52%	4.06%
Tata Motors	20.79%	14.33%	14.63%	12.21%	9.85%	8.21%	6.20%	4.33%
Toyota	23.56%	15.60%	15.47%	13.07%	9.49%	7.11%	4.92%	3.40%

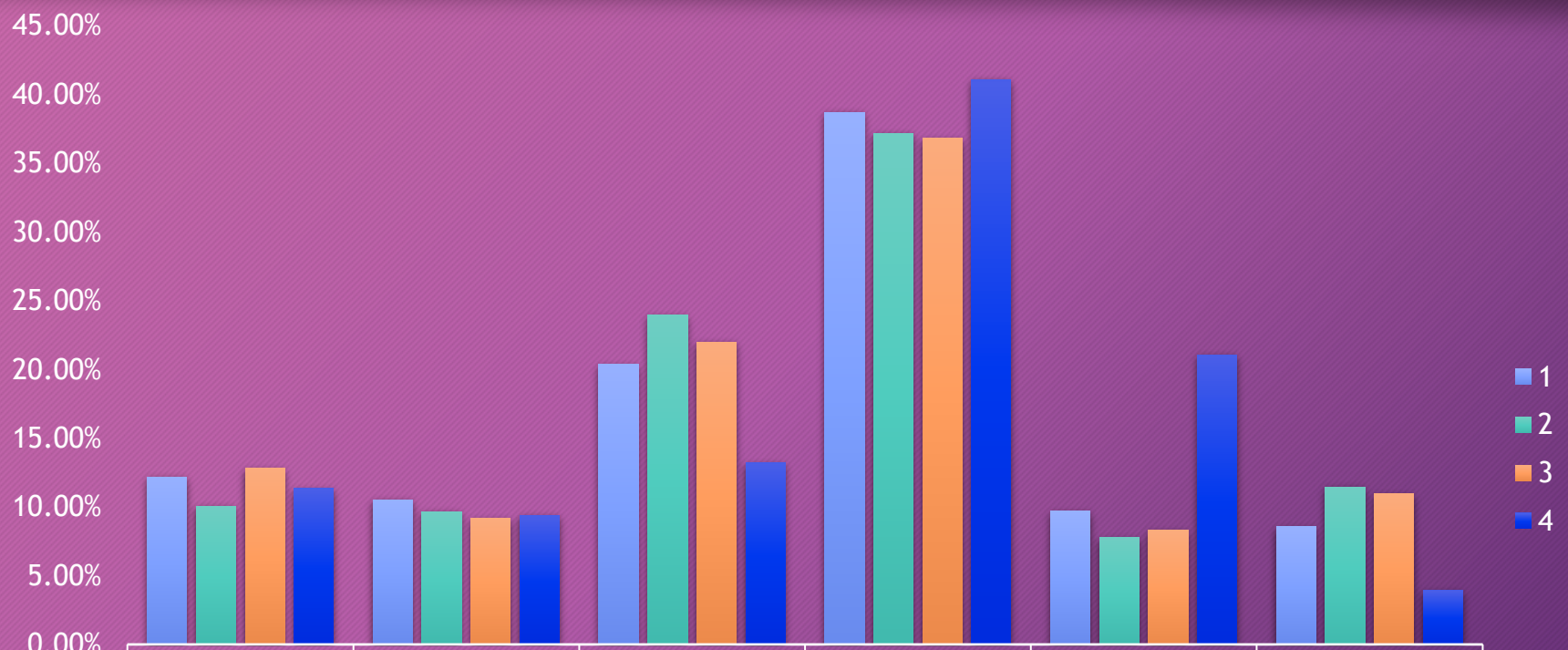
Vertical (Value) Axis

Count of Brand	Pod Position							
Brand	1	2	3	4	5	6	7	8
Honda Cars	14568	13371	11823	10108	8006	6539	5220	4238
Hyundai Motors India	14536	12574	10602	8265	6206	4973	3781	2997
Mahindra and Mahindra	26098	21377	21061	18250	15210	12559	10323	7727
Maruti Suzuki	75844	42462	36408	29344	23097	18856	14803	11795
Tata Motors	16297	12083	11531	9568	7842	6473	4964	3917
Toyota	12318	10390	9915	8895	7236	5659	4070	2693

Vertical (Value) Axis

As u can can see as pod position increases viewership decreases.
so we can say money spend on pod position is directly proportional to viewership.

2.What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?



	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
1	12.18%	10.52%	20.37%	38.68%	9.71%	8.55%
2	10.05%	9.65%	23.96%	37.15%	7.75%	11.44%
3	12.80%	9.17%	21.99%	36.81%	8.29%	10.94%
4	11.36%	9.40%	13.21%	41.07%	21.06%	3.91%

3.Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.

- The strategy of different will depend upon the following aspects.

➢viewership by product

➢Viewership by Network.

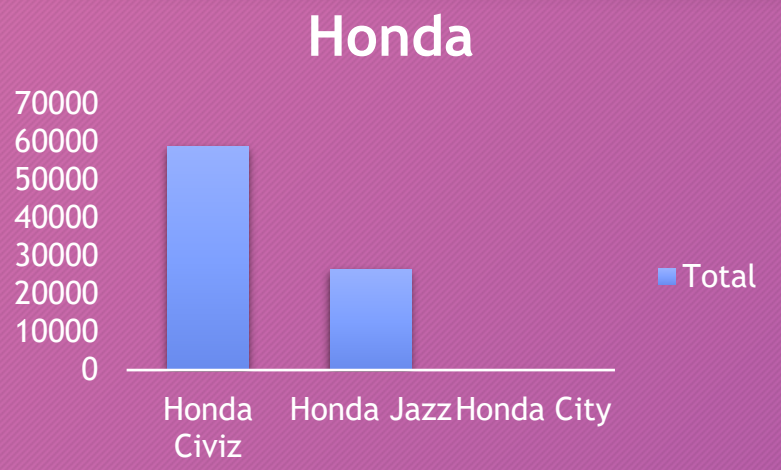
➢Viewership by Network and Product

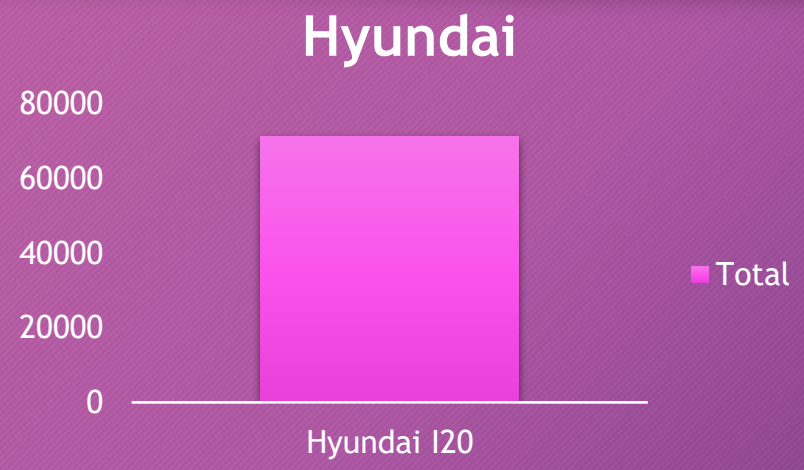
➢Viewership by Dayparts

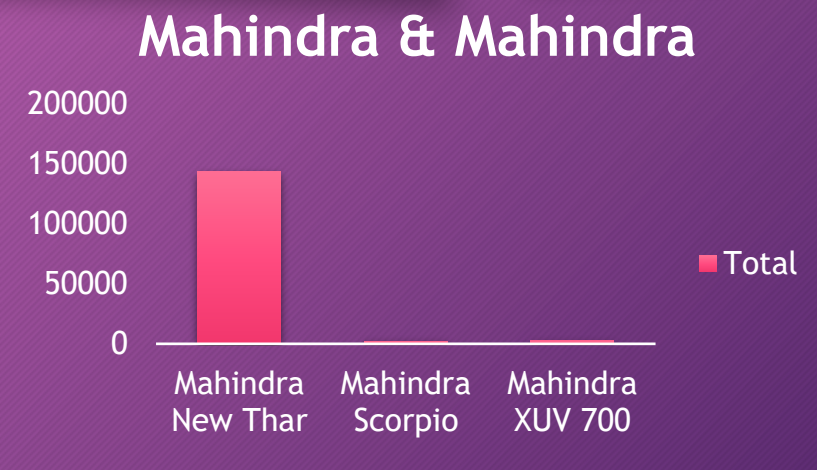
➢Please Note:- I will be explaining the strategy for one company and in related to that other companies strategy can be found out.

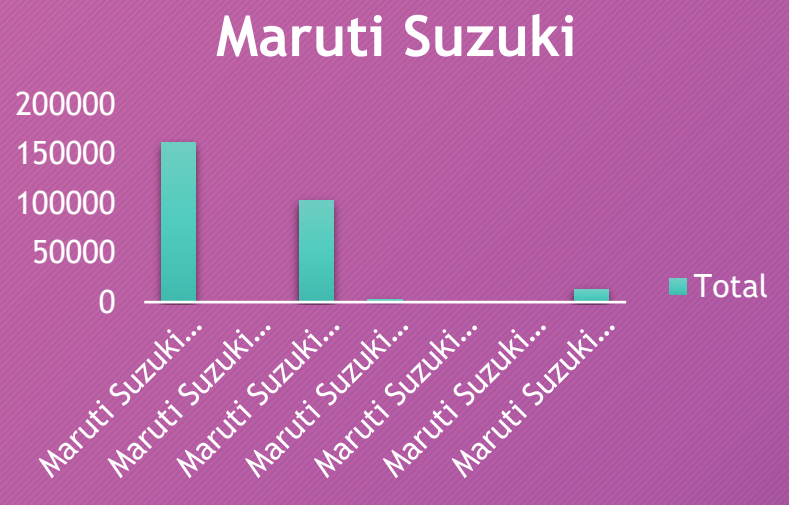
1.viewership by product

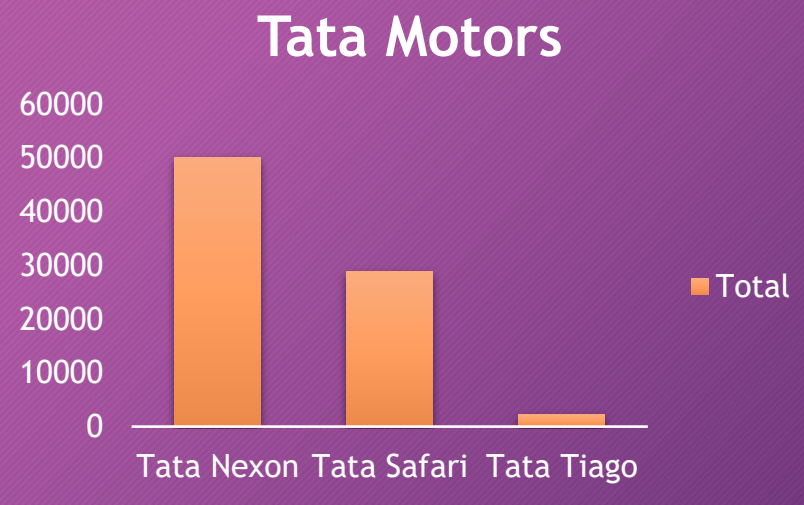
- Honda company have high viewership for honda civiz an focus on it as it can become there USP.

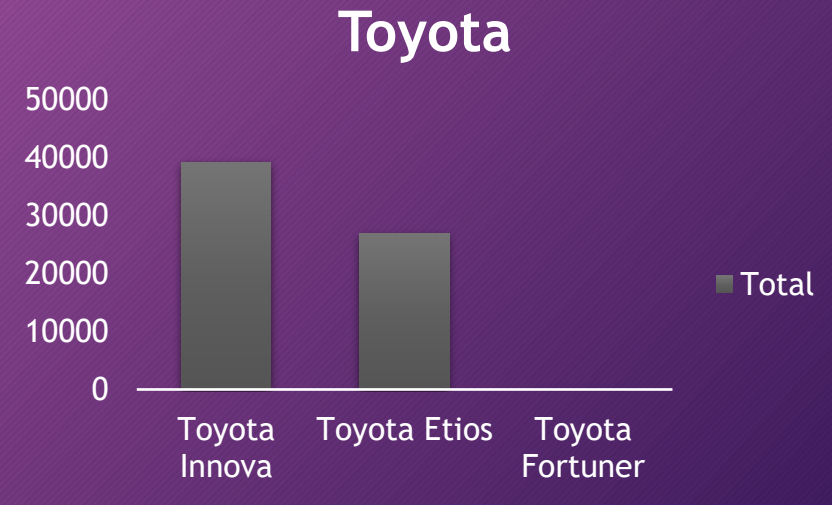






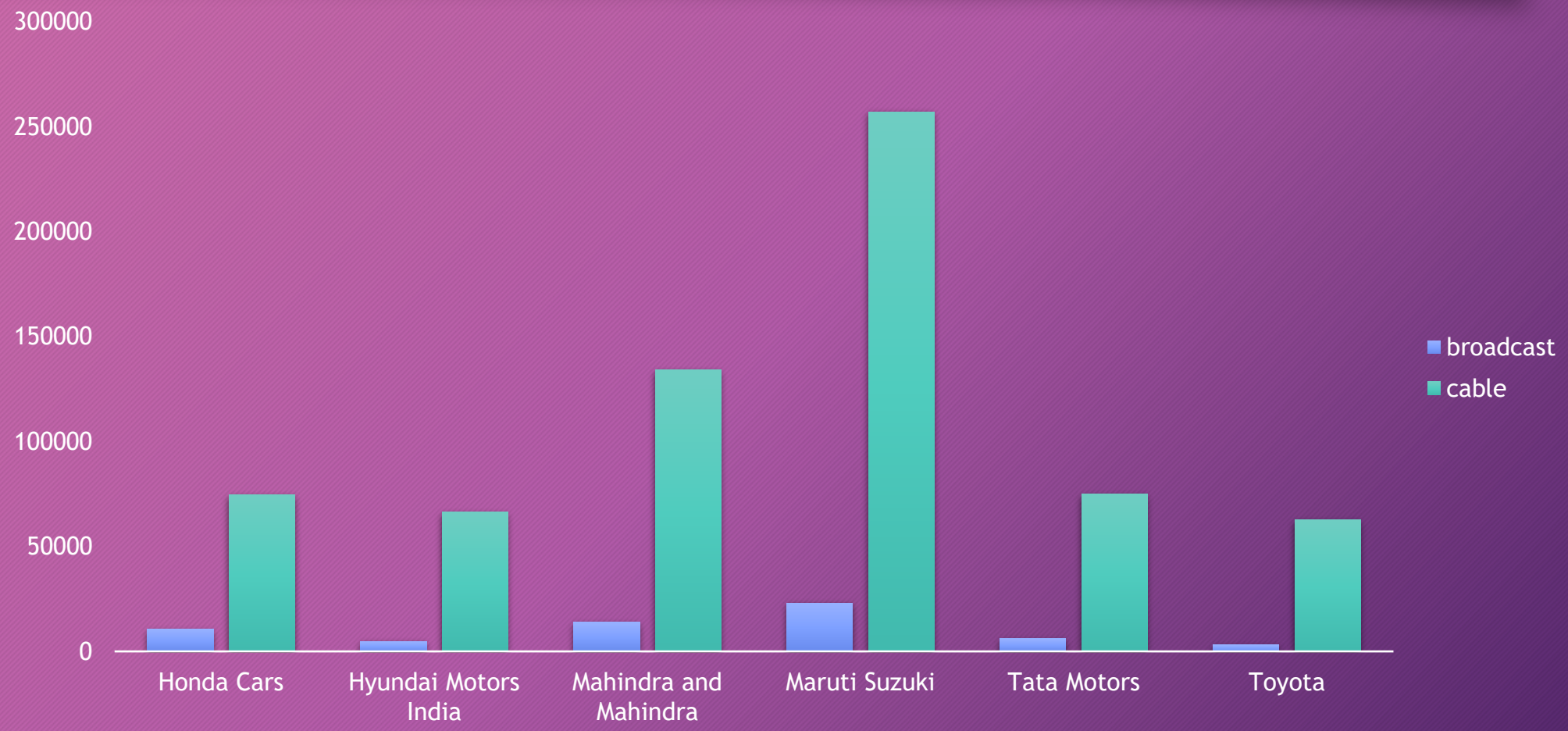






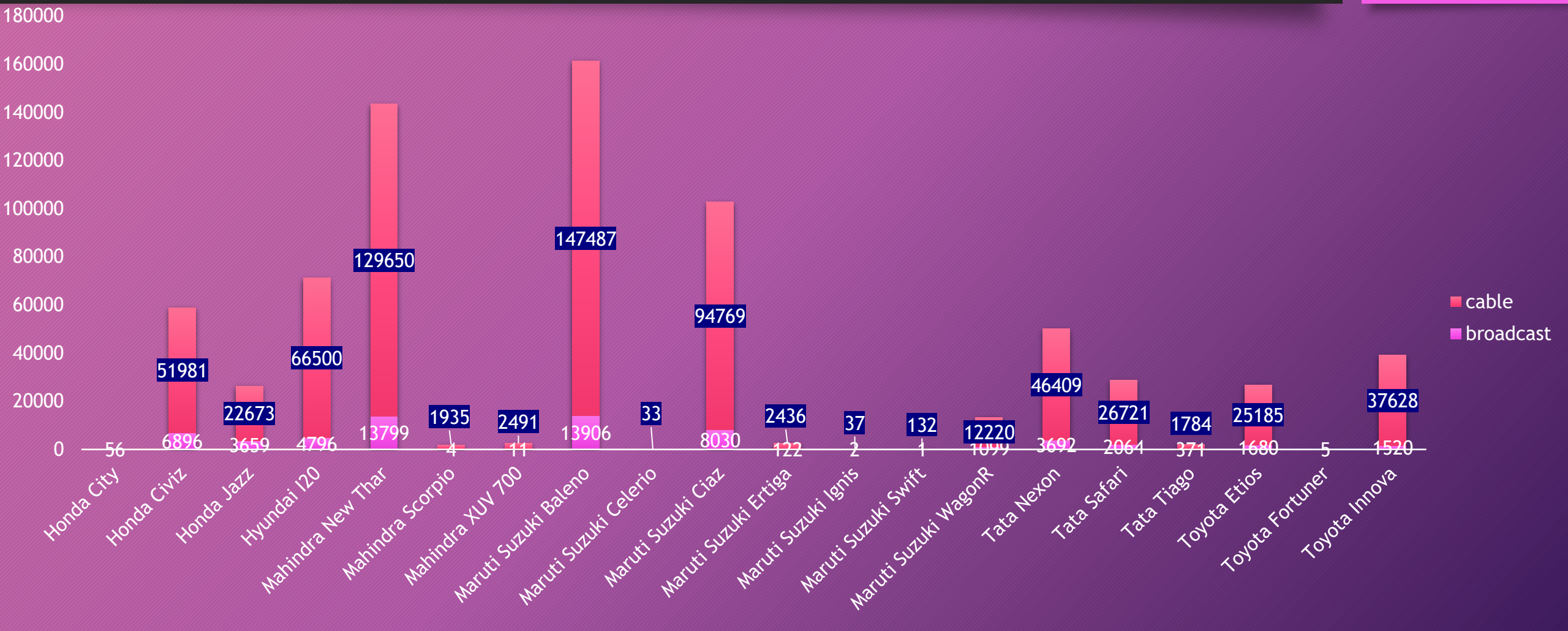
2.Viewership by Network.

Honda should focus more on cable network as it brought highest viewership among the two networks.



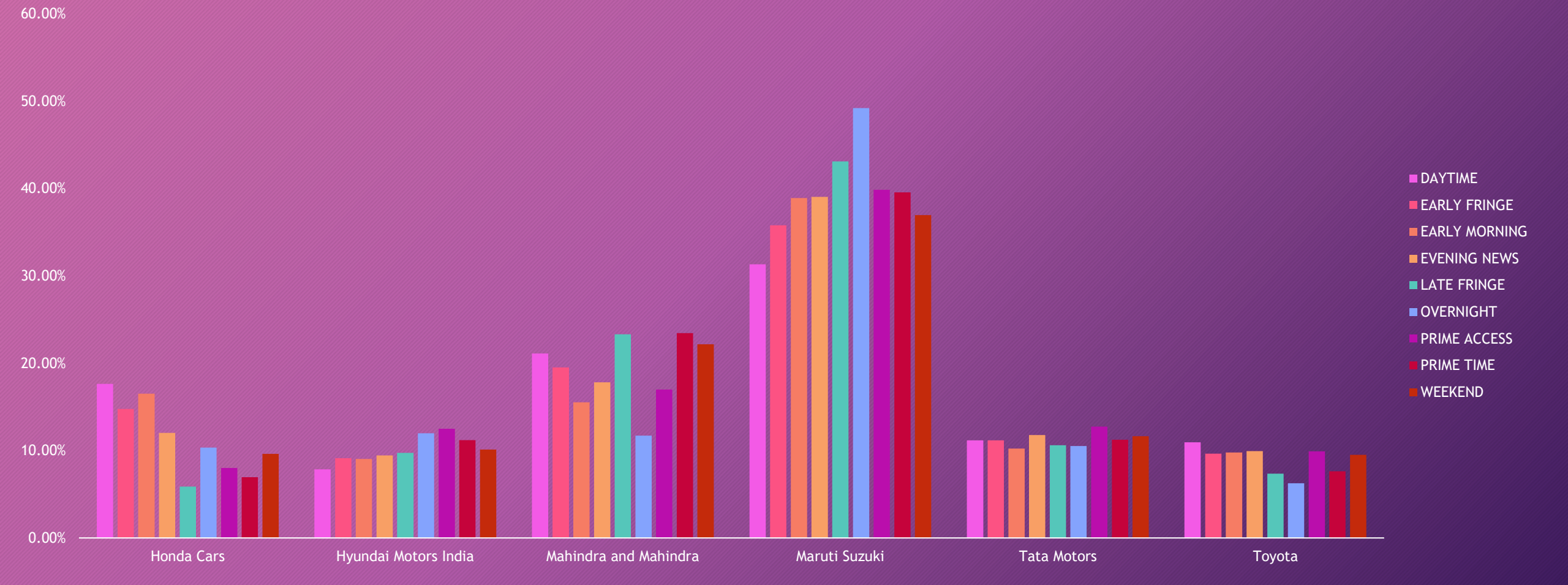
3.Viewership by Network and Product

As honda civiz was our best product and it’s been getting most viewership from cable so company should keep up with it

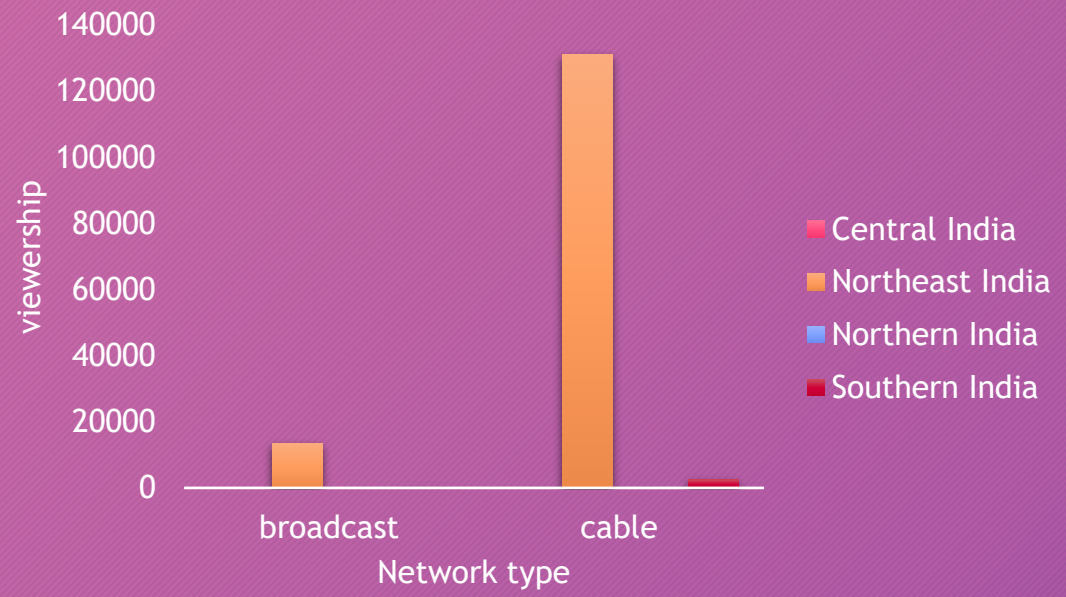


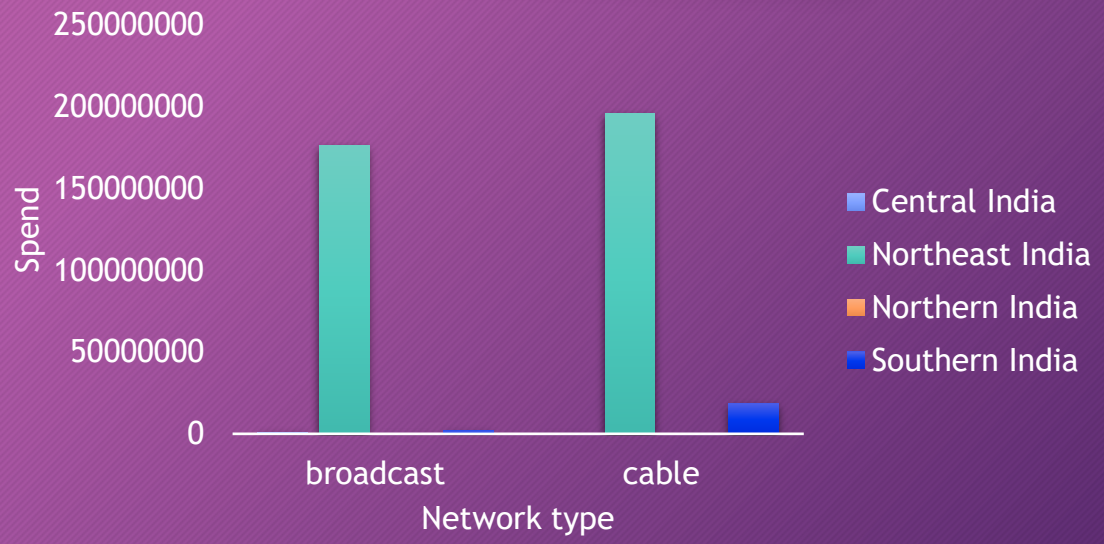
4.Viewership by Dayparts

For honda the prime time where it got maximum viewership was in daytime followed by early morning so it should focus on this time even though marketing cost will be high for sure .



4.Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target?
*Assume XYZ Ads has the ad viewership data and TV viewership for the people in India.
P.S. Brownie points for any additional actionable insights you can draw from the dataset.





As we can see that amount spent on broadcast and cable across India benefitted for cable network only because the amount spent on it and viewership generated is more in Northeast India via cable. So company should target Northeast India through cable network.

Learnings:-

- Got to know about Pad position and how effective can it be for marketing of any product or service.
- Learnt how to design an effective marketing plan for the companies considering various propositions.

THANK YOU