

XYZ Ads Airing Report Analysis

Final Project-3

Description:

In this Final Project, we are having a dataset of 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. We 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.

Buisness strategy:

- Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services.
- Until a customer deals with you directly and actually buys your products or services, your advertising may help to form their first impressions of your business.
- Targeting audience for businesses could be local, regional, national or international or a mixture. So they use different ways for advertisement.
- Some of the types of advertisement are: Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV.
- Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience.
- Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost

The dataset of TV Ad Airings of some brands from the Automobile category:

1) POD POSITION

A pod position is the position of an individual advertisement within a certain commercial pod. The sequential location of an individual commercial within a pod. Actually a pod is assigned to a unique IP address for each address family. Every container of pod share the network namespace, including the IP address and network ports.

The Pod position number does not affect the amount spent on Ads for a specific period of time by a company as the pod number increases the amount of cost charge may differ but it does not affect. As the number of ads that we give one after the other will make some users frustrated it might be good and interesting. But when the pod is used for a company brands ad definitely does not affect the amount as there is a chance of skipping the main content due to pod ads.

Considering the brand Honda Cars :

| Pod Position | Spend (\$) |
|--------------|------------|
| 1 | 155 |
| 1 | 1670 |
| 4 | 993 |
| 4 | 2265 |
| 4 | 955 |
| 5 | 1719 |
| 6 | 1397 |
| 7 | 1398 |
| 8 | 1495 |
| 9 | 110 |

The above data for a car brand is a list of 10 values of pod position along with the amount spent on it.

We can see that pod position 1 has 2 different amount being spent. Thus the position does not determine the amount spent.

Where as the 8,9 pod positions are 1495, 110 which is completely different !

Hereby with the above example we can clearly conclude it does not affect the cost spent.

2) The share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021

| BRANDS | EXPENSE | 2021 EQ |
|-----------------------|-----------|---------|
| HONDA CARS | 33423037 | 1 |
| HYUNDAI MOTORS INDIA | 94107028 | 1-2.5 |
| MAHINDRA AND MAHINDRA | 216138966 | 1-2 |
| MARUTI SUZUKI | 319456199 | 1-2 |
| TATA MOTORS | 65486878 | 1-2 |
| TOYOTA | 83322329 | 1-4 |

| | | |
|--|--|--|
| | | |
|--|--|--|

The above table represents the expenses made by the brands per year of 2021. The variations of EQ were from 1 to the respective numbers.

Every expenses of the respective brands for the year 2021 and thier EQ value rise has been given

Previous value and value at 2021 is been marked where EQ value is rised to the respective values.

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

- HONDA CARS: 'Utility' Strategy: Advertising as a service – advertising that adds value by helping people achieve their goals (value = ability to meet my goal/cost (money, time, effort).
- HYUNDAI MOTORS INDIA: 'Modelling' Strategy: Using aspirational high-profile personalities – celebrities and experts – to inspire or inform behaviour
- MAHINDRA AND MAHINDRA: 'Reframing' Strategy: Ads that reframes a target behaviour a positive light, by tapping into pre-existing assumptions and behaviour
- MARUTI SUZUKI: 'Evocation' Strategy: Ads that stir powerful emotions to motivate behaviour.
- TATA MOTORS: 'Collectivism' Strategy: Reinforcing or creating social norms of appropriate and desirable behaviour.
- TOYOTA: 'Commitment' Strategy – ads that invite an initial small action that is consistent with the target behaviour.

4) Marketing strategy for Mahindra and Mahindra

Marketing Strategy of Mahindra & Mahindra analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Mahindra & Mahindra marketing mix, help the brand succeed in the market.

- **Product Strategy**
- **Pricing Strategy**
- **Place and Distribution Strategy**
- **Promotional and Advertising Strategy**

a huge product mix with product lines of personal vehicles, commercial vehicles, electric vehicles, application trucks, trucks, light trucks and buses. In the personal cars category, Mahindra & Mahindra has a wide range of Utility vehicles, Multi-utility vehicles, Sports utility vehicles and sedans. Mahindra Bolero has been the one of the best UVs in India. Mahindra & Mahindra trucks are known to be powerful, durable and reliable. Cars such as Scorpio, KUV100, XUV 500, Quanto, Xylo, Rexton, Korando, Kyron offer a lot of modern features with the toughness that Mahindra promises. This gives an insight in the product strategy in the marketing mix of Mahindra & Mahindra.

a distribution network spanning the length and breadth of India. Mahindra & Mahindra has 300 dealerships spread across 240 cities. Around 1300 up-country outlets have been set up to serve the rural and semi-urban areas in the country. Mahindra & Mahindra has an efficient and effective warehouse and clearing and forwarding facility

advertises very smartly and adequately. Mahindra & Mahindra's "Live young, Live free" campaign became popular in 2012. Mahindra & Mahindra follows an aggressive promotional strategy in its marketing mix. It showed Mahindra's portfolio of vehicles in tough terrains of different parts of India. They made Varun Dhawan as their brand ambassador to target the younger audience. The advertisement made with the actor had great content and complimentary music. Their advertising strategy is not confined to just television. Mahindra & Mahindra do a lot of print, digital and media advertising as well. They host on ground events like the Mahindra adventure initiative. Mahindra & Mahindra has a huge fan base on social media