

## XYZ Ads Airing Result Analysis

### Project Description –

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. Target 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.

This project focuses on 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.

### Approach –

This project aims to study the given data and draw meaningful insights from it in order to increase the popularity of a particular brand of product and at the same time minimise the cost used.

For this, the following will be identified:

- a. Pod position
- b. Change in share of various brands
- c. Comparison between brands
- d. Giving brownie points

### Tech-Stack used –

I have used **Microsoft Excel 2019** for this project.

Excel makes it easy to extract and visualize the data and interpret the results of the queries.

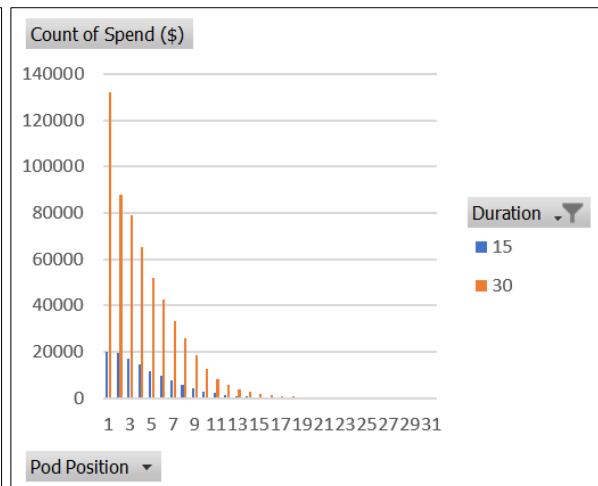
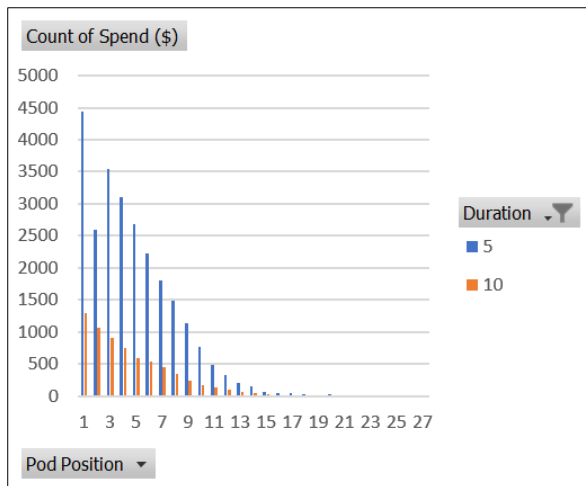
### Insights –

- a. Pod Position

Ad pod is a term used in connection with TV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break, like traditional linear TV.

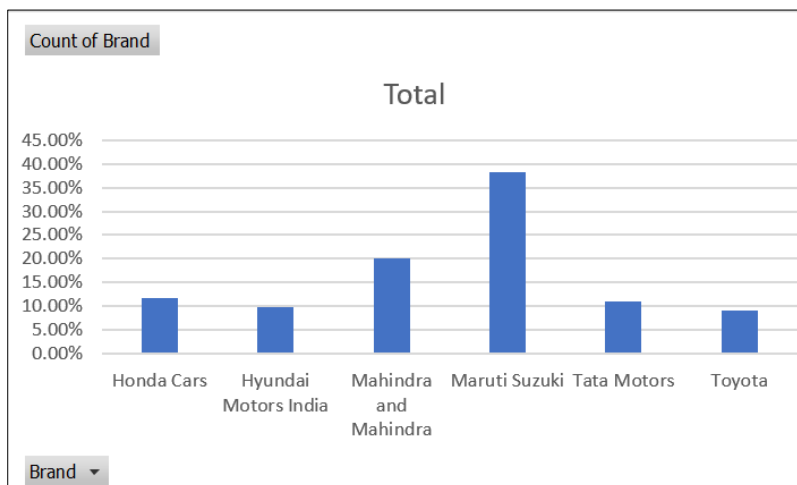
They allow publishers to return multiple ads from a single ad request, and then those ads are played in sequence.

The position of an individual advertisement within a certain commercial pod is called pod position.



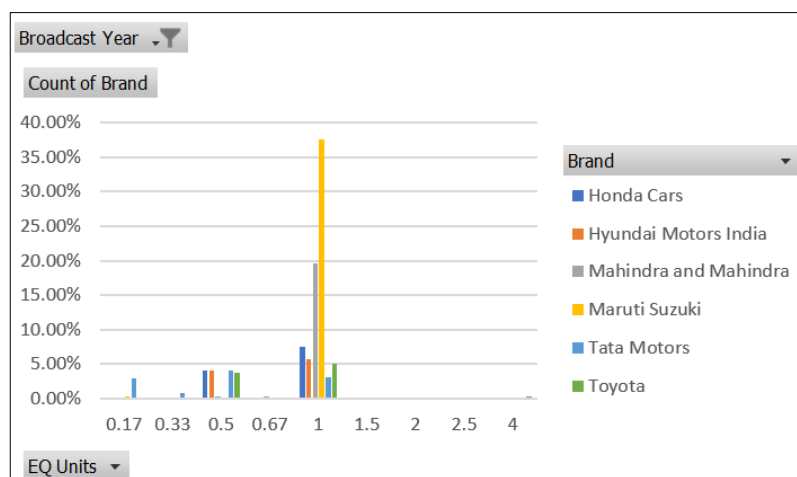
From the above graphs, we can see that the amount of money spend decreases with increase in the position in a particular duration. That is, if the rank of the position is less, then the amount used to advertise is more in a particular duration.

#### b. Change in share of TV Brands in 2021



The graph displays the share in TV Airing of various brands in both the years 2021 and 2022.

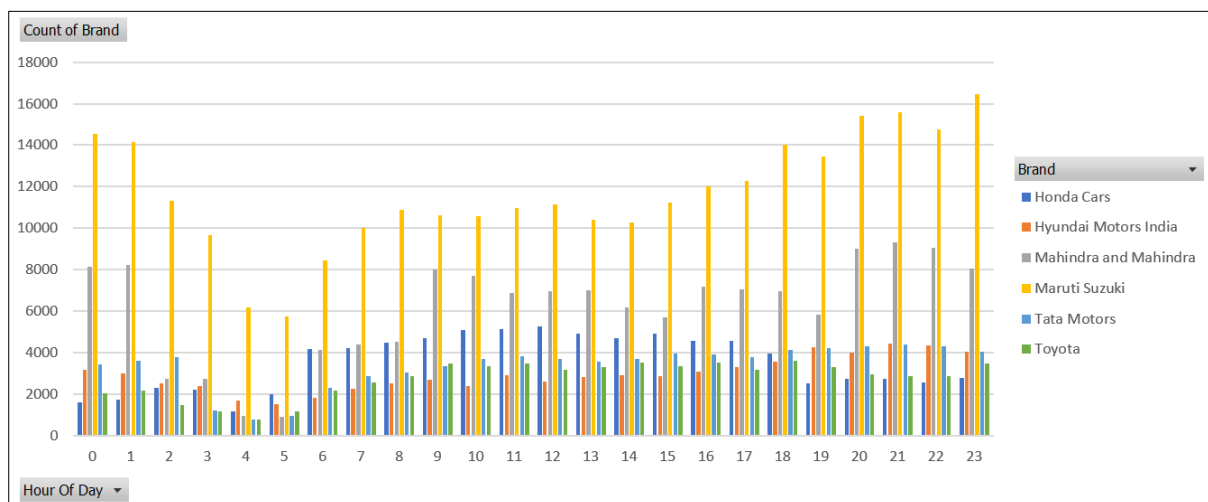
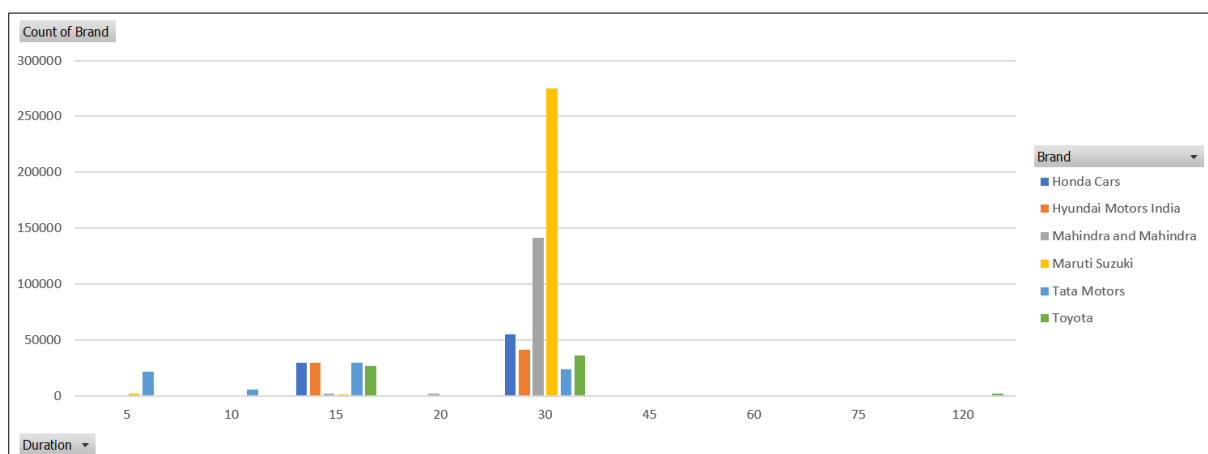
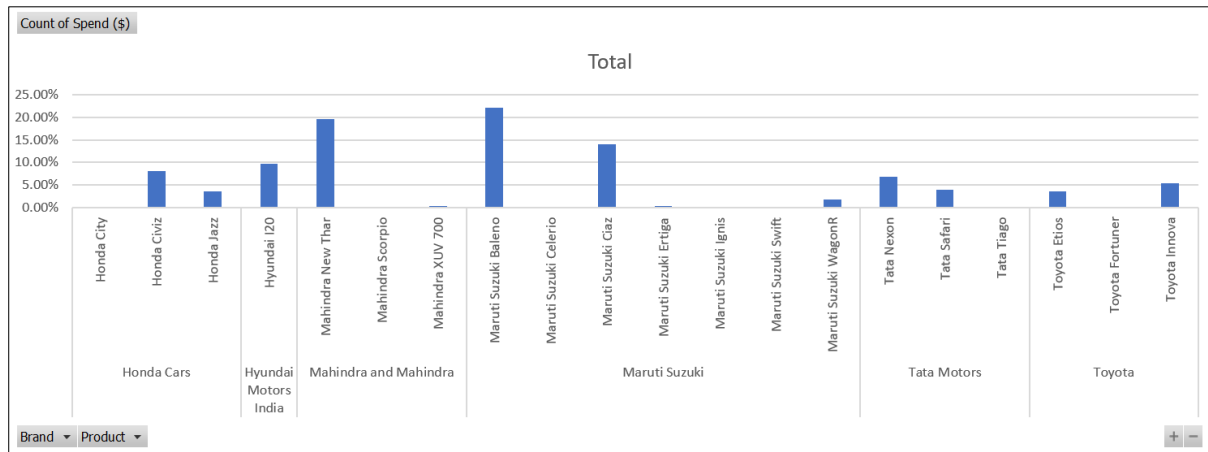
Maruti Suzuki brand has the highest share and Toyota has the least share.



In the year 2021, Maruti Suzuki had the highest share in TV Airing and Tata Motors had the lowest with 1 EQ Units.

As the units increase from 1 to 4, the share of all the brands drastically decreases and becomes negligible.

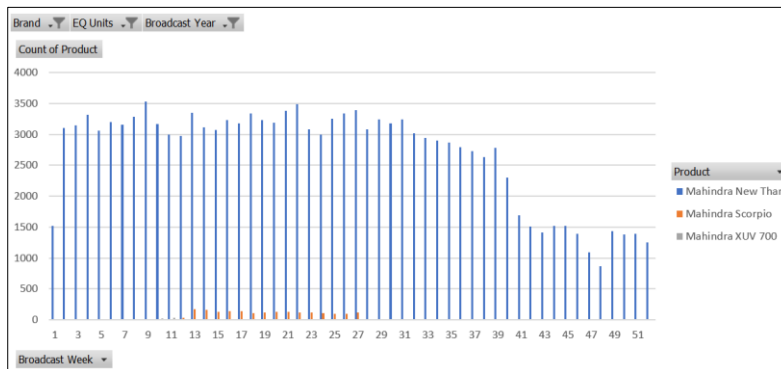
### c. Competitive analysis for the brands



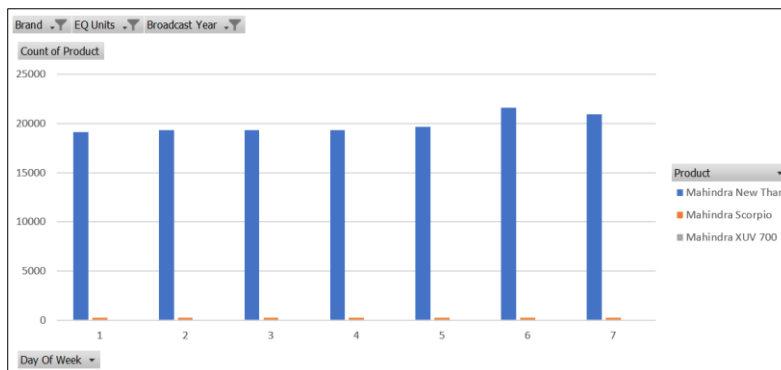
Maruti Suzuki is the highest aired brand on TV and for the most duration. It is a highly competitive brand for all the other brands.

As we know that pod position has an inverse effect in the money spend and the duration of the TV ad, the brands having lowest share should focus on ads with less time and appropriate message. Which in return will help the brand get the lowest possible position. This will help in promotion of the brand and its products and also the frequency of the TV ad of that brand will also increase.

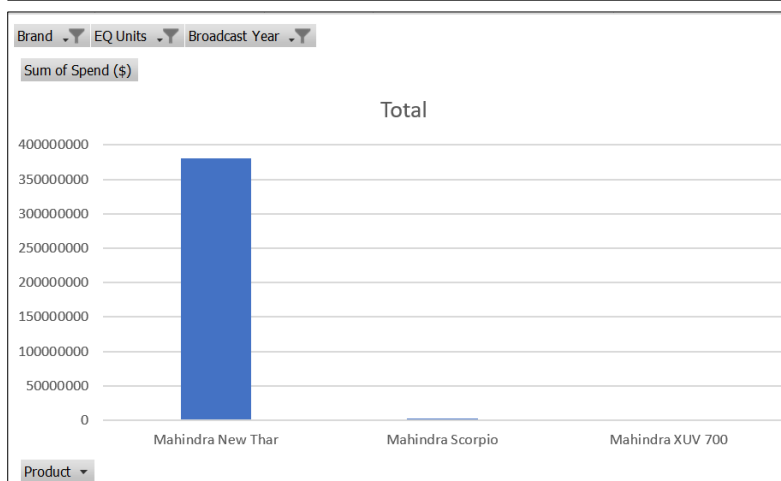
#### d. Mahindra and Mahindra strategies



Mahindra and Mahindra has aired maximum TV ads for the product Mahindra New Thar.



Moreover, the amount spend on Mahindra New Thar has the greatest share as compared to the amount spend for Mahindra Scorpio and Mahindra XUV 700.



In order to increase the market share for Mahindra Scorpio and Mahindra XUV 700, the company needs to improve the features of these products and the TV ads for these should be focused on its new features and safety.