

TV Advertisement Analysis

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Spend and Market Dynamics

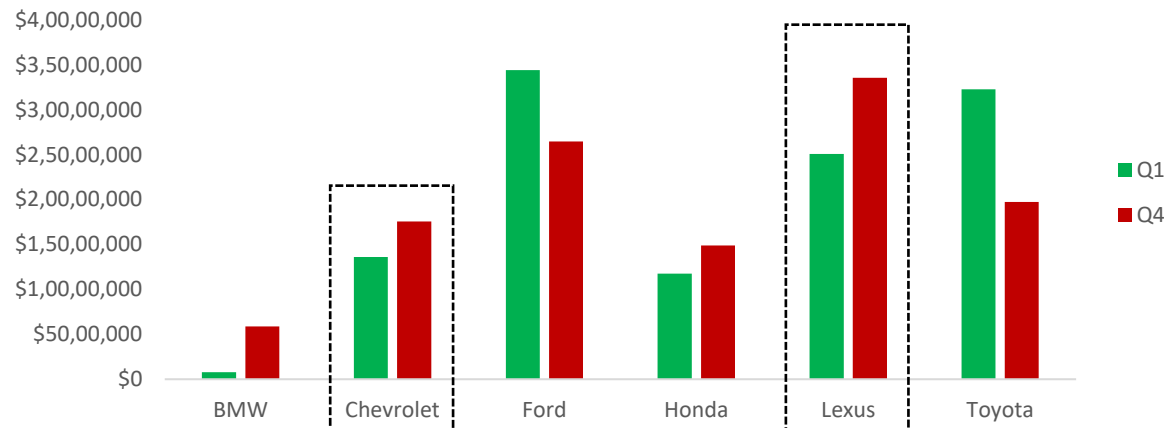
The budget on Ads plays a huge role in the **market** and the **impressions** that it is intended to make. The **efficiency of the strategy** used can be analysed by the **spend pattern**.

- **Lexus**(25%) and **Toyota**(25%) hold the *major market in terms of the Ads run and the Total spend on Ads(~ 50% of the spend)* for the year 2021.
- **BMW** and **Honda** spends the least on Ads. But the average spend on Ad compared to the number of Ads runs is higher.
- With **~80k Ads** run **Lexus** have the *least average spend* (\$ 1,393) compared to all other brands. **Ford** though runs only half the Ads compared to Lexus *spends more on Ads*(Avg - \$ 3,590).
- Comparing **Q1** and **Q4** to see *analyse the spend pattern* in the end and beginning of the year only **Chevrolet** and **Lexus** seems to *spend more in Q1 than Q4* when compared. (*Different from other brands spend pattern*)

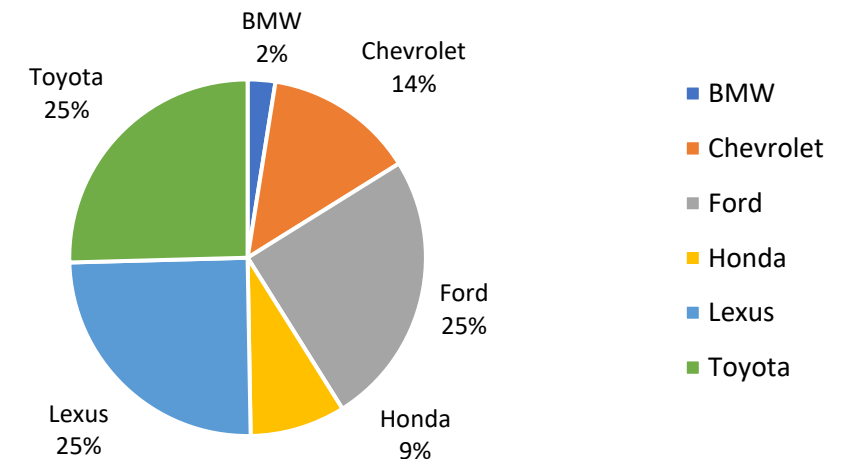
Analyzing Average Spend to No: of Ads Per Brand

Brands	Total Spend	Average Spend	Total Ad's
BMW	\$1,11,49,771	\$1,979	5635
Chevrolet	\$6,04,84,225	\$2,219	27258
Ford	\$11,06,29,203	\$3,590	30814
Honda	\$3,83,88,350	\$2,150	17851
Lexus	\$11,03,41,279	\$1,393	79218
Toyota	\$11,28,24,437	\$2,877	39222

Change in Total Spend (Q1 vs Q4)



Total Spend By Brands (% share on Ads)

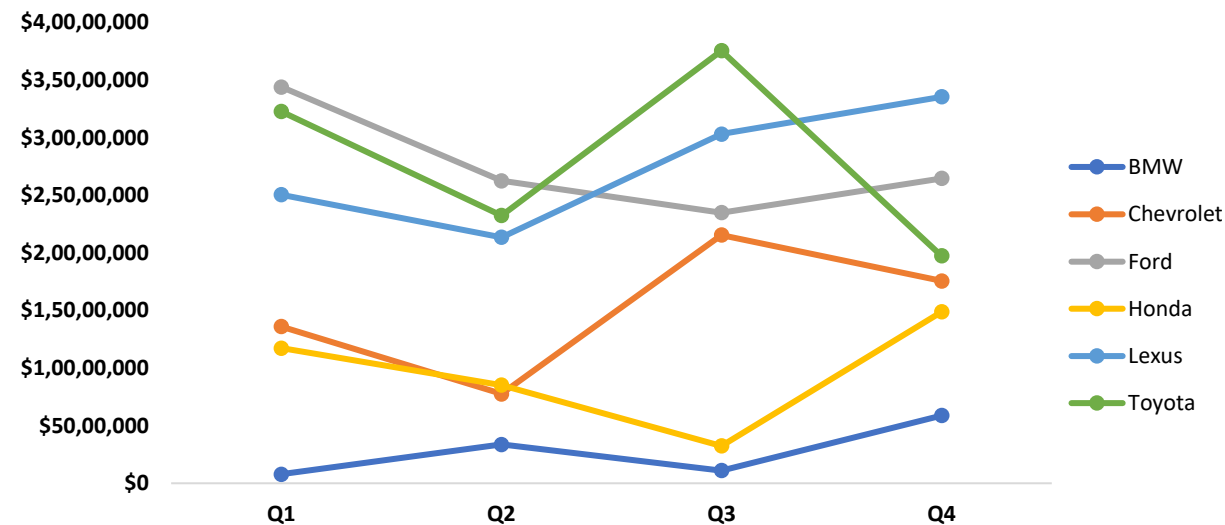


Analysing Quarter's (Analysing Market -1)

The budget allocated for each strategy is based on the **viewership trend's** analysed based on the **customer behaviours** that will aid in creating an **impression** and **maximum reach**.

Brands	BMW	Chevrolet	Ford	Honda	Lexus	Toyota
Q1	\$7,85,736	\$1,36,05,378	\$3,43,98,603	\$1,17,32,867	\$2,50,50,155	\$3,22,68,954
Q2	\$33,61,719	\$77,60,038	\$2,62,62,436	\$85,25,779	\$2,13,53,865	\$2,32,50,534
Q3	\$11,04,251	\$2,15,54,305	\$2,34,94,145	\$32,46,571	\$3,03,14,645	\$3,75,48,322
Q4	\$58,80,035	\$1,75,62,158	\$2,64,72,911	\$1,48,83,133	\$3,35,49,363	\$1,97,38,578
Grand Total	\$1,11,31,741	\$6,04,81,879	\$11,06,28,095	\$3,83,88,350	\$11,02,68,028	\$11,28,06,388

Change in Total Spend (Q1 vs Q4)



Based on the Quarterly spend

- **BWM** spends **58%** of the yearly budget in **Q4**
- **Honda** spends **38%** of the yearly budget in **Q4**
- **Lexus** spends **30%** of the yearly budget in **Q4**
- **Toyota** spends **33%** of the yearly budget in **Q3**
- **Chevrolet** spends **35%** of the yearly budget in **Q3**
- **Ford** spends **31%** of the yearly budget in **Q1**

Q4 and Q3 is where the major part of budget is allocated

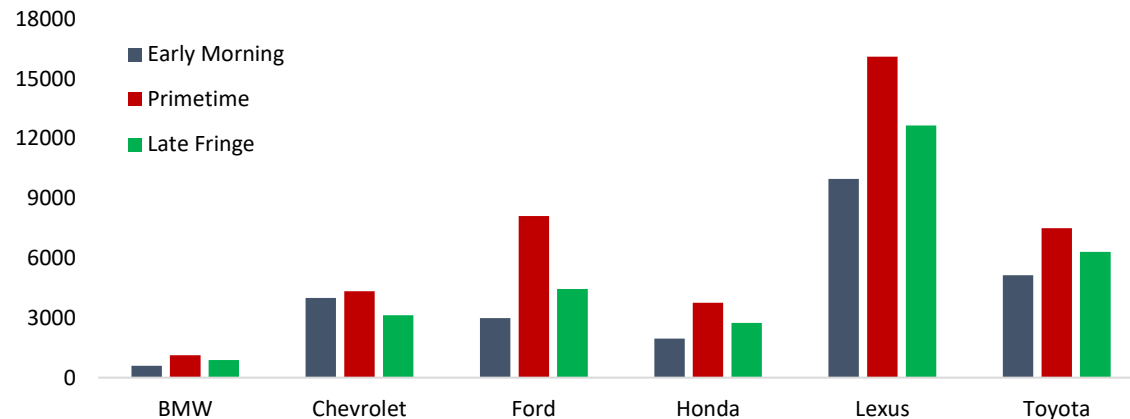
More Insight

Q4 and Q3 seem to be the quarters where the budget can be efficiently used. Esp. when looking at the average spend on Ad. **Ford** with the *highest average spend* is the one with the different strategy to spend on **Q1** were **Lexus** and **Honda** with the *leave avg. spend* seem to focus on **Q4**.

Analysing Parts of Day (Analysing Market - 2)

Time plays a major role in the *impact and the reach* of an **Ad**. Grater the **audience**, grater the **Ad visibility** and this also decide the parts of a companies **strategy** to place and **allocate** their ad budget.

Parts of Day Most Ads are Run

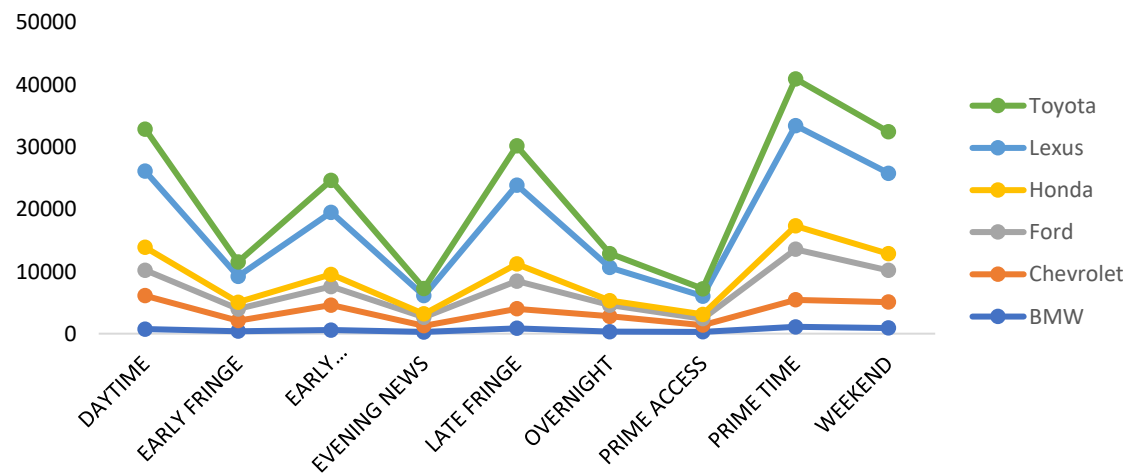


- **Early Morning, Prime Time** and **Late Fringe** are the periods where most ads are run. Which shows that no: of viewers/ audience will be more.
- Among these periods **Primetime** is the prominent window were most number of Ads are played.
- All brands despite their spendings seems to follow the same pattern when it comes to allotting the number of Ads.

More Insight

Brands seems to target these **3 major periods** to grab more Ad slots as the **pattern** and the **numbers** shows. Budget spent on these periods will be higher but with higher Impact.

No: of ads run in parts of day



Brand	Early Morning	Primetime	Late Fringe
BMW	589	1123	879
Chevrolet	4007	4342	3134
Ford	2988	8115	4448
Honda	1966	3761	2754
Lexus	9970	16110	12654
Toyota	5141	7493	6311

Analysing Pods and Networks (Analysing Market - 3)

Pod position and **Network Type** have a *major role is the **reach** and the **impact*** of an Ad just like the timing. Researches proves that the **brand recall** for the 1st 3 slots is higher and the completion for those slots is expected to be costlier

		BMW	Chevrolet	Ford	Honda	Lexus	Toyota
1	Total Spend	\$22,91,149	\$1,52,58,389	\$3,46,90,420	\$96,19,341	\$2,05,63,315	\$3,98,92,897
	No:of Ads	1162	5679	8827	3775	13542	8557
2	Total Spend	\$16,24,158	\$98,97,415	\$1,61,26,755	\$64,18,034	\$1,63,89,171	\$1,34,38,486
	No:of Ads	955	4250	4528	2902	13833	6174
3	Total Spend	\$17,42,180	\$86,80,020	\$1,22,55,865	\$56,67,868	\$1,53,70,300	\$1,17,93,712
	No:of Ads	914	3933	3677	2675	11694	4934
4	Total Spend	\$15,56,478	\$71,13,057	\$1,23,44,890	\$61,89,463	\$1,28,60,918	\$1,24,97,565
	No:of Ads	798	3466	3375	2374	9517	4214

Cable Best Hours

Hour of the day	Total ad Count	Spend on Ad
20	11,169	\$2,76,07,741
23	11,486	\$1,41,31,335
21	11,569	\$2,41,50,849
22	11,656	\$1,99,07,149

Cable Worst Hours

Hour of the day	Total ad Count	Spend on Ad
4	2,413	\$14,73,274
5	3,299	\$26,45,618
3	4,221	\$23,69,069
2	5,710	\$30,68,281

Broadcast Best Hours

Hour of the day	Total ad Count	Spend on Ad
22	1,404	\$2,60,34,093
19	1,427	\$1,84,57,254
20	1,783	\$3,05,47,431
21	1,836	\$3,34,78,254

Broadcast Worst Hours

Hour of the day	Total ad Count	Spend on Ad
5	105	\$12,47,946
6	113	\$1,37,608
2	153	\$13,71,058
3	166	\$7,35,366

More Insight

Pods

- **Lexus** and **Toyota** are the two major brands that spends and runs most number of ads in the 1st 4 pods.
- **Toyota** incurs highest cost per Ad when compared to other and **Lexus** has the lowest despite number of Ads run.

More Insight

Network

- Though the total spend on both network for best hours is same, the **cost per Ad** when compared to the number of Ads run in each network is **high** in **Broadcast**.

Cost Per Ad

Cable



Broadcast



Competitive Analysis (Based on given Data & Analysing Market)

Factors	BMW	Chevrolet	Ford	Honda	Lexus	Toyota
Capital/Spend	\$ 1,11,31,741	\$ 6,04,81,879	\$ 11,06,28,095	\$ 3,83,88,350	\$ 11,02,68,028	\$ 11,28,06,388
Average Spend	\$ 1,979	\$ 2,219	\$ 3,590	\$ 2,150	\$ 1,393	\$ 2,877
No: of Ads	5,623	27,253	30,810	17,851	79,198	39,210
Prime time Ads	1,123	4,342	8,115	3,761	16,110	7,493
Ads run in pods 1- 4	3,829	17,328	20,407	11,726	48,586	23,879
Ads in Broadcast	96	4,122	5,739	2,111	1,404	5,832
Ads in Cable	5,539	23,137	25,077	15,740	77,822	33,393
No: of Categories	1	1	3	5	2	1

More Insight

Lexus - They spend more to get the best reach and best pod position and there by making the spend efficient by reducing the per ad cost.

BMW | Chevrolet | Toyota - Focus only on one type of Ad Category and is efficiently running that.

Ford - Ford is incurring the highest average cost while running Ads in Auto & Vehicle shopping, but is managing to stay in competition for Ad position with the budget flexibility.

Honda — They have a diverse set of Ads in 5 categories and have managed to run it by efficiently handling the spend competing for pods and position.

Media Plan - Toyota Ad Strategy (Q1)

Target Audience	
Geography	United States
Demographic	Age Range 23 – 60
Persona 1	Looking to buy an affordable family Car
Persona 2	Auto enthusiast

Campaign Metrics (Q1)			
Parts of Day	Prime Time	●	
	Late Fringe	●	
	Weekend	●	
Pods	1 - 5		
Ads run per day	700 – 1500 Ads		
Months	January	●	
	February	●	
	March	●	(Least Priority - Q1)
Ad distribution based on Days	Weekend		
	Wednesday - Friday		

Media Mix		
Types	Sports	●
	Entertainment	●
	News Weather	●
Channels	Univision Deportes Network USA Network ESPN NBA Yes Network Weather Universo Telemundo Sportsnet NY Oprah Winfrey Network MTV MASN	

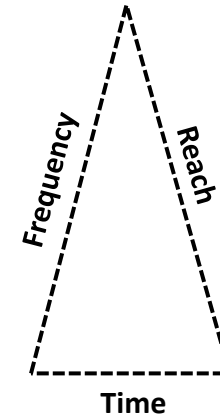
Ad Positioning/Distribution			
30 Sec Ad	70% - 80%		
15 Sec Ad	5% - 10%		
Network Type	Cable	●	80% - 85%
	Broadcast	●	20% - 15%
Q1	25% - 30%	January	● 40% - 45%
		February	● 45% - 50%
		March	● 12% - 15%

Legend	● 1 st Priority	● 2 nd Priority	● 3 rd Priority
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Suggestions Based on Media Plan

With **limited budget and time set to Q1** as its is one of the most impactful quarter its better to *allocate fund efficiently* and *push for maximum reach* by attaining maximum Ad space and best pod positions

- High **Reach**
- High **Frequency**
- Low **Time**



TV Ad induced Mobile Conversion – As studies shows more than **75%** of the population watches TV with their mobiles in hand, which means they are likely to *check the Ad played instantly* on their phone that to actually watch the Ad.

Ads creative should be made in such a way that the *conversion on impression* from the mobile search is likely to happen.

The impact of Ad position and competing for pods is necessity - Toyota already has a cost effective and impactful strategy compared to most competitors.

It might be a good strategy to *concentrate a part of the budget on Q4 Ad spend while keeping the Q3 spend same* as it seems to be working for the competition and might help to bring down the **per Ad cost** and get more **brand recall**.