



SJMMA 2021 F 题

制定最优的广告策略

在宣传产品时，广告是公司所采用的重要方式，它可以公开而广泛地向公众传递信息。它可能会提供各种实际内容，如用户体验或具体的产品参数，也可能利用名人带来的效应通过视觉效果激发起人们也想拥有产品的向往，这取决于具体产品的特征。有些售卖饮料的公司选择呈现一些生活场景作为提示性工具，如海滩、炎热的下午，引起人们购买饮料的需求；而家用电器公司则会呈现电器的具体形态以及其内部的构造来表明它具有的多种功能，方便消费者进行评估；化妆品销售公司通常会请知名人士进行代言，并选用其产品以表现它能够带来的效果；也有些房产公司采用特意设计的广告词使人们更容易记住，以保证当买房的需求出现时，能够第一时间联想起特定的公司。

有很多可能会影响消费者决策行为的因素，包括特定群体本身的偏好、广告所呈现的效果、消费者的参与度，与广告接触的频率等。你的团队需要建立模型评估一支广告对于消费者购买欲望的影响，可以但不局限于考虑传播的媒介、播出时段、时长、目标用户、所展示的信息等方面，同时计算出所需要的成本，并自行选择一家企业，指出它是否选择了最优的广告策略，如果不是，应该从哪些方面进行改进？

任务：

1. 考虑若干你认为对于消费者决策行为有影响的因素，并给出选择它们的原因，证明这些因素与广告的实际效果之间存在相关性。
2. 将 1 中的因素与适当的评价标准联系起来，建立确定广告对消费者影响的评估模型。
3. 加入“成本”这一限制条件，优化 2 中的评估模型，并对于实际存在的广告所具有的成本-效益进行排序。
4. 选择一家特定企业，分析它的广告策略并给出在它的限制条件下的最优方案。
5. 考虑是否还有其他影响因素，如做广告本身是否已经是一种发信号，使人们更倾向于购买这些产品，并将此纳入敏感度分析中完善模型。



提交 你的团队所提交的报告应包含 1 页“总结摘要”，其正文不可超过 20 页（总页数限于 21 页）。附录和参考文献应置于正文之后，不计入 21 页之限。



SJMMA2021 Problem F

Developing an optimal advertising strategy

When promoting a product, advertising is an important method for corporations to convey information to the public openly and widely. Advertisements may offer a variety of practical contents, such as user experiences or specific product parameters, or they may use the effect of a celebrity to provoke the desire for individuals to own the product through visuals, depending on the characteristics of the specific product. Some companies selling beverages choose to present scenes in routine life as suggestive tools, such as beaches or a hot afternoon, to elicit the need to buy a drink; while companies selling electrical appliances present the specific facade of an appliance and its inner mechanism to show the multiple functions it has, so that consumers can easily evaluate its performance; cosmetic companies often invite celebrities to be endorsers to show the effect those products can bring. Some property companies use elaborately designed advertising messages to make them easier to be remembered and to ensure that when people's need to buy a property arises, the specific company is the first to come to mind. There are many factors that may influence consumers' decision-making behavior, including the instinctive preferences of specific groups, the effect the ad presents, the level of consumer engagement, the frequency of appearance of the ad, etc. Your team need to build a model to assess the impact of an advertisement on consumers' desire of purchasing, which should, but is not limited to, include the medium of communication, airtime, duration, target audience, message presented, etc., as well as to calculate the costs involved and select a company by yourself to indicate whether it has chosen the optimal advertising strategy. If not, what improvements should be made?

Task:

1. Choose a number of factors that you believe have an impact on consumers' decision-making behavior and provide reasons for your selection. Demonstrate the correlation



between these factors and the actual effectiveness of the advertisement.

2. Figure out the relation between factors in Question 1 and appropriate evaluation criteria. Develop an evaluation model to quantize the impact of the advertisement on the consumer.

3. Optimize the evaluation model in Question 2 by adding the constraint 'cost'. Rank the cost-benefit effect of some advertisements that actually exist.

4. Select a specific company to analyze its advertising strategy. Put forward the optimal solution given its constraints.

5. Consider if there are other influential aspects. For instance, whether advertising itself is already a signal that makes people more inclined to buy these products. Put these aspects in the sensitivity analysis to improve the model.

Submission Your solution paper should include a 1-page Summary Sheet. The body cannot exceed 20 pages for a maximum of 21 pages with the Summary Sheet inclusive. The appendices and references should appear at the end of the paper and do not count towards the 21 pages limit.