

ANALYSIS OF TV ADVERTISING DURING THE 2012 LONDON OLYMPIC GAMES IN TAIWAN--FROM TAIWAN PERSPECTIVE

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Keywords

TV Advertising, the London Olympic Games, Content analysis

Aim of abstract/paper - research question This study focused on the analysis of 2012 London Olympic Games advertising volume; the purposes were (1) to understand the TV advertising product category in Taiwan during the 2012 London Olympic Games. (2) To analyze the top 5 advertiser in Taiwan during the 2012 London Olympics.

Theoretical background or literature review*

The Olympic Games, as the most popular sport event in the world, were viewed by 3.48 billion viewers in 220 countries through satellite TV broadcasting. TV advertisements advertising have become a main marketing tool for enterprises to gain popularity during the Olympic broadcasting periods. Strong (1925) stated that consumers experienced four psychological stages after receiving advertising information: attention, interest, desire, and action. Kotler (1995) pointed out that advertising is a tool for communication. Consumers, frequently exposed to a certain advertisement, would pay more attention to the product and brand and have deeper impression on them. In USA, 219 million Americans watched the 2012 London Olympics broadcasted by NBC. This had made a record in the television ratings, and the advertising revenue reached 1 billion U.S. dollars (CNN, 2012 ; Ocean Media, 2012). Therefore, this research intended to explore the product category and TV advertiser in Taiwan during 2012 London Olympic Games.

Methodology, research design and data analysis Content analysis was adopted to analyze the advertising volume during 2012 London Olympic Games , in Taiwan, A coding sheet was used to explore 4,328 advertisements sold by Terrestrial TV Stations in Taiwan during 2012 London Olympic Games. The validity was evaluated by experts and reliability, .95, was tested by three researchers. Descriptive statistics and percentage analysis were used to assess the advertising volume.

Results, discussion and implications/conclusions** Findings were as follows: Total advertisement advertising volume was 76,472 seconds and there were 4,482 advertisements. In the product category ranking list, medicine & health care ranked first (12,403 seconds, 16.22% of total volume), electrical/computers ranked second (12.72%), cars (including car rental) ranked third (11.19%), beverages ranked fourth (9.97%) and government ranked fifth (9.90%). Copared with previous TV advertising volume for 2000 and 2008 Olympic Games in Taiwan, The study indicated that “medicine& health care” is the top . The advertisement volume of electrical/ computers, cars, government had growth, while the advertisement volume of beverages and medicine & health care had declined. The medicine & health care was still the number one despite its decline. In terms of the advertiser ranking list, the leader was U.C. Pharma (a Taiwanese pharmaceutical company, 16.6% of total volume), followed by Sport Affairs Council (a Taiwan official sport organization, 14.20%), Nike (12.5%), BMW (11.1%) and SONY (10%) respectively. Advertiser aimed to increase exposure by purchasing Olympic Games advertising and sought to enhance promotion. To sum up, during the Olympic Games, investing in TV advertising increased the exposure and create topics for marketing. Therefore, we suggest that a rating analysis during Olympic broadcasting periods to be conducted, to make the TV advertising analysis more complete.

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