

# Communication strategies of advertisers that broadcast TV commercials with athletic content in Spain

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## Introduction

From the registered data in the doctoral thesis: “Comparative analysis of the use of sport in televised advertising in Spain”, certain communication strategies of advertisers that broadcast commercials with athletic content in Spain have been discovered. To be specific, we are going to analyse the results obtained from calculating the intensity of athletic content commercials (in time and quantity) per type of sample<sup>27</sup>. The brands that broadcast commercials with athletic content during the years studied (1998 and 2002) can be seen in Table 1.

## Methodology

Televised programming of six channels in Spain (TVE1, A3 TV, TV3, La 2, Tele 5, C33 /K3) was videotaped in 1998 and 2002 in three sample categories (time slots, sport programs, and special sporting events). A total of 24,544 commercials, of which 4,992 contained athletic content, were registered and used to calculate intensities.

## Results

*Intensities of athletic content commercial broadcasting (in time) per sample category.*

The intensity in hours of athletic content commercials, in hours of total commercials (in percentages) in both years by channel was: C33/K3 > TVE 2 > TVE1 > TV3 > A3 TV > Tele 5. Per sample category: Events > Programs > Time slots. See Graph 1.

*Intensities of athletic content commercial broadcasting (in quantity), per sample category.*

The intensity in number of athletic content commercials by number of total commercials (in percentages) over both years per television channel was: TVE 2 > TVE1 > TV3 > A3 TV > C33/K3 > Tele 5. By sample category: *Events > Programs > Time slots.*

## Discussion

Both intensities (time and quantity) had the same result: Events > Programs > Time slots. Although recording time of televised programming, as well as the volume of total commercials (both with and without athletic content) was Time slots > Programs > Events, it was the inverse of intensities of commercials with athletic content obtained. Therefore, we can conclude that there is no direct relationship to indicate that a greater broadcasting time of televised programming results in more athletic content commercial broadcasting.

The fact that the intensities were highest in Events can show that, when broadcasting important sporting events, companies that want to advertise use sport to sell products and services or to promote their brand image as a marketing strategy.

The high intensities that the Events category obtained in TVE1 and A3 TV can be understood if we remember that these channels broadcast the Soccer World Championships (in France in 1998 and Korea in 2002).

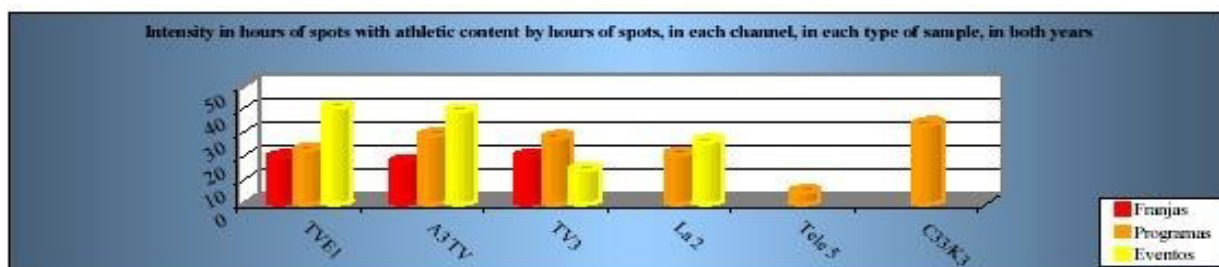
The advertisers that wish to use athletic content in their commercials will be able to apply the strategy of advertising during the broadcasting of sports programmes and events.

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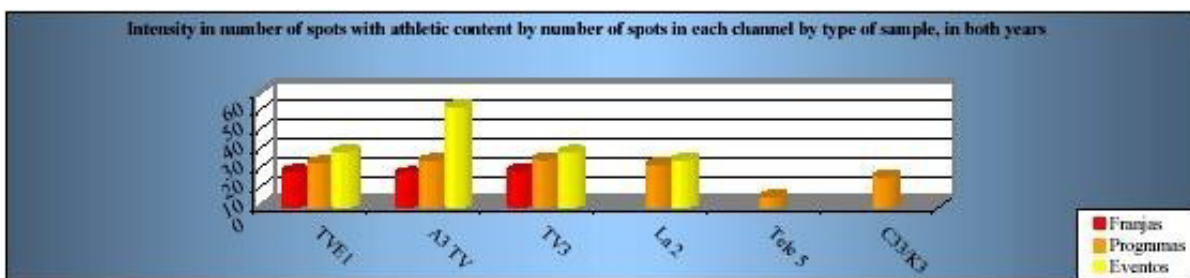
<sup>27</sup> Sample categories: *Time slots* (commercials broadcast during time slots), *Programs* (commercials broadcast during athletic programs), *Events* (commercials broadcast during World Championships).

PRODUCTS	BRANDS 1998	BRANDS 2002
Food goods	Buitoni, Cola Cao, <b>Danone</b> , Kit Kat, Lay's, Martínez, Oscar Mayer, <b>Pascual</b> , <b>Puleva</b> , Revilla	Bimbo, Chipicao, <b>Danone</b> , Eko, Filipinos, Flora, García Baquero, Hero, Kiri, Lu, Nestlé, Nimm, <b>Pascual</b> , <b>Puleva</b>
Vehicles and accessories	Citröen, <b>Hyundai</b> , Mitsubishi, <b>Opel</b> , <b>Seat</b>	Audi, BMW, Chrysler, Fiat, Ford, Galloper, <b>Hyundai</b> , L.Rover, M. Benz, Nissan, <b>Opel</b> , Peugeot, Pirelli, Renault, <b>Seat</b> , Volkswagen
Non-profit organizations	Comunidad Europea, Fundación Ayuda Drogadicción, Fundación Españols Corazón, <b>Gob. Navarra</b> , <b>Once</b>	Agencia Tributaria, Ajuntament Barcelona, Asturias, Castilla y León, Comunidad Valenciana, Euskadi, Generalitat Catalunya, <b>Gob. Navarra</b> , Loterías y Apuestas del Estado, Ministerio Asuntos Exteriores, Ministerio Interior, Ministerio Medio Ambiente, <b>Once</b>
Communications	Motorola, Nokia, Salvat, TVC Interna., Tve1, <b>Via Digital</b> , Movistar	Amena, Centuri Fox, Planeta Agostini, Radio Nac. España, Retevisión, Telefónica, Teléfono contacto, <b>Via Digital</b> , Vodafone, Walt Disney
Public services (for profit)	<b>El Corte Inglés</b> , <b>Halcón</b> , Manpower, Meliá, <b>Repsol</b>	Air Europa, AC, Burger King, Carrefour, Cepsa, Corporación Dermoesstética, <b>El Corte Inglés</b> , <b>Halcón</b> , Marina d'Or, Marsans, Mc Donald's, <b>Repsol</b> , Salón Internacional Automóvil, Sol Meliá
Perfume/Cologne	Astor, Licor del Polo, Next Limits, Puig, <b>Rexona</b> , Trombocit, Was & Go	Axe, Carefree, Giorgio Armani, Hugo, Indas, Just For Men, L'Oreal, Nautica, <b>Rexona</b> , Sport Man, Veet, Vispring, Wilkinson
Athletics	<b>Adidas</b> , <b>El Mundo Deportivo</b> , Marca, <b>Nike</b> , Solo Golf, Taylor Made	<b>Adidas</b> , Dir, <b>El Mundo Deportivo</b> , <b>Nike</b> , Puma, Real Fed. Esp. Atletismo, Reebok, Trofeo Pesca, Uefa.com
Non-alcoholic drinks	<b>Coca Cola</b> , <b>Laiker</b>	Aquarius, <b>Coca Cola</b> , Damm, Don Simón, Fanta, Font Vella, Gatorade, Guaraná, <b>Laiker</b> , Liviana, Pepsi, Red Bull, Sunny Delight
Electronics	<b>Fujifilm</b> , <b>Sony</b>	Balay, Bosch, Casals, Compaq, Compex, Endesa, <b>Fujifilm</b> , Gillette, Indesit, Panasonic, Philips, <b>Sony</b>
Financial Services	Credit Lyonnais, La Caixa, Mapfre	Allianz, BBVA, Cajastur, Catalana Occidente, Fénix Directo, Génesis, Mastercard, Santander Central Hispano
Babies & Children	<b>Action Man</b> , Dodotis	<b>Action Man</b> , Bizak, Max Steel
Cleaning Supplies	Ace	Flor, Henkel, Kalia
Alcoholic drinks	-	Damm, Martini, Aguila
Manufactured items	Swatch	-

Table 1



Graph 1 (Red = Time slots, Orange = Programs, Yellow = Events)



Graph 2 (Red = Time slots, Orange = Programs, Yellow = Events)

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Data from enterprises: INFOADEX, Media Planning, SOFRES A.M.

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