

TV MEDIA ANALYSIS FOR BANKING CATEGORY (2012)

Empirical
study

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Abstract

This article represents a short overview of the media landscape for the banking category in Romania in 2012. Unlike the other categories (for example FMCG – fast moving consumer goods), the banking category is more complex because every bank can communicate for a wider range of products (credits, deposits, packages dedicated to students, pensioners and other types of banking products).

In the first part of this paper, there will be presented some theoretical notions about media planning and media analyses in order for the lecturer to easily go through the second part of the article.

The second part of the paper will only refer to TV analyses. This media channel owns the highest budget share in our category, and also in the media mix of every important player, active in the Romanian market.

Introduction

In order for a media planner to establish an efficient media communication strategy for a product or a service, first of all he needs to understand and know everything about the category of that specific product or services. The media specialist will basically have to take into account the media activity of the main competitors and then the media activity of the indirect competitors (Ephron, 1995).

Understanding the activity of the competition will help the media specialist decide which is the optimum budget required to be invested, identify the opportunities by communicating some banking products (the same or other of those of the competition), establish the media strategy timing (continuity, pulsing or flighting) and so on.

The analyses for the banking category is based on 2012 Infosys generated TV audiences. In terms of media exposure, the active players of the category will be ranked by the total number of TRPs (target rating points) delivered for each bank. The analyses will show which bank communicated most effectively, which is the most important spender on TV, what banking products had the largest budget allocated, which is the pattern for this category when it comes to allocating audience points for each day interval and so on. The starting point of this analyses is based on the secondary data obtained from InfoSys+ which is the world's leading TV analyses software, used in more than 29 countries by 8000+ users.

First Part - Theoretical Notions

Gross rating point (GRP) is a term used in advertising to measure the size of an audience reached by a specific media or schedule (Jones, 1995; Belch & Belch, 2003; Sissors & Boran, 2007; Katz, 2007). Specifically, GRPs quantify impressions as a percentage of the population reached rather than in absolute numbers reached (Surmanek, 1996). Target rating

points express the same concept, but with regard to a more narrowly defined target audience (Rossiter & Danaker, 1998).

GRPs'30 measures the audience by referring to 30 seconds spot's length. GRPs'30 are considered to be the measure unit for TV campaigns (Ephron, 1997).

In terms of TV planning, GRPs refer to the buying target of every TV station. There are different buying targets established by each channel (for example: men and women between 18 - 49 years old, from urban area or men and women older than 18 years old from urban area). On the other hand, TRPs refer to clients' target.

Rate card is the price list established by every supplier (www.wikipedia.com). Starting from rate card, every suppliers offers a discount that depends on the purchased exposure, client's history, the relationship between the client or agency with the supplier and so on. Every investment of each advertiser is established by multiplying the rate card with the estimated discount.

The share of spending (SOS) represents the ratio between one advertiser's investment and the whole category investment.

The media analyses takes into account six important day parts: morning time (7 am - 10 am), day time (10 am - 4 pm); early fringe (4 pm - 7 pm); prime time (7 pm - 12 pm); late fringe (12 am - 2 am); night time (2 am - 6 am);

In the last few years due to continuous increasing of advertising spots number, the spots' positioning had become a very important issue. In this respect, the TV stations charge a fee for the premium spots. The premium spots are considered to be first, second, last and before last spot from the commercial break. There can be quite important differences in terms of audience between the first spot from one commercial break and another one placed in the middle of the same commercial break. The first spot from the commercial break has higher audiences towards the

one from the middle of commercial break because is very close to the TV program.

Second Part – TV Media Analysis for Banking Category

The Table No.1 (Appendix B) shows the estimated TV investment for the main spenders in financial services from Romania in 2012. The financial services were divided in 3 important categories: banks & banking services, credit or debit card and money transfer. The numbers were obtained by multiplying the rate card (price list) with an estimated discount. (The discount was approximated starting from the discount obtained by the client or by the agency from every media supplier in 2011).

As figures show in Table no. 1, the highest spender within financial services was Volksbank, followed by Provident and BCR. The average amount invested by the category on TV is approximately 1.2 million euros per year. The first 10 investors in TV spent over 1 million euros each. The ranking is not the same for every category: for banks & banking services Volksbank invested the most, for debit or credit card category Visa is the main spender and for money transfer category Money Gram leads the top.

Banks & Banking services is the leading segment among our predefined categories with 80% SOS, followed by credit/debit cards (11%) and money transfer (9%).

In terms of rating points (Figure No.1), the highest number of GRPs was delivered by Volksbank. If we compare the top TV advertisers from the budget point of view with the top from the GRPs'30 point of view, we will notice that the first four brands are the same (Volksbank, Provident, BCR and Bancpost). Kruk is the fifth advertiser in budget estimations, but 13th in audience top. That means the GRPs'30 for this advertiser were bought on expensive TV stations (Pro Tv or Antena 1 for example).

According with Table No. 2, Volksbank and Kruk use only 30 seconds spots (the number of GRPs is the same with the GRPs'30), Provident and BRD use only 20 second spots while BCR, Bancpost and Raiffeisenhad an average length spot of 25 seconds.

According with Figure No. 2, in 2012 the most important 5 advertisers in financial services communicated on consumption credits so we can conclude that the general trend for banks was to lend money to people, not to attract deposits from them. Nevertheless, Alpha Bank and Piraeus communicated only on deposits.

The main spender, Volksbankequally distributed its 2012 TV investment (@GRPs30) between consumption credits, deposits and current account services. In fact it is the only bank that communicated on current account services.

Otherwise the other categories, there are only few advertisers from financial category that have image campaigns: Volksbank, BCR, BRD and UnicreditGrup. The share of image campaign in the total number of delivered GRPs'30 is very small for each of the previous banks. BRD is the only bank from this category that has its main focus on image.

Transilvania Bank communicated in line with its positioning on Small and Medium Enterprises credits (IMM credits). BCR is the only other active player in the previous mentioned territory.

Visa and ING invest on TV only on credit or debit cards. As expected, Money Gram and Western Union focused on money transfer services communication.

With some exceptions, all TV advertisers have approximately the same strategy regarding the TV channel mix. Antena 1 and Pro Tv are the most used channels because they have the highest market shares and they can reach people in the shortest period of time. Almost all advertisers have three main stations in their mix: Antena 1, Pro Tv and Antena 3

(used because is the news station with the highest audiences) (Figure No.3).

Western Union and Money Gram are the only 2 advertisers which don't have Antena 1 in their mix. Visa and Kruk are the other 2 ones that don't have Pro TV in their mix. Kruk chose to communicate using a large number of TV stations, many of them being niche stations. Kanal D has the highest share in GRPs from all stations. BRD also uses many niche stations, especially Music Channel where it developed many special projects. (Graphic insertions, dedicated days, split screens).

Table No. 3 shows that the average number of GRPs per week delivered for financial services category in 2012 is 204. The average number of weeks is 26. Volksbank is approximately twice higher from the GRPs /week point of view than the category average. Except Provident that has a continuity strategy, all the other advertisers communicate in flights.

There are 7 financial institutions placed above the category average weekly weight. (Volksbank, Provident, Bancpost, Raiffeisen, Transilvania Bank, Alpha Bank and ING Group). Although ING is the 14th advertiser in the category at GRPs level. This bank has a distinguished strategy because it chooses to communicate with a higher pressure, bigger weekly weights throughout a lower number of weeks. (231 GRPs – placing ING GROUP the 4th competitor in the market by average GRPs).

Totally different strategy approach for BRD, opposed to ING game plan because they choose to go with a higher number of weeks when communicates (38 weeks – 2nd in category after Provident with 50 weeks) but with a smaller number of GRPs per week (80 GRPs – 14th in category).

Figure No. 4 shows that otherwise other categories, for financial services the percentage of delivering GRPs'30 in prime time is quite small. The average is below 50%, more precisely 42% of GRP'30 were

delivered in prime time. In this respect the highest values were obtained by Western Union (51% GRPs'30 in prime time) and Bancpost (49% GRP'30 in prime time). On the other hand, the smallest percentage of GRPs'30 delivered in prime time was obtained by Kruk (21% of GRPs'30).

After prime time, the next day part chosen by advertisers to deliver spots is day time. For example, Kruk delivers 52% of GRPs'30 and Provident 30% of GRPs'30 in this time slot.

According with Figure 5, the advertiser who had the best positioning in break in 2012 was BRD having 38% of its broadcasted spots placed as single spots. It had the smallest percentage of spots placed in the middle of the commercial break. Regarding the solo spots, BRD is followed closely by Unicredit which had 30% of spots placed single in break.

Alpha Bank, Bancpost and ING Group have the biggest number of spots placed in the middle of the commercial break (Alpha Bank – 44%, Bancpost – 41% and ING Group – 40%).

As an overview upon the category, the average number of spots placed in the middle of block is 30% which means spots have had great exposure because audiences are higher at the beginning and at the end of the commercial break. This assertion is also sustained by the higher number of solo spots delivered by many advertisers.

Limitations

The limitations of this review mainly refer to the accuracy of secondary data provided by Kantar Media through its soft, InfoSys+. The entire analyses is based on this data. This kind of analyses can be done starting from the audiences delivered by a specialized institution in audience research using specialized tools in audience measurement (people meters).

Another limitation of this article can refer to budget investment for each financial institution in 2012. These are amounts estimated from list prices because

media budget of each player in the market is confidential.

Conclusion

This article can be the starting point for every media planner which wants to establish a communication media strategy for a bank in Romania because it offers an overall perspective of the media landscape for banking category in 2012.

Volksbank is the main spender from financial category in 2012. It is followed closely by Provident in terms of both budget (spending) and exposure (GRPs).

Although the difference between them is important in terms of GRPs'30. That means Volksbank managed to optimize the media buying process and had smaller prices compared to Provident, due to the similarities between the both players channel mix, day parts usage and spots positioning choices.

Consumption credits represent the main concern in 2012. Nevertheless, Alpha Bank and Piraeus focuses on deposit campaign due to loss of people's confidence in Greek banks. In this respect, both banks try to attract people's savings and win their confidence. Transilvania Bank communicates credits for small and medium enterprises due to its positioning – the Bank for small and medium enterprises. There are few financial institutions that have image campaigns. The only exception is BRD which has its main focus on this respect.

Pro Tv and Antena 1 are the main channels within the competitors TV channel mix. Although Western Union and Money Gram don't have Antena 1 in their mix. On the other hand, Visa and Kruk don't have Pro Tv in their media mix.

At category level, the percentage of delivering GRPs'30 in prime time is quite small – 42%. Usually this percentage reaches values higher than 50%.

From all advertisers, BRD has the best positioning in break because 38% of all broadcasted spots were single spots. In fact all investors from financial category benefit from great exposure because the average number of spots in the middle of advertising block is only 30%.

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Appendix A

Figure No.1
 Top 15 TV Advertisers (GRP & GRP'30)

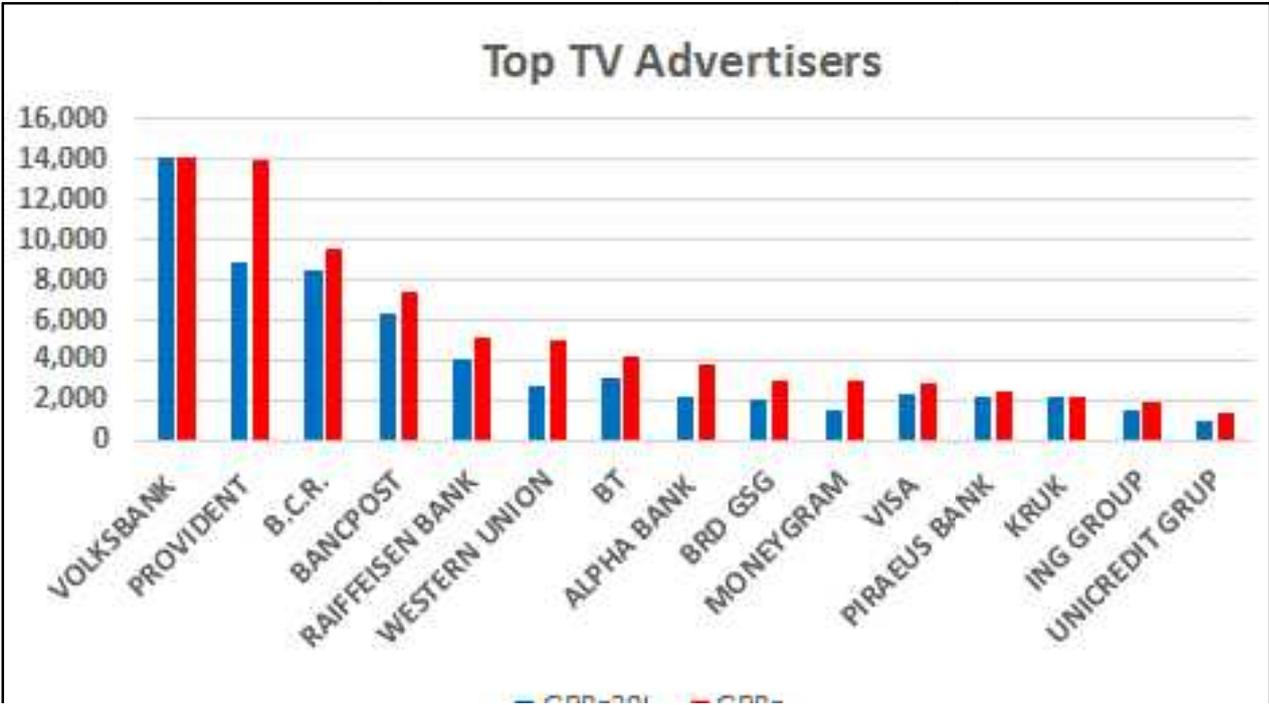


Figure No. 2
 Top 15 TV Advertisers/ Campaign Type (GRP'30)

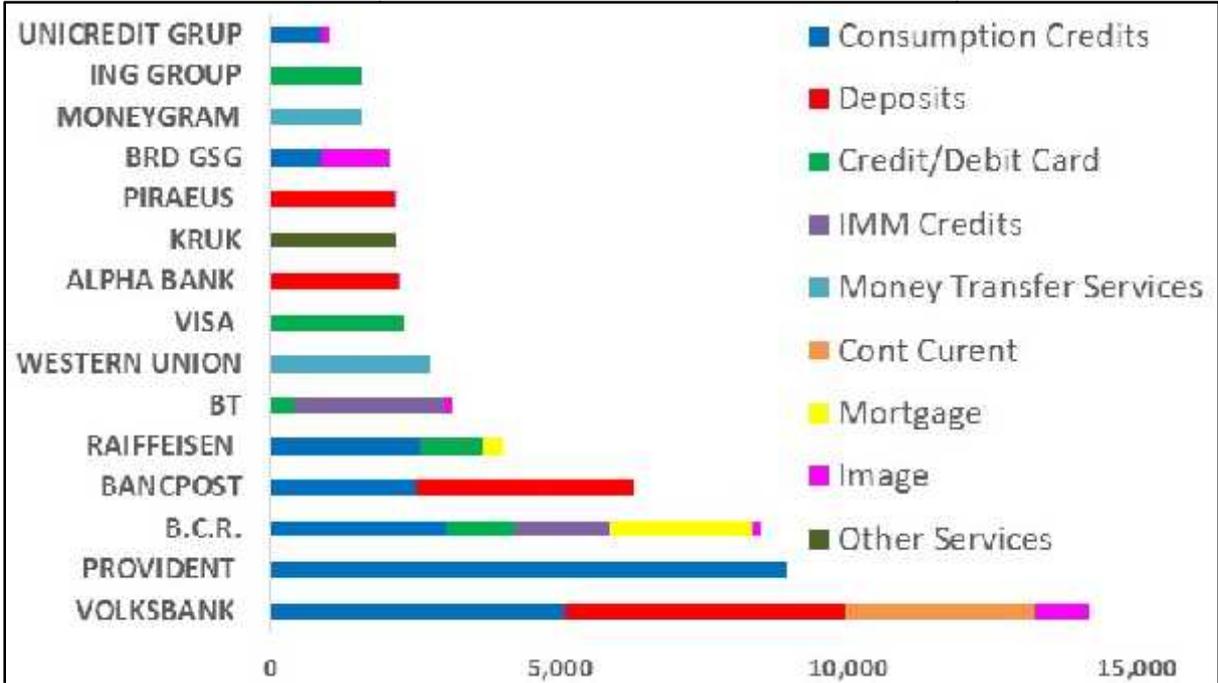


Figure No. 3
Split between GRPs'30 by TV station

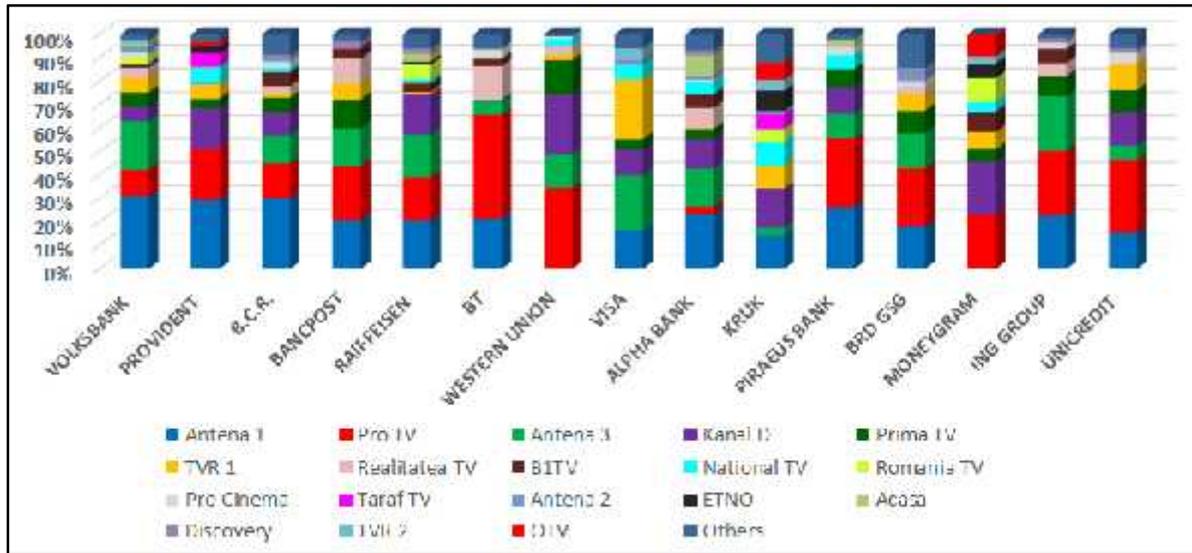


Figure No. 4
Split between GRPs'30 by day part

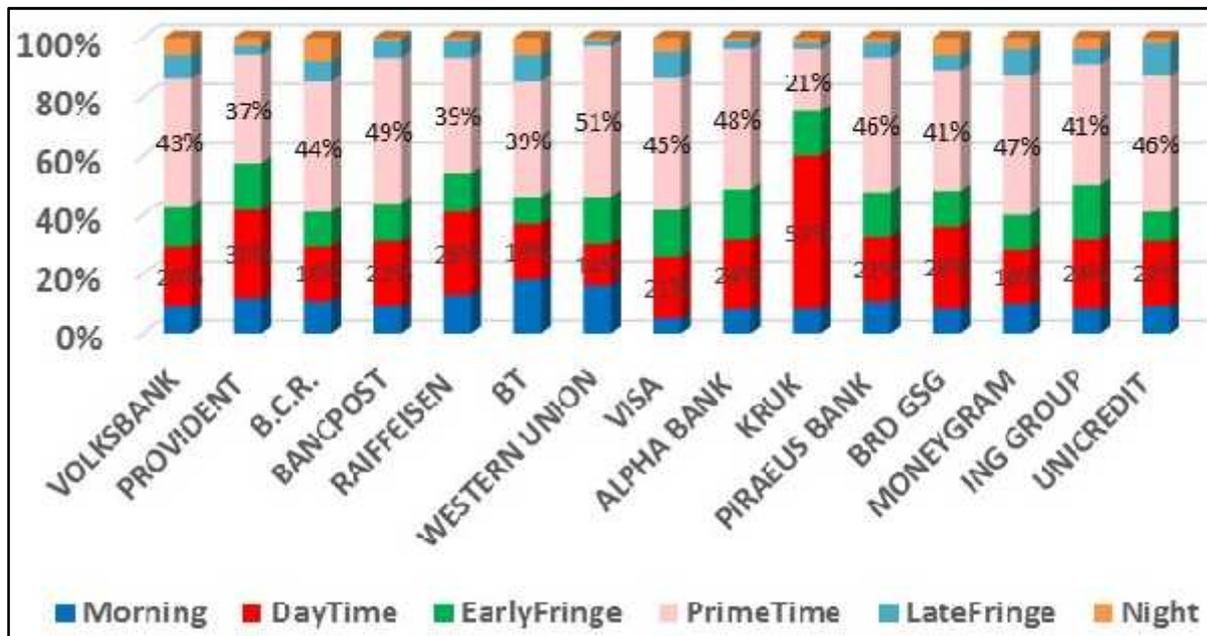
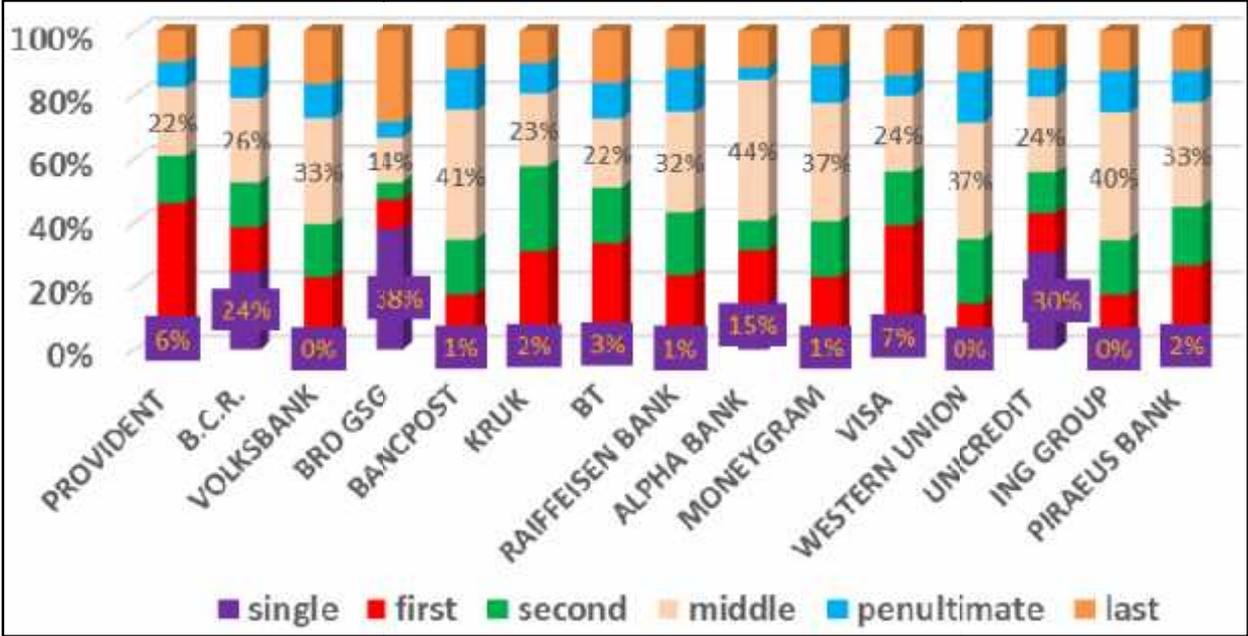


Figure No. 5
Spots Positioning



Appendix B

Table No. 1

Estimated Investment for TV in 2012

Advertisers	Banks & Banking Services	Credit/ Debit Card	Money Transfer	Total Financial Services
VOLKSBANK	3,700,898 €	0 €	0 €	3,700,898 €
PROVIDENT	3,646,984 €	0 €	0 €	3,646,984 €
BCR	2,763,118 €	366,729 €	0 €	3,129,847 €
BANCPOST	2,073,628 €	755 €	0 €	2,074,383 €
KRUK	1,634,943 €	0 €	0 €	1,634,943 €
RAIFFEISEN	801,974 €	442,982 €	0 €	1,244,956 €
ALPHA BANK	1,202,608 €	28,772 €	0 €	1,231,380 €
VISA	0 €	1,149,988 €	0 €	1,149,988 €
BRD	1,109,249 €	8,869 €	0 €	1,118,117 €
WESTERN UNION	0 €	0 €	1,102,005 €	1,102,005 €
MONEY GRAM	0 €	0 €	985,390 €	985,390 €
BT	600,623 €	123,414 €	0 €	724,037 €
ING GROUP	91,767 €	389,154 €	0 €	480,921 €
PIRAEUS BANK	464,938 €	10,243 €	0 €	475,181 €
UNICREDIT GRUP	378,418 €	0 €	0 €	378,418 €
CARPATICA GRUP	104,082 €	5,614 €	0 €	109,695 €
CREDIT EUROPE	48,450 €	34,505 €	0 €	82,955 €
C.E.C	69,106 €	174 €	0 €	69,280 €
MASTERCARD	0 €	68,190 €	0 €	68,190 €

Table No.2
Average Spot Length per Advertiser

Advertisers	Avg DurSec
VOLKSBANK	30 €
PROVIDENT	20 €
B.C.R.	24 €
BANCPOST	25 €
RAIFFEISEN BANK	24 €
WESTERN UNION	16 €
BT	25 €
ALPHA BANK	19 €
BRD GSG	20 €
MONEYGRAM	16 €
VISA	24 €
PIRAEUS BANK	27 €
KRUK	30 €
ING GROUP	26 €
UNICREDIT GRUP	22 €

Table No.3
Media Strategy for each Advertiser

Advertiser	Weeks	Avg GRPs	Total GRPs
VOLKSBANK	36	392	14,126
PROVIDENT	50	281	14,034
B.C.R.	49	196	9,609
BANCPOST	29	257	7,455
RAIFFEISEN	23	221	5,074
WESTERN UNION	28	177	4,945
BT	20	211	4,228
ALPHA BANK	14	273	3,819
BRD GSG	38	80	3,045
MONEYGRAM	18	165	2,978
VISA	22	130	2,864
PIRAEUS	12	200	2,404
KRUK	11	198	2,180
ING GROUP	8	231	1,845
UNICREDIT	25	53	1,329