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MEDIA ANALYSIS FOR FINANCIAL CATEGORY (2013)

Empirical
study

Keywords

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Abstract

This article represents a short overview of the media landscape for financial services category in Romania in 2013. It also emphasizes the main differences in terms of media communication between 2012 and 2013: what was the media investment increase or decrease in the financial services category, the media investment trend for each sub-category: banks/banking services and money transfer, top players in the market and the new hierarchy, TV budget share and the trend versus 2012, the main banking products communicated on TV and the visibility in the financial services category for each one of them.

Although the focus of this article is the TV analyses for the financial services spenders in 2013, the paper also shows relevant data about the non – TV media channels: the budget investment for radio, print and online and the supports used for each media.

The TV analyses will reveal which financial provider had the most efficient strategy, the type of products most advertised by each player, media mix used by each one of them with particularities in terms of TV placement and positioning in program breaks, type of special projects developed by some of them (if case) and other important findings about TV strategy for this particular category.

Introduction

The first important step for any communication specialist in developing a media strategy is to analyze the category for that product or service that he intends to promote.

This analysis can start with the current state of the economy in the country where the product/ service would be communicated later, the economic trends and the manner in which that particular category can be influenced.

After that, the analyses focuses on a particular category from the media point of view. The first aspect take into account is the budget investment, so every analyses should answer on the following questions: what is the budget share of the category on the whole media investment budget from that country? What trend did it follow for the past years?

What tendencies are to be followed in the next period? Is it a crowded category with many players or are there only few in the communication field? Which are the most important players? Are the media channels they use the same for everyone or do they have different media strategies? What kind of strategies do they use: continuous strategy (during whole year or most of a year), pulsing strategy or in flights? What kind of product categories does every advertiser communicate?

Only after answering this questions and many others, the media planner can establish a starting point for the media strategy he wants to propose. For example he can decide the optimum budget to be spent by an advertiser in order for it to achieve some goals: either to beat a competitor in terms of visibility, or to reach with the message a number of people at an established frequency or to achieve the sales targets and so on.

This article represents a short overview of the media analysis of the financial category in 2013. Its focus is on TV, but it also refers to the other media: radio, print and online.

The analyses for the banking category is based on 2013 Infosys generated TV audiences.

TV Media Analysis for Financial Category

Table no.1 (Appendix A) shows the media investment for the players in the financial category, for the following media channels: TV, radio, print and online. BRAT Media Monitor is the source for radio, print and online data, and Kantar Media for TV data. The figures represent the rate card prices (list prices). The net budgets that were actually paid by each one of them are obtained by applying a discount to the rate card prices – this are confident information negotiated by every marketing/ media department.

The financial services are divided in 3 important categories: banks & banking services, credit or debit card and money transfer.

The financial services investment increased by 27% in 2013 versus 2012.

Banks and banking services were the only category which increased in terms of budget with 44% versus 2012. Money transfer registered a severe decrease (-66%).

The budget decreases or increases in 2013 versus 2012 for the first 10 players (according with the ranking in 2013) are the following ones: BCR increased with 104%, Provident with 54%, Volksbank decreased with 12%, Bancpost increased with 55%, Raiffeisen with 41%, Kruk decreased with 34%, BRD with 14%, BT increased with 85%, Alpha Bank decreased with 43% and Krom Invest is new on the market (launch campaign).

Banks & banking services are the leading segment among our predefined categories with 90% (increase by 10% versus 2012), followed by credit/debit cards (7%) and money transfer (2.3%).

As the Table no.1 (Appendix A) shows, the highest spender within financial services was BCR, followed by Provident and Volksbank. The average amount investment in the category is approximately 15 million euros per year (rate card price). The ranking is not the same for every category: for banks & banking services BCR invested the most, for debit or credit card category Bancpost is the main spender and for money transfer category Money Gram leads the top.

The same top 3 players in 2013 as in 2012 but the hierarchy is completely changed: in 2012 the 3rd player, BCR, becomes in 2013 leader within total banking.

Provident kept its 2nd position while Volksbank, the 2012 leader, lost 2 positions in top.

The Figure No.1 (Appendix B) shows the split between the media channels investment in 2013. TV investment has the most important share, 93%. It is followed by radio, 3%, online 2% and print, 2%.

The TV budget share increased in 2013 versus 2012 by 2%.

Figure No.2 (Appendix B) reveals that top 10 advertisers used mainly TV (90% share from total TV investments in financial services).

Main radio spenders were Volksbank, ING and BRD. These 3 summarized 31% from total Radio spending.

Print is best represented within Millenium, Cetelem and Mastercard media mix. Online top spenders: BCR, ING, Banca Romaneasca & Visa/Mastercard, count for 58% from total online spending.

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). 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.

In terms of rating points, the highest number of GRPs was delivered by Provident. If we compare the top advertisers from the budget point of view with the top from the GRPs'30 point of view, we will notice that Provident is the main spender on TV, but occupies the second place in the investment top. In Figure no. 3 (Appendix B) Volksbank is the second important player, while in 2013 investment ranking (Table no.1, Appendix A) is placed on the third place.

Kruk and ING use only 30 seconds spots (the number of GRPs is the same with the GRPs'30). Volksbank and BRD have 20 second spot length average, while Provident and Piraeus have an average length spot of 24 seconds (the number of GRP'30 is less than GRPs). None of the analyzed players communicated using spots larger than 30 seconds.

As we can notice in Figure no.4 (Appendix B), the category communication is divided in 17 segments, more than in 2012. Bancpost and Raiffeisen have the most cluttered portfolio.

The communication in the category reveals that there are types of products that address narrow and well-defined targets like: pension, pension card, internet & mobile banking.

In 2013, just like 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. Only Alpha Bank, ING and Bank Post communicated on deposits.

The main spender, Provident distributed its 2013 TV investment (@GRPs30) only on consumption credits.

The image campaigns have a small share in terms of GRP'30. (Volksbank and Piraeus are the main players from this point of view).

Consumption Credits lead with 49% SOV30L, followed by Deposits with 10% SOV30L and Credit/Debit cards with 7% SOV30L (SOV means Share of Voice and represents the ratio

between the number of GRP delivered by an advertiser or brand or sub-category and the total number of GRP delivered by all advertisers, all brands or the entire category).

According with Figure no. 5 (Appendix B), all advertisers use big channels (Pro Tv, Antena 1, Kanal D, Prima Tv) when it comes to their media strategy. Unicredit, Piraeus, Provident and BRD deliver more than 70% of the GRP'30 rating point using big stations.

On the other hand, the news stations represent an important segment used by financial advertisers in their communication strategy. Visa International addresses the audience using especially news stations (Realitatea Tv, Romaniaa Tv, B1 Tv and Antena 3).

Krom Invest, BCR and Provident address younger people, so they use music channels in order to deliver an important number of GRP'30.

Small general stations are used by all analyzed players, but especially by Money Gram (~14% of GRP'30) and Krom Invest (14,4% of GRP'30).

Alpha Bank has a quite different strategy because ~14% of GRP'30 are delivered by women stations.

Pro Tv, the station with the highest market share in Romania, is used by all players, but 3: Visa International, Krom Invest and Provident. Antena 1 doesn't represent a TV station from Unicredit, OTP and Money Gram media mix.

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 player in 2013. These are amounts estimated from list prices because media budget of each player in the market is confidential.

Conclusion

This short analyses can represent the starting point for every media specialist or for the marketing specialist of financial institutions in order for them to propose the best strategy to reach the established goals.

It can be clearly noticed which is the media budget investment for the category, which where the results in terms of GRP'30 and very important what were the campaign types taken by every player. The trend is for an increased diversification of the financial products, the communication address narrow targets and tries to

give solutions to more specified needs. Although the ranking from the budget point of view has changed from 2012, the top Spenders are the same. The new player on the market in 2013 was Krom Invest.

The same as in 2012 and 2013 consumption credits represent the main concern. Nevertheless, Alpha Bank and ING and Bancpost focuses on deposit campaigns.

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

As a main conclusion, the investment in the category increased from 2012 and the tendency of the financial institutions is to have cluttered portfolio with decreasingly focus on image campaigns.

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APPENDIX A

Table No.1

Estimated Investment in 2013 for TV, radio print and online

| Advertiser | 2013 | | |
|----------------------|--------------------------|---------------------|-------------------------|
| | Banks & banking services | Credit/Debit Card | Money Transfer Services |
| BCR | € 63,946,957 | € 11,475 | |
| PROVIDENT | € 56,191,043 | | |
| VOLKSBANK ROMANIA | € 32,420,897 | | |
| BANCPPOST | € 26,690,929 | € 5,453,751 | € 13,105 |
| RAIFFEISEN BANK | € 13,779,484 | € 3,618,555 | € 203,545 |
| KRUK INTERNATIONAL | € 10,812,710 | | |
| BRD | € 9,428,857 | € 137,064 | |
| BANCA TRANSILVANIA | € 11,958,621 | € 1,432,879 | |
| ALPHA BANK GROUP | € 6,581,247 | € 389,415 | |
| KROM INVEST IFN | € 16,463,884 | | |
| PIRAEUS BANK ROMANIA | € 11,124,764 | € 273,693 | |
| MONEYGRAM | | | € 6,177,211 |
| VISA INTERNATIONAL | | € 3,534,168 | |
| ING GROUP | € 2,937,524 | € 5,152,647 | |
| WESTERN UNION | | | € 724,249 |
| UNICREDIT GRUP | € 4,380,322 | € 261,632 | |
| OTP GROUP | € 3,983,807 | € 93,024 | |
| MASTERCARD | | € 1,098,163 | |
| BANCA ROMANEASCA | € 821,992 | € 342,665 | € 27,891 |
| EXIMBANK | € 729,395 | | |
| Grand Total | € 274,614,383 | € 22,278,112 | € 7,210,733 |

APPENDIX B

Figure No.1

Media Split Investment in 2013

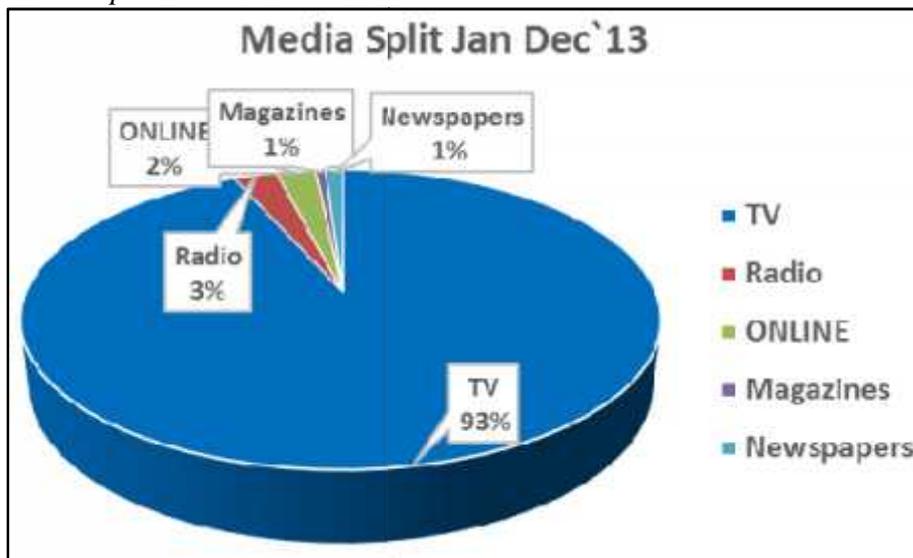


Figure No. 2
Top Advertisers – Media Usage

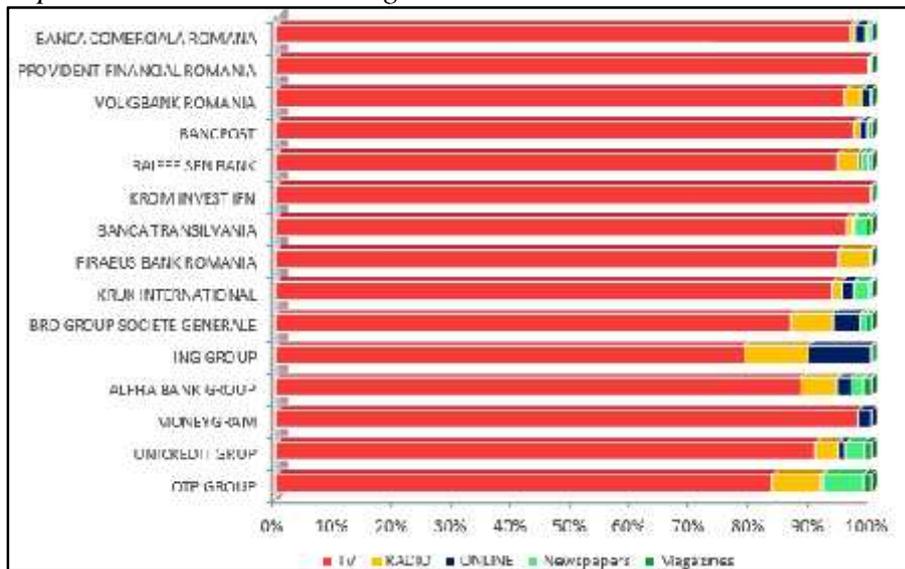


Figure No. 3
Top 10 TV Advertisers (GRP & GRP'30)

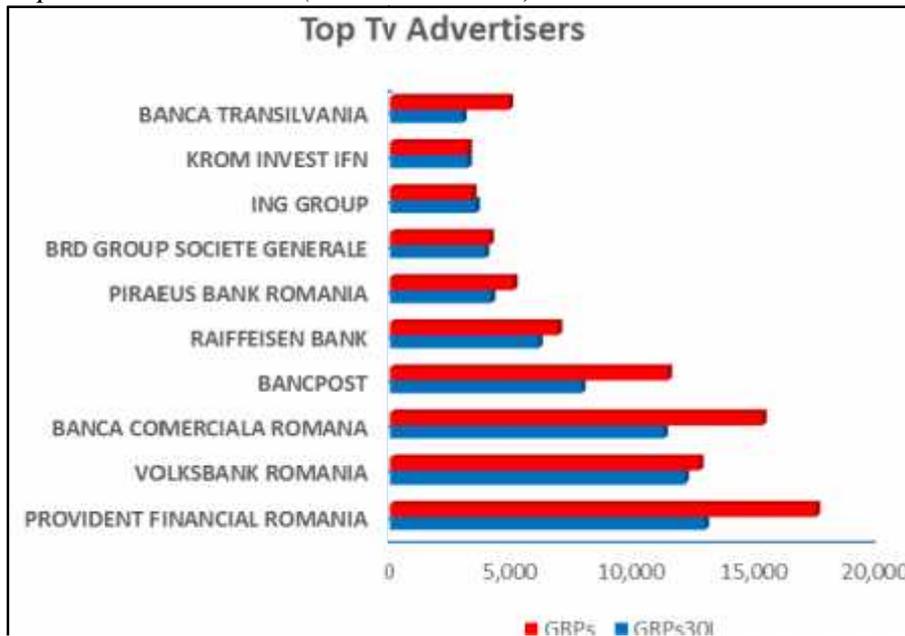


Figure No. 4
Top 15 TV Advertisers/ Campaign Type (GRP'30)



Figure No. 5
Advertisers' TV Channels Type (GRP'30)

