

# An Analysis of the Synergistic Effect in the Advertisement

## Between the Television Commercials and the Internet Commercials

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**Abstract.** In recent years, in the advertising market in Japan, the Internet commercials have expanded to the second media following the television commercials. The consumers came to refer to more information when they take the purchasing action. It is said that the Internet commercials have the synergistic effect by combining with the mass media such as the television commercials. The authors analyze the effect of the advertisement and the promotion including the synergistic effect between the Internet commercials and the mass media such as the television commercials by using the single source data. For example, the percentage that the consumers who watched the television commercials are led to the Internet commercials is analyzed. As a result of the analysis, it becomes possible to clarify the effect that the contact to the advertisement gives to the purchasing process. And it will become a key of planning the marketing strategy in the companies.

**Keywords:** Synergistic effect · Advertisement · Promotion · Single source data · Purchasing process · Marketing strategy

## 1 Introduction

The authors analyze the effect of the advertisement and the promotion including the synergistic effect between the Internet commercials and the mass media such as the television commercials to clarify the effect that the contact to the advertisement gives to the purchasing process.

### 1.1 The Advertisement and the Companies

The advertisement is a part of the marketing activities in the companies.

The commercial message is the short advertisement that is shown in the middle of the television program and the radio program. The companies show the commercial message to appeal the product to the consumers.

However, if the companies show the commercial message, it is not always possible appeal the product to the consumers. It is necessary for the companies to plan the marketing strategy by analyzing the effect of the advertisement and the promotion. For example, it is necessary for the companies to consider in the target customers or what kind of time zone the companies should show the commercial message.

### 1.2 The Situation in the Advertising Market in Japan in Recent Years

In recent years, in the advertising market in Japan, the Internet commercials that continue growing up have expanded to the second media following the television commercials. The decrease of the four mass media (the television commercials, the newspaper commercials, the magazine commercials, and the radio commercials) has continued.

The following figure shows the composition ratio of the sales of the advertising company in Japan. According to the composition ratio of the sales of the advertising company in Japan, the television time commercials occupy 20.1 %, and the television spot commercials occupy 26.1 % in the period on March 2014 [1] (Fig. 1).

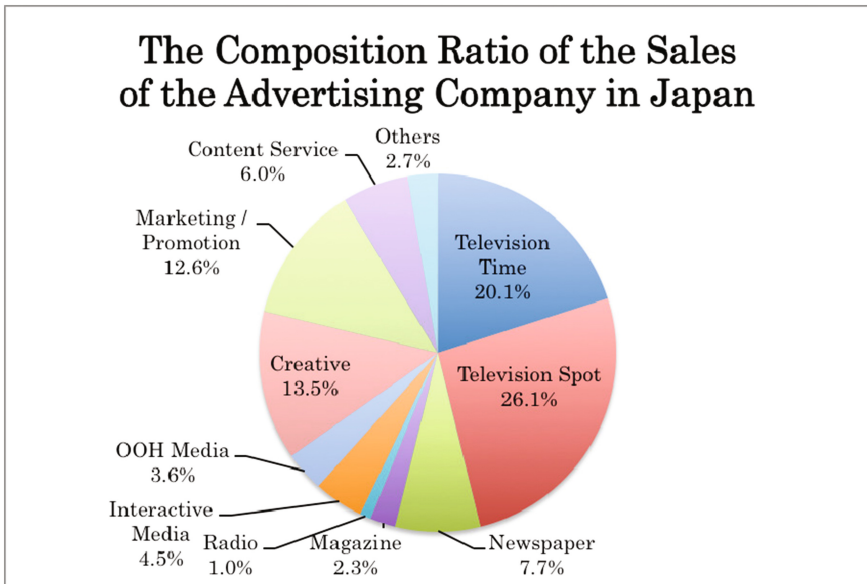


Fig. 1. The composition ratio of the sales of the advertising company in Japan [1]

If the television time commercials and the television spot commercials are totaled, only on the television commercials occupy 46.2 %. It is understood that the television commercials occupy about the half of the sales of the advertising company in Japan.

In other words, the center of the advertising market in Japan is still the television commercials.

In recent years, the Internet has spread by the innovation of the information technology. The companies came to do the advertising activities by using the websites of the Internet commercials for the marketing. The consumers came to be able to obtain great information from the Internet commercials.

In addition, CGM (Consumer Generated Media) in the Internet commercials has been attracted attention in recent years. CGM is the media that the consumers generate the contents by using the Internet [2]. The marketing activities using CGM have the advantage that can be done with little cost. The companies have especially taken the advertisement that uses SNSs (Social Networking Services) in CGM. SNSs are the websites of the community type that promote and support the connection of the person and the person [3]. The consumers came to be able to exchange the information with each other.

In this way, the consumers came to refer to more information when they take the purchasing action [4]. However, as the present condition, the companies can't use the Internet commercials well. In the future, it will become a point how the companies tell the effect of commercial message by using the Internet commercials in addition to the mass media such as the television commercials.

### 1.3 The Synergistic Effect in the Advertisement

By the spread of the Internet, the companies will need the method not to depend on only the mass advertisement such as the television commercials.

In the business of the advertisement, the technique of the cross media using two or more media centering on the Internet commercials has been attracting attention in recent years. The cross media is defined as aiming at the interaction by using two or more media. The means of combining two or more media are also used the media mix. The media mix means the combination of the media to maximize the reach to the consumers. The cross media is often used in the meaning of increasing the synergistic effect of promoting the purchasing action of the consumers by combining two or more media [5].

In the media mix that has been planned since before, the marketing strategy is planned based on the index of the audience rating of the television commercials or the number of subscriptions of the magazine commercials because the purposes of the media mix is the reach to the consumers. On the other hand, in the cross media that has been attracted attention in recent years, it is important to clarify the effect that the synergistic effect made between the media and the media gives to the purchasing process of the consumers.

Therefore, the authors decided to analyze the synergistic effect in the advertisement to clarify the effect that the cross media gives to the purchasing process of the consumers.

## 2 The Single Source Data

The authors analyze the synergistic effect in the advertisement by using the single source data offered from Nomura Research Institute, Ltd [6].

## 2.1 The Advantage of Analyzing by Using the Single Source Data

The single source data is the data that collected the multifaceted information such as the contact to the advertisement, the purchasing process, and the lifestyle from the same target person [7]. The single source data has the advantage that the relation between the contact to the advertisement and the purchasing process can be analyzed with a personal base.

In this way, in the single source data, the method of collecting the survey data from the same target person is used. By the method, the process of the marketing activities such as the advertisement and the promotion by the companies, and the purchasing process of the consumers can be understood. The purchase intention and the purchase situation for the specific products can be understood in the situation before and after the contact to the media. If the companies carry out two or more marketing strategies, the companies are not able to understand each effect. By using the concept of the single source data, the effect of the cross media is analyzed. For example, the percentage that the consumers who watched the television commercials are led to the Internet commercials is analyzed. In addition, it is also possible to compare it with the effect of the competitive products.

As a result of the analysis by using the single source data, it becomes possible to clarify the effect that the contact to the advertisement gives to the purchasing process.

## 2.2 The Single Source Data Used for the Analysis

The single source data that can be used for the analysis was offered from Nomura Research Institute. The single source data that can be used for the analysis is by the questionnaire survey. The subjects of the survey are about 3,000 people who live in the Kanto area in Japan. The period of the survey is about two months from May 14, 2011 to July 9, 2011.

The number of the respondents of the questionnaire survey is shown in the following table. The respondents of the questionnaire survey are 3,000 people in total. The respondents of the questionnaire survey can be distinguished each by sample ID. In addition, the demographic attributes of the sex, and the age are understood (Table 1).

The single source data are comprised of three of the media contact situation, the advertising situation, and the purchasing process situation.

**Table 1.** The number of the respondents of the questionnaire survey

Sex/Age	20 s	30 s	40 s	50 s	Total
Male	367	442	347	389	1,545
Female	336	412	323	384	1,455
Total	703	854	670	773	3,000

(Unit: people)

- In the media contact situation, there are the television program watching data, the magazine reading data, the newspaper reading data, the website watching data, and the retail channel using data.

- In the advertising situation, there are the magazine commercials advertising situation, the newspaper commercials advertising situation, and the television commercials contact frequency.
- In the purchasing process situation, there are the purchasing processes of the drinks, the foods, and the services, etc. (the 200 items in total)

In addition, the website watching data indicates the access number of days to the website. And, the television commercials contact frequency indicates the television commercials frequency of the items that each sample contacted from the start of the questionnaire survey date (May 14, 2011) until the second survey date.

In the purchasing process situation, the purchase intention and the purchase situation for the specific products (the 200 items in total) can be understood in the situation before and after the contact to the media.

The authors analyze by using the single source data that mentioned above.

### **3 A Consideration of the Target Customers**

Before analyzing the synergistic effect in the advertisement, the authors consider the target customers for planning the marketing strategy.

#### **3.1 The New Customers and the Repeat Customers**

At first, the target customers can be classified in the new customers and the repeat customers. If the authors analyze by using the single source data that mentioned above, the authors can understand the purchase intention and the purchase situation for the specific products in the situation before and after the contact to the media. In other words, it can be understood whether the customers have bought the specific products before the contact to the advertisement.

Then, the authors define the new customers and the repeat customers as follows.

- The new customers are the target customers who have not bought the specific products before the contact to the advertisement.
- The repeat customers are the target customers who have bought the specific products before the contact to the advertisement.

By classifying the target customers in the new customers and the repeat customers, the authors analyze the effect of the promotion to each target customers.

#### **3.2 The Use Situation of the Internet**

In recent years, the companies came to do the advertising activities by using the websites of the Internet commercials for the marketing. In the future, it will become a point how the companies tell the effect of commercial message by using the Internet commercials.

Then, The authors analyzed the use intention of the Internet by the distinction of the sex and the age. Specifically, The authors understand whether the customers want to watch the general websites by using the personal computer. The result is shown in the following figure. This indicates the percentage of the respondents who answered that they want to watch the general websites by using the personal computer.

It is understood that the use intention of the Internet in 40 s is highest compared with other ages. And, the use intention of the Internet in 30 s is the second highest (Fig. 2).

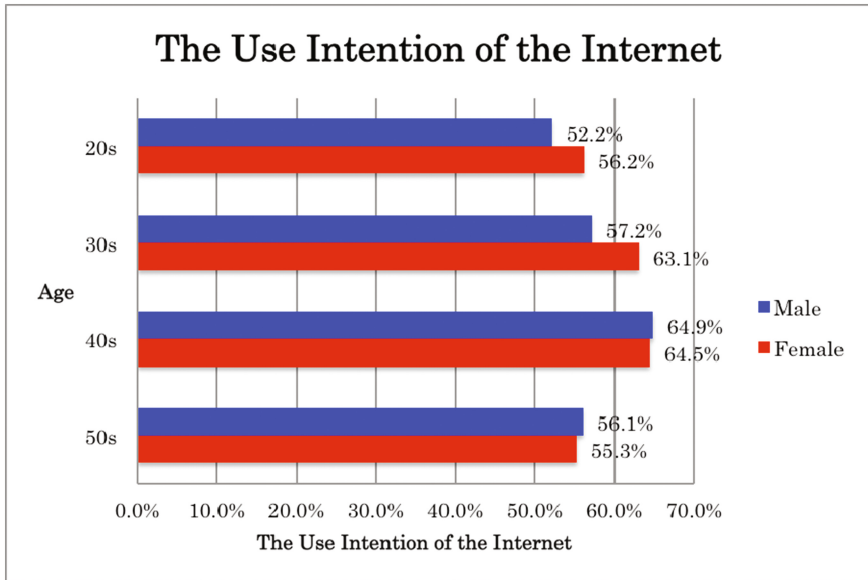


Fig. 2. The use intention of the internet

The use intention of the Internet becomes a reference in the following analysis. For example, because the use intention of the Internet in 40 s is highest compared with other ages, in the case of the target customers are the 40 s, it will be the most effective to use mainly the Internet commercials.

#### 4 An Analysis of the Synergistic Effect Between the Television Commercials and the Internet Commercials

The authors analyze the synergistic effect between the television commercials and the Internet commercials. In this analysis, as the target items, the authors select the “Asahi Super Dry” and the “Iyemon”.

The “Asahi Super Dry” is the beer sold in Japan. And, the “Iyemon” is the green tea sold in Japan. By using the 2 items with different category, the authors analyze each effect.

### 4.1 In the Case of the “Asahi Super Dry”

At first, in the case of the “Asahi Super Dry”, the authors analyze the synergistic effect between the television commercial and the Internet commercial.

The following figure shows the purchasing process and the contact situation to the television commercial and the Internet commercial. The purchase intention and the purchase rate are shown separately for the new customers and the repeat customers. For the contact situation to the television commercial and the Internet commercial, the contact to the television commercial in the period of the survey is 3 times or more considers there is the contact to the television commercial. The contact to the Internet commercial in the period of the survey is once or more considers there is the contact to the Internet commercial (Fig. 3).

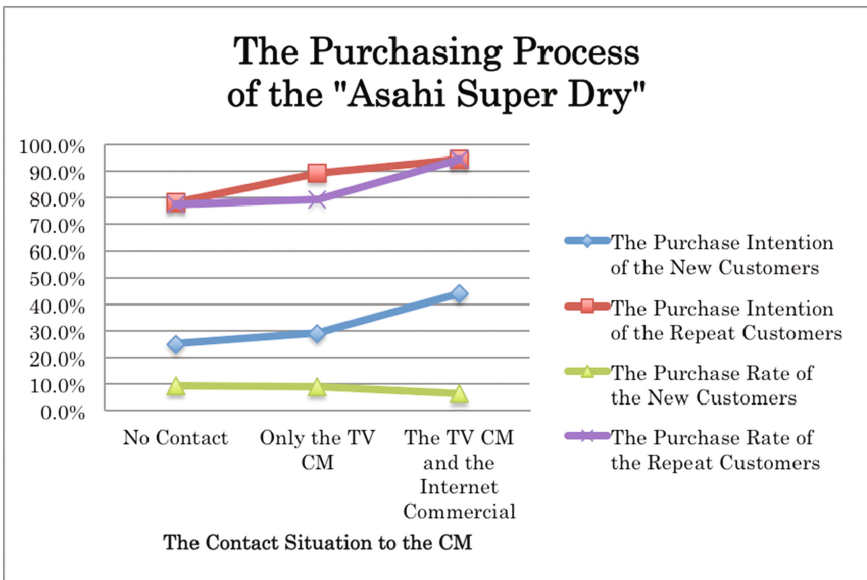


Fig. 3. The purchasing process of the “Asahi Super Dry”

For the new customers, even if there is the contact with both of the television commercial and the Internet commercial, the purchase rate is not rising. This does not mean that there is the synergistic effect. However, for the purchase intention of the new customers and the repeat customers, and the purchase rate of the repeat customers, there is the synergistic effect between the television commercial and the Internet commercial. For example, for the purchase intention of the new customers, it is 28.9 % in contact to only for the television commercial. However, it becomes 43.8 % in contact to both of the television commercial and the Internet commercial.

### 4.2 In the Case of the “Iyemon”

Next, in the case of the “Iyemon”, as in the previous analysis, the authors analyze the synergistic effect between the television commercials and the Internet commercials. The “Iyemon” is a popular item competing for the top in the green tea sold in Japan.

The following figure shows the purchasing process and the contact situation to the television commercial and the Internet commercial. The purchase intention and the purchase rate are shown separately for the new customers and the repeat customers. For the contact situation to the television commercial and the Internet commercial, the contact to the television commercial in the period of the survey is 3 times or more considers there is the contact to the television commercial. The contact to the Internet commercial in the period of the survey is once or more considers there is the contact to the Internet commercial (Fig. 4).

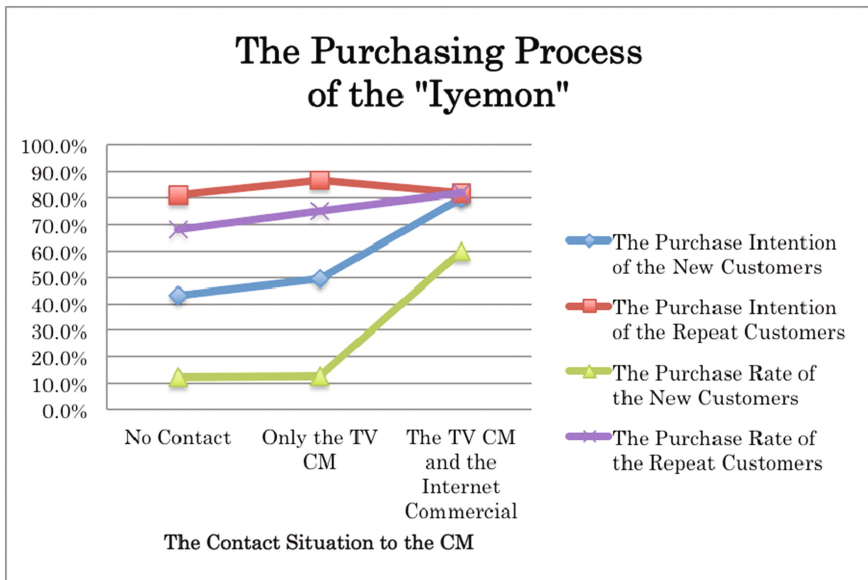


Fig. 4. The purchasing process of the “Iyemon”

For only the purchase intention of the repeat customers, even if there is the contact to both of the television commercial and the Internet commercial, it is not rising than the contact to the television commercial. However, as the figure shows, there is the synergistic effect except for it.

In the case of the “Iyemon”, it is a point for the acquisition of the new customers that the contact to both of the television commercial and the Internet commercial.



## 5 An Analysis of the Percentage that the Consumers Who Watched the Television Commercials are Led to the Internet Commercials

The authors analyze the percentage that the consumers who watched the television commercials are led to the Internet commercials.

### 5.1 The Watching Rate of the Website

At first, the authors analyze the watching rate of the website. In this analysis, as the target item, the authors select the “Asahi Super Dry”. The “Asahi Super Dry” is the beer sold in Japan.

The following figure shows the watching rate of the website of each age. The watching rate of the website are shown separately for the contact to the television commercial is 5 times or more, or less than 5 times (Fig. 5).

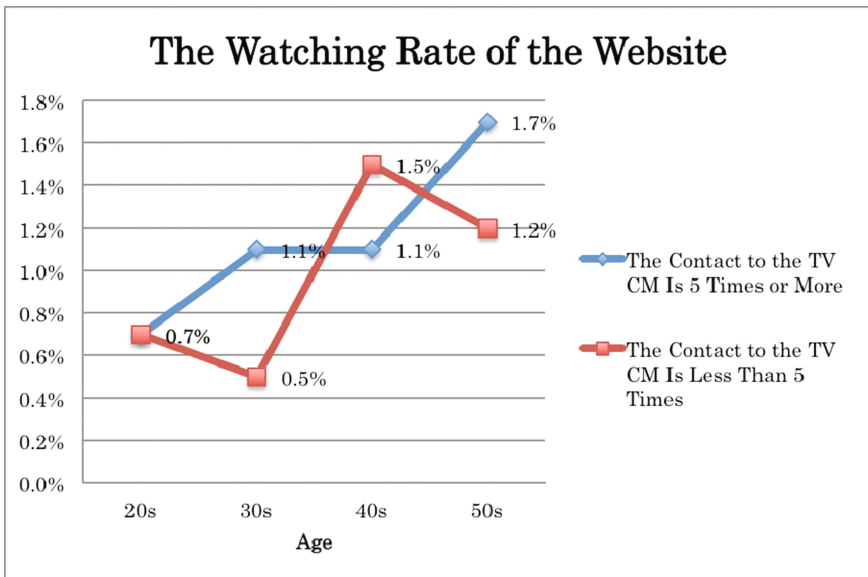


Fig. 5. The watching rate of the website

For the 30 s and the 50 s, the watching rate of the website is higher when the contact to the television commercial is 5 times or more than less than 5 times. For the 20 s, the watching rate of the website is 0.7 % for both of the contact to the television commercial is 5 times or more, and less than 5 times. For the 40 s that the use intention of the Internet is highest compared with other ages, the watching rate of the website is 1.5 % even if the contact to the television commercial is less than 5 times.

### 5.2 The Lead Rate to the Internet Commercial

Next, the authors analyze the lead rate from the television commercial to the Internet commercial. In this analysis, as the target item, the authors select the “VIERA”. The “VIERA” is the television of Panasonic Corporation sold in Japan.

The following figure shows the percentage that the consumers who watched the television commercial watch the Internet commercial, the contact rate to only the television commercial, and the contact rate to both of the television commercial and the Internet commercial of each age. If the contact rate to only the television commercial, and the contact rate to both of the television commercial and the Internet commercial are totaled, it is the contact rate to the television commercial. For example, for 50 s in the age, the contact rate to only the television commercial is 89.0 %, the contact rate to both of the television commercial and the Internet commercial is 7.2 %, the contact rate to the television commercial is 96.2 %, and the percentage the consumers who watched the television commercial watch the Internet commercial is 7.5 % (Fig. 6).

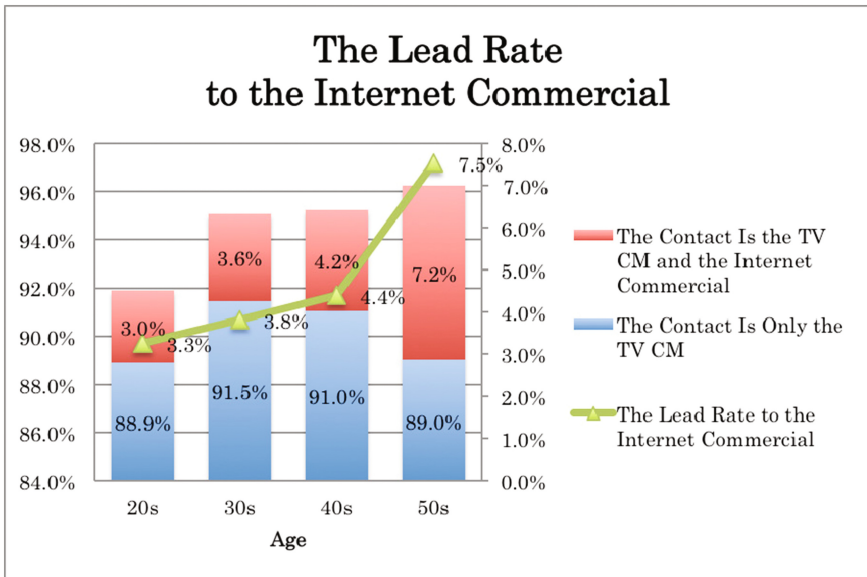


Fig. 6. The lead rate to the internet commercial

For the 50 s, the contact rate to the television commercial, and the percentage that the consumers who watched the television commercial watch the Internet commercial are highest compared with other ages. On the contrary, for the 20 s, these values are lowest compared with other ages. In addition, for the 30 s and the 40 s, although the contact rate to the television commercial is high, the lead rate from the television commercial to the Internet commercial is not so high. At more advanced ages, the contact rate to the television commercial, and the lead rate to the Internet commercial is higher.

## 6 Conclusion

### 6.1 Conclusion

The authors analyzed the effect of the advertisement and the promotion including the synergistic effect between the Internet commercials and the mass media such as the television commercials by using the single source data. The purpose of the analysis was to clarify the effect that the contact to the advertisement gives to the purchasing process.

As a result of the analysis, it was clarified that comparatively in many cases, the purchase intention and the purchase rate were higher when the contact to both of the television commercials and the Internet commercials, than the contact to only the television commercials. In other words, as an example of this paper, there is a certain degree of the synergistic effect between the television commercials and the Internet commercials.

In addition, the authors analyze the percentage that the consumers who watched the television commercials are led to the Internet commercials. As a result of the analysis, it was clarified that there was a difference in the watching rate of the website and the lead rate from the television commercials to the Internet commercials in each age.

### 6.2 Further Research

In this paper, the authors selected the “Asahi Super Dry”, the “Iyemon”, and the “VIERA” as the target items. However, the authors are not able to refer to the special quality of the target items. For example, the effect will be different at the time of the new items are released or the time of the items are renewed. It is necessary for the authors to analyze the effect in consideration of the category and the penetrance of the items.

Next, it is for the target customers. In this paper, the authors classified the target customers in the new customers and the repeat customers. In addition, the authors analyzed the effect separately for each age. However, it is not able to refer to the annual income and the lifestyle of the target customers. In addition to these, the various classification methods of the target customers can be considered. In this way, it is necessary for the authors to devise the classification methods of the target customers in the future.

Finally, it is for the target media. In this paper, as the target media, the authors selected the television commercials, and the websites of the Internet commercials. In the single source data that could be used for the analysis, the contact situation to the newspaper commercials and the magazine commercials also could be understood, however the authors did not include them in the target media. Moreover, the use situation of CGM in the companies could not be understood. In the future, it is necessary for the authors to consider including the situation of these media in the target media. In addition, for the website watching data, more detailed analysis will become possible if not only the number of accesses to the websites but the watching time at the time of the access to the websites and the number of watching of each pages can be understood.

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