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Re-evaluating Media in Slovakia:

What the evidence reveals about true worth of media for brand marketers

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Summary

Advertising industry in the United Kingdom currently experiences a trend of declining campaign effectiveness, which jeopardises long-term growth of companies. Amongst others, this decline has been attributed to a disbalance between brand building and sales activation in advertising, and incorrect media choices play an important role in creating this disbalance. Nowadays, media budgets tends to shift dramatically towards new digital channels at the expense of traditional media, yet research repeatedly shows that digital channels are less effective for long-term brand building activities than marketers think. Thus, tension whether marketers are listening to this new evidence or not is rising, and there are reasons to believe that similar negative phenomena occurs in Slovakia as well.

The purpose of this study is to help Slovak marketers become aware of their current perception of advertising media and whether this perception needs to be re-evaluated in order to prevent potential negative long-term consequences of incorrect media decisions as experienced in the UK. Therefore, this thesis aims to assess the current state of the Slovak advertising industry in terms of ability to evaluate effectiveness of advertising media to grow brand in a long-term by identifying the most important attributes Slovak marketers consider when choosing media for a brand campaign, and by comparing their perceived media effectiveness with empirical evidence.

A purposive expert sample of 40 senior marketers managers from the largest Slovak companies and agencies took part in this research. Their opinions were gathered using an online questionnaire and analysed using a MaxDiff analysis to establish relative importance of advertising media attributes, and using Likert scale analysis in order to see how marketers see media perform against these attributes. The outcome of this analysis was relative media ranking based on a sum of mean scores with importance weights applied. This ranking was then compared with ranking based on secondary data analysis of every medium against each attribute according to a scoring framework. Secondary sources included public domain research, proprietary agency data and knowledge provided by local media agency *ZenithOptimedia, s.r.o.*, and market research agency *2Muse, s.r.o.*

Using literature systematic literature review, research identified twelve advertising media attributes. Research revealed that Slovak marketers consider targeting, increasing mental

availability, triggering a positive emotional response, maximising campaign reach and getting ads noticed as the most important attributes in delivering a brand building campaign. However, there is a difference between advertisers and agencies in terms of the most important attribute, which indicates a difference in fundamental understanding of how advertising works.

According to findings, Slovak marketers overvalue digital media and undervalue traditional media in their ability to build brand in a long-term, because they lack market orientation in terms of grounding their media evaluation in empirical evidence. The evidence revealed their evaluation is skewed towards digital channels, which resembles findings from the UK, implying this negative phenomenon being cross-national and potentially present in multiple other countries as well.

Slovak marketers should therefore re-evaluate their current perceptions of digital and traditional media channels and their ability to deliver a brand campaign. They should also avoid recklessly following trends and reconsider any dramatic shifts of their media budgets towards digital at the expense of traditional media channels. Additionally, advertisers and agencies should engage in at least some degree of theoretical discussion before long-term campaign planning in order to avoid misunderstandings of what is meant by brand campaign being effective.

Key advertising industry organisations should also acknowledge this issue, initiate in and open discussion, and support new public domain research in order to provide Slovak marketers with empirical evidence to improve their current knowledge. Effectiveness awards may be also a source of such knowledge therefore it is recommended to increase quality requirements for campaign submissions to local EFFIE awards in order to start building a comprehensive campaign effectiveness database, which may improve industry knowledge of creating better campaigns, budgets, goals and media mix.

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List of Acronyms

(AAU)	Aalborg University
(ABC)	Audit Bureau of Circulation
(APG)	Account Planning Group
(APR SR)	Association Public Relations Slovak Republic
(ASC)	Advertising Standards Council
(BARB)	Broadcasters Audience Research Board
(CPM)	Cost Per Mille / Cost per Thousand
(IAB)	Interactive Advertising Bureau
(IPA)	Institute of Practitioners in Advertising
(KRAS)	Club of Advertising Agencies Slovakia
(MaxDiff)	Maximum-Difference
(MML-TGI)	Market & Media & Lifestyle – Target Group Index
(RRFI)	Radical humanism, Radical structuralism, Interpretivism, Functionalism
(ROI)	Return on Investment
(STI)	Slovak Trade Inspection
(VoD)	Video on Demand
(UK)	The United Kingdom
(US)	The United States

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1 Introduction and Research Background

In recent years the issue of marketing accountability and effectiveness is being under the spotlight. This can be observed in a large number of new effectiveness studies carried out by independent researchers using a robust datasets and methodologies (Hill, 2018). Apart from these studies, this issue has been acknowledged as an industry priority by influential bodies such as Association of National Advertisers and the Marketing Science Institute (Mouncey, 2007) as well as many industry leaders such as Tom Goodwin (Cameron, 2018a), Mark Ritson (Ritson, 2018a), Les Binet (Cameron, 2018b), Samuel Scott (Scott, 2018) and others for more than ten years (Neligan, 2007), yet the reason for this attention is still more than vital.

1.1 Marketing effectiveness is declining

The reason for this ongoing debate is the observable trend of declining effectiveness of marketing campaigns and marketing overall. This issue was initially brought up to more general and non-academic audience by Les Binet and Peter Field back in 2007, when they published a breakthrough and empirically grounded report "Marketing in the Era of Accountability" analysing in detail entries to IPA Effectiveness Awards in United Kingdom (UK) over past 9 years in order to find out what inputs of marketing campaign contributed towards profitability (Binet and Field, 2007). IPA database represents probably the most comprehensive data source of this type in the world, therefore this report received a substantial recognition in the UK and global advertising community (Mouncey, 2007). This work was then followed by another study; "The Long and the Short of It" six years later where they argued that focus on achieving short-term results will undermine long-term performance and that present-day trend is strongly towards achieving short-term results and following short-term metrics which will harm brands in the future (Binet and Field, 2013). This was also claimed by another report "Mounting Risks to Marketing Effectiveness" commissioned by Magnetic and carried out by Enders Analysis in 2017 where they correspondingly observed that growing focus on short-term results paired with digital media landscape risks harming long-term ROI, brand equity and consumer satisfaction (Enders Analysis, 2017).

In 2017, Binet and Field with their third study "Media in Focus" provided a major evidence that this decline is actually happening (figure 1.). Average campaign effectiveness reported by this study has been rising in the first years of the new millennium, however, now falling flat on the level reported ten years back. Since data is aggregated over 10 years, one can see the point where things changed. In this case, the measures of effectiveness are the various business effects: profit, sales, market share, penetration, loyalty and price sensitivity. These measures are assessed on four point scale of magnitude and only the top-box scores (i.e. “very large”) are used to identify best performers. These metrics are measured over period at least a year long, therefore are more indicative of long-term success. In analysis these metrics are collapsed into one metric “number of business effects” which closely correlates with profit growth that is particularly good measure of effectiveness (Binet and Field, 2017).

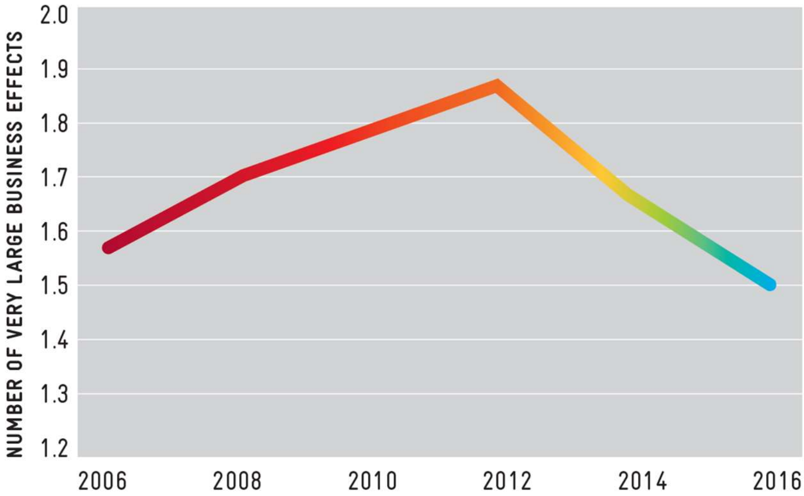


Figure 1. Campaign effectiveness according to IPA Databank (2006 - 2016)(Binet and Field, 2017, p.58)

These findings were followed by multiple other studies, such as one done by Ebiquity showing that agencies and advertisers follow the digital media trend and heavily overestimate the value of online video and social media for long-term brand building (Ebiquity, 2018). Another big-scale study again claimed that businesses optimize their advertising investments on more easily visible short-term results and undervalue the real ability of advertising to drive profit (Gain Theory, 2018). The tension and worry rising from this body of evidence is that marketers are better equipped than ever before to create, plan, deliver and measure their advertising, yet the overall effectiveness is declining (Gain Theory, 2018) and some worry if marketers are listening to this new evidence or not (Hill, 2018).

1.2 Why is effectiveness declining

Binet and Field researched IPA Databank for almost twenty years with a sole purpose to uncover general principles about what makes marketing communication effective, what makes it work and what sells products. They identified two effects produced by marketing communication which they labelled as “brand building” and “sales activation”. These two effects work in a synergy enhancing each other, therefore the challenge for marketers is to find the right balance of these activities. Digital channels made sales activation easier, cheaper and more efficient therefore more focus and resources should go to brand building, however reality is opposite (Cameron, 2018a). However, according to research this mix is currently disbalanced (Binet and Field, 2017).

Binet and Field managed to identify three factors contributing to the observed loss of campaign effectiveness. Firstly, the growth of “short-terminism” and its impact on communication strategy and media choice (Binet and Field, 2017). This means that duration of campaigns shortens what favours especially digital targeted media. The consequent focus on return on investment metric (ROI) in its impact on budget and communication strategy. Adoption of this metric pushes marketers towards shorter campaigns, digital channels that are easy to measure, and “low-hanging fruit” represented by exploiting existing customer base. These are more likely to result in better ROI and immediate sales but do not deliver profit growth (Field, 2018). Lastly, the growth of over-weighting of all campaigns, whether short or long-term, towards sales activation over brand building (Binet and Field, 2017).

"Many marketers tend to think that the key to effectiveness is sales activation, which has become the dominant model for a lot of digital activity, but it is actually brand building that drives the long term sales of a brand." (Alderson, 2017).

They attribute the existence of these symptoms to two significant events that had impacted the global advertising industry. Firstly, the global financial crisis in 2008, which until these days left companies efficiency focused and risk-averse when it comes to investing in long-term marketing initiatives (Cameron, 2018a). Secondly, it is the ongoing digital revolution that brought an abundance of new marketing channels, tools and tactics which distract marketers from strategic and long-term activities (Cameron, 2018b). Mentioned triplet of the outcomes of these trends reinforce each other, and led to inefficient media mixes, unbalanced communications budgets, under-investment in marketing communication, less effective creative strategies, slower growth and smaller profits. Marketers need to achieve a better balance between short and long-term if they want to exploit the full potential of marketing in today’s media landscape (Binet and Field, 2017).

1.3 Media choice matters

One of the most crucial areas when it comes to establishing the correct balance is the choice of advertising media and their mix. Research did enable to observe whether individual media are more strongly associated with short or long-term effects, therefore, sales activation and brand building (figure 2.). Media fall clearly to one side or the other of this divide but rarely both. This divide should for example inform marketers whether using short-term metrics such as ROI will flatter certain media and make them appear less effective than they actually are. Channels that are good at one tend to be less good at the other (Binet and Field, 2017).

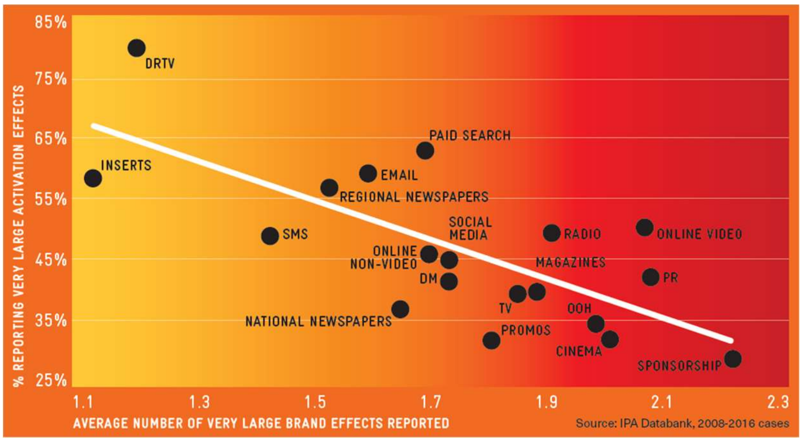


Figure 2. The trade-off between brand and activation effects across channels (Binet and Field, 2017, p.43).

At the one end of the spectrum is search, inserts and email which are better at delivering activation. These tend to be targeted, rational, often including price message and usually include mechanism that allows person to respond or make a purchase. On the other hand, there is sponsorship which is fairly pure example of brand building as it hard to get specific product messages across. Targeting is usually category-wide at best, and there is no direct link to sales. However, to every rule there is an exception. In this case audio-visual media such as online video or brand television which are great in delivering brand building effects and immediate sales as well (Binet and Field, 2017).

According to Gareth Price, while targeted marketing has a role to play in delivering sales in the short-term, when it comes to brand building, investment should be focused on creating common knowledge through shared media that the recipient knows others are seeing; preferably at the same time. Such media are television, radio or out of home (Price, 2018). On the other hand, online is by nature individualised. Millions of people are doing millions of individual things without seeing what others are seeing which makes brand building less effective (Scott, 2018).

1.4 Disconnect between reality and perception

Media landscape has undergone a big shift over the last ten years. The share of advertising expenditure in digital channels now reached unprecedented 58% of total advertising spend in the UK (GroupM, 2018). Over one year period this share grew by 14.3% and for mobile this spend grew by enormous 37.3%. On the other hand the share of advertising budget going towards more traditional channels shrinks. Magazine brands spend decreased by 11.5%, national news brands spend decreased by 13.1% and television spend decreased by 3.2%. The total UK advertising market in 2017 grew by 4.6% (WARC, 2018), therefore the growth of digital channels comes at the expense of more traditional channels.

Declining effectiveness and mentioned noteworthy growth of digital channels motivated Ebiquity and Radiocentre in 2018 to conduct a major piece of media and brand building research. Study interviewed in-depth 116 UK advertisers and agencies to understand which attributes they consider to be the most important in delivering a brand building campaign. Next, they evaluated how each medium performs against these attributes through a comprehensive review of recent published research. Followingly, they gathered views of agencies and advertisers on how they see each medium perform. In the end the produced and contrasted overall ranking based on collected research and evidence and industry's perceptions to see where advertisers and agencies see industry going.

Results of Ebiquity report showed disconnect between reality of how effective certain media is and what is the industry perception. Television was valued the most, however, "traditional" media were undervalued. Most notably the radio and magazines, which were ranked second and fourth respectively behind the television according to findings, yet came out on sixth and the last place according to advertisers and agencies. Conversely, advertisers and agencies over-valued the performance of social media and online video. Performance of out-of-home, direct mail and online display was assessed fairly realistically. Final conclusion of the study was that there is a clear disconnect between scale of investment in digital media and the value it actually delivers (Ebiquity, 2018).

1.5 Lack of market orientation is a barrier to better budgets

Moreover, according to Ebiquity, to optimize budgets, advertisers and agencies should avoid being seduced by trends, instincts and their own perception of how people's media habits and make considered media decision based on evidence and proof of what works for them (Ebiquity, 2018). Empirical evidence represents an important part of the market orientation concept. Since late 1980s and early 1990s marketers were becoming concern about lack of empirical evidence regarding relevance of marketing activities for business performance. Initial contributions generated over 120 studies, which identified long-term focus and profitability as important decision criteria, where profitability was perceived more as a consequence of market orientation than part of the construct (O'Shaughnessy, 2010).

This concern has been separately addressed by multiple influential marketers during APG Strategy Conference 2018 who also quoted the report itself. The most noteworthy was talk by Mark Ritson. According to Ritson the issue comes from marketers forgetting the concept of market orientation as a bedrock of good marketing; *"You help produce the product, ergo you are not the consumer of it"* (Ritson, 2018b).

In order to effectively market a product to your target audience, you need to separate your own opinions, biases, and interests from genuine customer beliefs. However, he claims that this has been forgotten and replaced by focus on everything new just for the sake of being new (Ritson, 2018b). According to Richard Shotton this has a lot to do with marketers having a dual motivation - to maximise results but to also impress others within the industry. Consequently, marketers are more focused on making decisions in order to be perceived relevant in front of their peers, rather than making dispassionate evaluation of what is most effective (Shotton, 2018).

This matters because according to a current Trinity Mirror report - UK marketers are very different from people they would like to influence (Tenzer and Murray, 2018). They are educated, up-market, time-poor (ThinkBox, 2016), younger, more left-wing, individualistic and more mobile than their consumer counterparts (Tenzer and Murray, 2018). Another demographic difference is that they live in metro areas. According to Department of Trade and Industry cited in (Weigel, 2018), 80% of UK advertisers currently live and work in London. Advertisers live very different lifestyles than consumers, which also influences their media habits which are abnormal when compared to general population. However, according to contemporary research marketers do not see implications of this difference which is demonstrated by evidence that marketers project their own behaviour and media habits on consumers assuming they behave in a similar way as they do.

The research from Ipsos Connect and Thinkbox (ThinkBox, 2016) interviewed 800 nationally representative UK residents aged 15+ and asked them about their attitudes to, and use of, media, technology and advertising. During that time they also interviewed 300 members of UK advertising industry asking them same questions, but also asking them to estimate how they think the British public would have answered. Unsurprisingly, advertising people are at the forefront of technology and are social media and video-on-demand (VoD) heavy users as can be observed in (figure 3.).

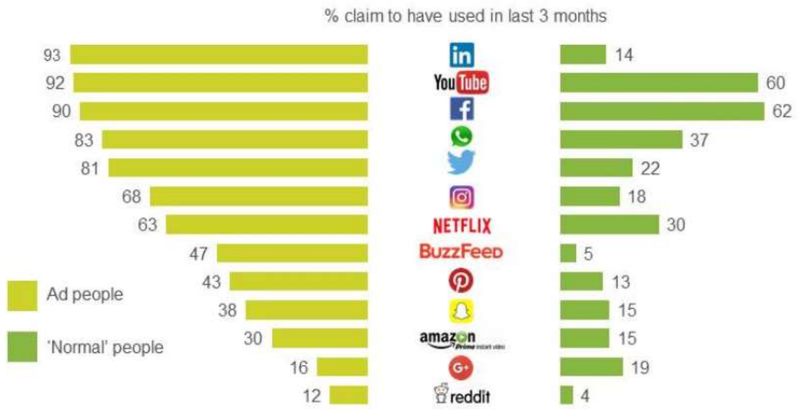


Figure 3. Comparison of Social Media and VoD use between advertisers and population (Thinkbox, 2016)

One example of how habits of advertisers influencing their ability to evaluate rest of the population is watching television on other devices. Advertisers are much more likely to watch television on other devices. This may be a result of being time-poor and having a longer commute. Advertising people estimate that they spend 24% of their viewing time watching via another device but they feel that "normal" people spend a 37% of their viewing time doing the same. In reality, only insignificant 2% proportion of general population watch television on other devices. This is worrying since the whole industry is based on ability to understand the rest of the population (ThinkBox, 2016).

Unfortunately, this is not exclusively a problem of UK advertising industry. Similar study from ThinkTV has been conducted in Australia. Study interviewed 1600 members of advertising industry and 1000 "normal" people with very similar results. However, they extended the scale when it comes to estimation part. They asked advertisers to estimate usage of social media and VoD platforms and compared it with actual media habits of "normal" people. Most notably, advertisers over-estimated usage of Instagram by 170%, Netflix by 179%; Snapchat by 204%; Twitter by 308%; WhatsApp by 292%; Buzzfeed by 357%; and Reddit by 250% (ThinkTV, 2017). There is a reason to believe that specific lifestyle of people working in advertising, their connectedness and lack of focus on empirical evidence creates a worldwide unconscious bias making them unable to evaluate media correctly which results in ineffective media mix.

1.6 Resemblance of Slovak and UK advertising industry

Slovak advertising industry shares many characteristics and predispositions for going through similar issues as UK or Australian industry. Slovak advertising market grew by 4.6% in 2017 which is almost identical to UK market. Net investment to print media decreased by 6% and radio by 2%. On the other hand, investment to television grew by 7%. When it comes to online which in this case includes Google and Facebook, investment grew by 6% when compared to 2016. In 2017 online accounted for 33% of total advertising market and television accounted for 45% (Media Guru, 2018).

Slovak marketers also seem to consider investing more towards digital, social media and less towards more traditional media such as print, which was captured by TNS Slovakia in 2015 (TNS Slovakia, 2015) and respectively in 2016 (TNS Slovakia, 2016a). Those who planned to invest online in 2017 would consider investing more in paid social, online video, paid search and dynamic display ads and less to television, print and out-of-home (TNS Slovakia, 2016b). The share of investment to digital advertising media is not as large as in the UK, that may be attributed to Slovak industry being less mature, however the trend goes towards more digital and online spend in future years which could come with similar issues and concerns as in the UK.

On top of that, one can find more similarities with UK industry when comparing lifestyle of advertisers. TNS Slovakia surveys a panel of Slovak marketers since 2013 about various questions regarding their work. Slovak marketers are as their UK (Thinkbox, 2016) and

Australian (ThinkTV, 2017) counterparts younger, more educated, more mobile, time-poor and up-market earning more money than general population. 79% of them live and work in the capital city Bratislava. They are also happier, more optimistic, ambitious and individualistic than rest of the population (TNS Slovakia, 2013).

When it comes to media habits, Slovak advertisers and agencies resemble those in UK and Australia. The research from Wavemaker agency interviewed 100 advertisers and agencies, and panel of 7500+ members of general population aged 15+. The aim of the study was to compare media habits of advertisers and “normal” people with goal of finding out if advertisers live in a “bubble” of which they should be aware. The research confirmed that Slovak advertisers consume media in a different way than general population. Advertisers watch substantially less television, they spend more time on streaming services, which is exactly the opposite for members of general population. Advertisers also spend much more time on social media (Wavemaker Slovakia, 2018). These findings are very similar to what has been found in UK and Australia.

1.7 Problem Statement and Research Questions

Decline in marketing effectiveness is a relevant contemporary issue receiving substantial worldwide recognition. Amongst others, this decline has been attributed to current disbalance between brand building and sales activation in advertising. The disbalance is partially caused by incorrect media choices done by advertisers and agencies because of their unconscious bias towards digital media channels, and lack of market orientation, which skewed marketers too much towards sales activation instead of building brands which is more important in a long-term.

The landscape of Slovak advertising industry in many ways resemble the UK. Therefore, there is a reason to believe that similar discrepancy between reality and perception will be present as well. Thus, this research could either help Slovak advertisers and agencies to re-evaluate their media choice and budgets to ensure they are using the most effective mix for building their brand, or it could raise awareness of this issue and prevent this negative trend and decline of effectiveness in the future. Therefore, the current thesis aims to answer following question:

What is the state of Slovak advertising industry in terms of ability to evaluate effectiveness of advertising media to grow brand in a long-term?

To be able to address this question properly, the thesis will first answer these supporting research question:

1. Which advertising media attributes marketers consider during media selection process?
2. What do Slovak advertisers and agencies consider to be the most important attributes of advertising medium in delivering a brand building campaign?
3. What is the perception of Slovak advertisers and agencies on how each advertising medium perform against these attributes?
4. How does each advertising medium perform against these attributes according to published research?

2 Theoretical Considerations and Literature Review

Media deliver entertainment, information and education to vast audiences and play an integral role in contemporary society. Media subsidised by advertising are called commercial media and provide a convenient and relatively inexpensive way to deliver message to a large audience (Sharp, 2017).

The media strategy starts with an advertising objective, which follows marketing and business objectives. It can be simply described as where to place advertising, when, and how much to spend. The key part of every media strategy is making the right media decisions. This became more complex thanks to media proliferation, audience fragmentation, changing media habits and usage. Advertisers therefore demand their agencies and providers to display more knowledge about how campaign effectiveness is influenced by these choices (Sharp, 2017).

However, what is seen as effective is mostly determined by what is measured. Once research methodologies and metrics are developed and adopted, research practice and theory become mutually supportive. And what is seen as effective is determined by marketers' assumptions and beliefs about how advertising works (Feldwick and Heath, 2008).

2.1 Theoretical Considerations

The following theoretical considerations will discuss main theories of advertising and their roots and development process in order to understand their assumptions which will be summarized in order to be used for discussing literature review findings with a goal of creating theoretical framework.

2.1.1 How advertising works

There is an ongoing debate over a fundamental question how exactly advertising and marketing communications works. Out of many ideas two perspectives emerge and stand out amongst others (Baines, Fill and Page, 2011). These views are called "strong theory" and "weak theory". Because of their very different roots and development they build upon very different set of root assumptions and key concepts about how advertising works. In majority of cases these differences are almost contrasting concepts and this duality is observable in many other key areas of marketing.

These fundamental assumptions form “Grand Theories” which (Kuada, 2012) describes as all-inclusive unified theories that provides the key concepts and principles. These theories are important because the knowledge and belief of how advertising works is a fundamental first step to better planning of specific campaigns (Jones, 1990). Therefore, it is assumed that this knowledge informs and determines decisions that marketer make, and factors they perceive as important when choosing media.

One noteworthy case when these two theories displayed their differences was during the introduction of tobacco advertising restrictions in the United States, which illustrated the contrasting nature of the both world views (Hoek, 1999).

2.1.2 The Strong Theory of Advertising

The roots of the “strong theory” come from the work of Elias St. Elmo Lewis, a salesman for National Cash Register Co., who in 1898 developed a four-step process for personal selling. He described his formula as getting attention - provoking an interest - creating a desire - getting an action by closing a sale. Thus, an acronym AIDA was created (Feldwick and Heath, 2008). This formula was later adopted and popularised by marketing practitioners who at that time explicitly stated that advertising should guide the prospect through each step (Strong, 1925).

AIDA (figure 4.) was just a first of many models built upon similar idea. These models were labelled as “hierarchy of effects” models. Such idea can be seen in a quote by Daniel Starch from 1920s, where he said: *“advertising must be seen - read - understood - remembered - acted upon”* (Feldwick and Heath, 2008, p.5).

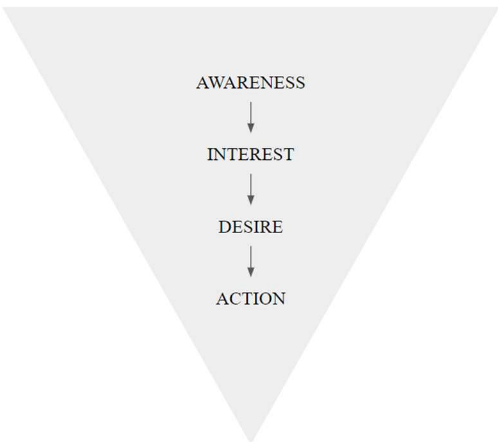


Figure 4. AIDA model adapted from Ehrenberg (1974)

Another influential model was that of Lavidge and Steiner (1961), who invented a three-stage sequential model based on contemporary psychological thinking. Their hierarchy (figure 5.); cognitive - affective - conative, left little doubt that the cognition or rational thinking was the key to a successful advertising and emotions were less important. The same idea prevailed as one can see in a model proposed by Colley cited by Frankel (1964, p.83): *“advertising moves people from unawareness, to awareness, to comprehension, to conviction, to desire, to action”*. The selling paradigm can be observed also in Rosser Reeves’ definition of advertising: *“advertising is the art of getting a unique selling proposition into heads of the most people at the lowest cost”* (Reeves, 1961, p.121). The word proposition is another direct derivation from the selling model.

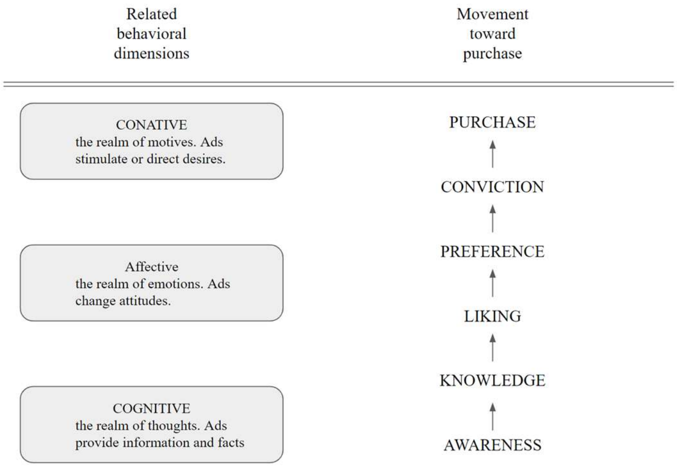


Figure 5. Cognitive-Affective-Conative model adapted from Lavidge and Steiner (1961, p.61)

Implication of all hierarchy of effects models is that prospect must pass series of steps in order for a purchase to be made. These are aimed at changing attitudes and intentions in which stimulates action often via persuasive or manipulative techniques. Although attractive to practitioners, this sequential approach has several drawbacks. It was not built upon empirical data but rather on assumptions and it was meant to serve as a template for personal selling not for advertising. People rarely follow these steps in the exact progression hence the models does not reflect the reality.

The huge variety of possible formulas is only a consequence of these models being built on assumptions rather than empiri. But when presented with the authority of successful practitioner or academic, they sound intuitively appealing and common-sense. In recent time, such authorities were for example Philip Kotler, or Bill Bernbach who famously said that *“advertising is fundamentally about persuasion and persuasion happens to be not science, but* *an art."* (Heath and Hyder, 2005, p.469). This does provide a pass to infinite number of alternatives and opinions to be explored during every decision over every piece of communication.

Even though, many of these models have been proven incorrect by large body of empirical research, the thinking remained unchanged over the years and "strong theory" still dominates marketing thinking in the United States (US) and rest of the world as well. Feldwick and Heath (2008) hypothesised why are these models so resistant to change when empirical research shows their obvious flaws. For the start, it does not transgress the notion of rational worldview prevalent in organisations. It fulfils the need to remain consistent with organisational assumptions of rational decision making, replicability and control. It prevails not because it works, but because it appears to make advertising process verbal, rational, measurable and subject to control. Any other model is perceived as dissonant to these deeply held values and is therefore rejected as either ineffectual, or as excessively powerful in a sinister way.

2.1.3 The Weak Theory of Advertising

The "weak theory" is almost universally attributed to Andrew Ehrenberg, who at that time held research chair at London Business School. In 1974 Ehrenberg in his seminal article claimed: *"advertising is often effective. But it is not as powerful as sometimes thought, nor is there any evidence that it actually works by any strong form of persuasion or manipulation"* (Ehrenberg, 1974, p.25). That does not mean advertising is not worth the resources; quite the opposite. However, it works in a different way which should change emphasis and focus of marketers on different aspects of it. In his ATR model (figure 6.), advertising plays minor role in creating awareness, a trivial role in stimulating trial, but a major role in reinforcing existing behavioural patterns (Hoek, 1999).

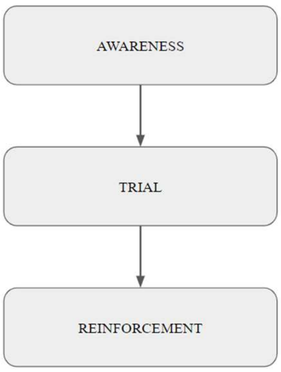


Figure 6. ATR model adapted from Ehrenberg (1974)

According to this theory, advertising is mostly used as a defensive tool to protect status quo, reinforce existing attitudes, not necessarily drastically changing them. When people say they are not influenced by advertising, they are correct most of the time (Baines, Fill and Page, 2011).

Oppositely to "strong theory" where the key concept is persuasion, the "weak theory" favours a concept of salience. Romaniuk and Sharp cited by Ehrenberg et al. (2002, p.8) define salience as a *"presence and richness of memory traces that result in the brand coming to mind in relevant choice situations"*. Salience has also a more contemporary label developed by Byron Sharp who describes it as "mental availability" (Sharp, 2010). These are synonymous. Byron Sharp, Jenni Romaniuk and other academics and practitioners from Ehrenberg-Bass Institute represent a current proponents of the "weak theory". Since the publication of the book *How Brands Grow* (Sharp, 2010) this theory relatively gained on popularity within the global marketing community.

Salience goes way beyond traditional awareness metrics, it is concerned with a size of the brand within consumers' mind (Ehrenberg et al., 2002). Associative memory network models have a strong position in current debate concerning the "weak theory" paradigm where memory and relevant associations play the main role. Salience is developed by building relevant memory structures that can allow brand to come forward when it matters (Ehrenberg et al., 2002). However, salience is not exclusive for one brand. Every individual has different consideration set, which also differs based on the context (Ehrenberg et al., 2002; Sharp, 2010).

Another notable distinction is the role of emotions, which plays only supportive role in the "strong theory" paradigm (Lavidge and Steiner, 1961). Rosser Reeves, mentioned in previous chapter, claimed that emotions are a product of our thoughts. But psychologists such as Zajonc and Bornstein disapproved this notion in the 1980s. They showed that emotions have primacy over thoughts, and emotional response can be created even without awareness of what stimulus had caused them (Heath and Hyder, 2005). Later it was proven that emotions are critical to decision-making (Damasio, 1994), and that learning can interact with our emotional memory even without conscious attention (Schacter, 1996).

Even though ATR model was created in an academic environment it is important to state that Ehrenberg has been sponsored, both financially and with empirical data, by more than 40

American and British corporations such as Colgate Palmolive, General Foods, Procter & Gamble, General Mills and M & M Mars. Even though, his analysis, synthesis and model development was separated from a pressure and intricacies of the practitioner world; his work is completely built on robust data inputs from this world (Jones, 1990).

This theory, therefore, did not emerge as an ideological opposition to general consensus, but rather was created separately looking on the world where marketers spend their advertising budgets, and sell their products. The main difference between these theories is a notion between attitudes and behaviour. The "strong theory" proposes that goal of advertising is to change consumers' attitudes and only then purchase can come. Oppositely, the weak theory describes that attitudes are mostly formed and then reinforced by behaviour, in this case purchase and consumption of a product. This is demonstrated by an usage pattern that can be found within brand image surveys. The higher the number of people who use certain brand included in the survey, the better will this brand score on every attribute under investigation. Therefore, Bird, Channon and Ehrenberg (1970), Barwise and Ehrenberg (1987), Riley et al. (1997), and Romaniuk and Sharp (2000) argue that attitudes may be less a precursor to behaviour than a consequence of it. Another reason supporting this theory is that consumers tend to perceive advertising for the brands they already purchase (Ehrenberg, 1974). Ehrenberg's findings represents an empirically grounded and logical means of explaining how advertising works. The ATR model provides an opposite paradigm through which to explore effects of advertising (Hoek, 1999).

2.1.4 The Long-Short Theory of Advertising

Jones in his article (1990) stated that one sensible conclusion that can be drawn from the research on how advertising works is that certain types of advertising almost certainly work in one way, and other types in another. According to him, the only way how to improve our knowledge in the future is by conducting a case-by-case inductive research in order to discover a general theory. He also assumed that this won't be a singular theory but multiplicity of specific theories.

In recent years, such empirical research was in fact conducted and it managed to discover the presence of both "weak" and the "strong theory" in a form of two different effects produced by marketing communication; claiming that they both serve important, distinct, yet mutually dependant function within the strategy. Les Binet and Peter Field conducted this research using

IPA Databank which consists of thousands of campaign entries to UK IPA Effectiveness Awards with a sole purpose to uncover general principles about what makes marketing communication effective, what makes it work and what sells products (Field and Binet, 2007; 2013; 2017). In their second study called “The Long and the Short of It“ they identified two effects labelled them as “brand building” which is associated with the “weak theory” concepts, and “sales activation” which is associated with the “strong theory” concepts (Binet and Field, 2013).

The first effect produced by marketing communication is long-term “brand building”. It constitutes for creating mental structures such as associations, memories and beliefs. The plethora of mentioned outcomes can be put under the concept of “mental availability” (Sharp, 2010). It prompts “system 1” of thinking (Kahneman, 2011) and is built upon emotional priming. It requires broad reach media, distinctiveness, multiple exposures, longer time period and talking to people long before they are ready to buy. As it cannot assume close attention, emotions play a major role because they can cut through regardless of whether people are interested in the product at the moment but may be in the future (Binet and Field, 2013). Long-term brand building is also more concerned with being effective rather than efficient (Lion, 2018) and is in this context advertising is seen more as an investment rather than cost (Lion, 2018; Binet and Carter, 2018).

The second effect produced by marketing communication is short-term “sales activation”. The focus is put on people who are likely to buy in the very near future. The plethora of mentioned outcomes can be put under the concept of “physical availability” (Sharp, 2010). It exploits the brand equity to generate immediate sales. It requires few exposures, tight targeting, information-rich media, response mechanisms, differentiation and rational persuasion aimed at “system 2” (Kahneman, 2011) because people at this stage are more interested in brand’s proposal. More generally, everything should be designed so as to make the customer journey as frictionless as possible (Binet and Field, 2013). Short-term sales activation is also more concerned with being efficient rather than effective (Lion, 2018), and in this context advertising is seen more as a cost rather than investment (Lion, 2018; Binet and Carter, 2018). This research allowed to connect many marketing and consumer behaviour concepts and assumptions (table 1.) under unified theory using empirical data, which improved the knowledge about how marketing communications and advertising actually works.

The Weak Theory	Authors	The Strong Theory
Brand Building	(Binet and Field, 2013; 2017)	Sales Activation
Long-term	(Binet and Field, 2013; 2017)	Short-term
Emotional	(Ehrenberg, 1974; Binet and Field, 2013; 2017; Sharp, 2010; Binet and Carter, 2018)	Rational
Reach	(Binet and Field, 2013; 2017; Sharp, 2010)	Targeting
Memory	(Ehrenberg, 1974; 2002; Sharp, 2010; Romaniuk, 2002)	Persuasion
Mental Availability	(Sharp, 2010)	Physical Availability
Distinctiveness	(Sharp, 2010; Romaniuk 2018)	Differentiation
Getting Noticed	(Sharp, 2010)	Message Comprehension
System 1	(Binet and Carter, 2018; Sharp, 2010; Field, 2018)	System 2
Effectiveness	(Lion, 2018; Binet and Field, 2013; 2017)	Efficiency
Broad reach Media	(Binet and Field, 2017)	Information-rich Media

Table 1. Marketing communications assumptions based on the long-short theory (own making)

This knowledge allows to acknowledge the fact that marketing practitioners have a different understanding of what is actually the role of marketing communications and advertising. Because of the contemporary research it is reasonable to assume that this fundamental belief influences the choice of media channels. The next chapter is dedicated to mapping different attributes that practitioners consider when evaluating and choosing advertising media for a campaign.

2.2 Literature Review

2.2.1 Media selection criteria

Previous chapter was concerned with theoretical considerations concerned with different world views of marketers when it comes to fundamental understanding how advertising works, which determines what marketer perceives as important when creating a marketing campaign. In the following chapter the first supporting research question is addressed: *Which advertising media attributes marketers consider during media selection process?* This question concerns the translation of the underlying assumptions in to marketer's needs in a form of testable media attributes.

Several authors named various criteria for selecting advertising media by researching media selection criteria used by local or international companies (Nowak et al., 1993; Kanso, 1995; King et al., 2004; Coulter and Sarkis, 2005; Rademaker, 2011; Michael et al., 2014; Kahn et al., 2017; Ebiquity, 2018), by stating advantages or disadvantages of using media types (Katz, 2003; Peach, 2005; Kotler and Keller, 2012; Fill et al., 2016). Nowak et al. (1993) in his study identified twelve media selection factors (table 2.). The study was based on telephone interviews of 190 local advertisers in two US cities and the list of factors was based on interviews with local sales representatives at the participating newspapers.

Media decision-making factors
Number of people who will see your ad
Ability to target/reach specific audiences
Total cost to produce and purchase the ad
Number of times your ad will appear
Ability to generate immediate store traffic
Ability to reach the entire market
Program or editorial environment the ad will appear in
Cost per thousand people reached
Advertising rate discounts or incentives
Quality of media sales representatives
Availability of audience research
Extent your competitors use the medium

Table 2. Media selection criteria: Nowak et al. (1993)

Research conducted by Kanso (1995) examined factors affecting media selection decisions for foreign markets as perceived by advertising executives of US international corporations. The study investigated opinions of 84 advertising executives of consumer durable product manufacturers. Findings showed that executives based their decisions on factors such a type of the product, target market, reach and frequency, cost efficiency, budget size and competition. Kanso based the list on the commonly mentioned factors in the literature.

Pelsmacker (2001) presents a variety of potential factors to be considered when evaluating media. These factors are then categorized into three categories, quantitative criteria, qualitative criteria and technical criteria (table 3.).

Quantitative criteria	Reach
	Frequency
	Selectivity
	Geographical flexibility
	Speed of reach (delayed or not)
	Message life
	Seasonal influence
Qualitative criteria	Image-building capability
	Emotional impact
	Medium involvement
	Active or passive medium
	Attention devoted to the medium
	Quality of reproduction
	Adding value to the message (by means of context)
	Amount of information that can be conveyed
	Demonstration capability
	Extent of memorisation of the message
	Clutter
Technical criteria	Production cost
	Media buying characteristics (lead time, cancellations,...)
	Media availability

Table 3. Media selection criteria: Pelsmacker (2001)

King et al. (2004) composed a list of twenty media selection criteria and divided them into four broad groups (table 4.): medium effectiveness and efficiency, medium based extras, medium generated enthusiasm, medium self-bolstering. Importance of these attributes was then assessed by surveying 402 brand managers, advertising directors and vice presidents of marketing, communications or advertising. The list of included companies was based on Advertising Age’s list of 100 leading national advertisers. The results showed importance of media effectiveness and efficiency, and self-bolstering.

Factor one: Medium effectiveness and efficiency	Increase sales/market share
	Contribution to marketing program
	Delivery of adequate frequency
	Reach specific audience effectively
	Reproduction/presentation quality
	Program/editorial environment
	Entire target audience reach
	CPM of target effectively reached
	Promotion/ad timing coordination
Factor two: Medium based extras	Promotion tie-in opportunities
	Value-added opportunities
	Education of client/agency personnel
	Sales representative competence
	Ad placement/billing standardization
Factor three: Medium-generated enthusiasm	Produce enthusiasm among creatives
	Ability to sell against other media
	Produce enthusiasm among clients
Factor four: Medium self-bolstering	Provides audience research
	Willingness to negotiate
	Delivery of creative impact

Table 4. Media selection criteria: King et al. (2004)

Coulter and Sarkis (2005) developed a media selection model based of Analytic Network Process. This model defines five primary categories in the attributes of advertising media: quality, time, flexibility, coverage and cost. Each category is then divided into sixteen subcategories. The first category of Coulter and Sarkis (2005) describes media quality. This factor is divided into five subcategories with their own influence on final media choice. The factors are; attention, stimulation, content, credibility and clutter (table 5.).

Quality	
Attention-getting capability	Ability of an ad placed in this specific media to 'grab the customer's attention' due to the nature of that media.
Stimulating emotions	Ability of an ad placed in this specific media to convey emotional content and/or elicit emotional responses.

Information content and detail	Ability of an ad placed in this specific media to convey a large amount of information and/or product description.
Credibility/prestige/image	Ability of a specific media to lend prestige to a product through association (i.e. because that product is advertised within the media).
Clutter	Degree to which it is difficult for a product advertised within a specific media to ‘stand out’ due to the large number of competitive offerings/messages.

Table 5. Media selection criteria – Quality: Coulter and Sarkis (2005)

The second factor is time and it consists of two sub factors; long exposure time and short lead time (table 6.).

Time	
Short lead time	Degree to which an ad can be created and/or placed within a specific media in a relatively short period of time.
Long exposure time	Degree to which the communication recipient is able to examine the advertising message within a specific media for an extended period of time.

Table 6. Media selection criteria – Time: Coulter and Sarkis (2005)

The following factor is concerned with media flexibility. It is divided into three sub factors; sense appeal, media personalization and interactivity (table 7.).

Flexibility	
Appeal to multiple senses	Degree to which an ad placed within this specific media can communicate via sight, sound, taste, touch, and/or smell concurrently.
Personalization	Degree to which an advertising message placed within this specific media can be customised in order to target a specific individual or group of individuals.
Interactivity	Degree to which the customer can respond to information conveyed in an advertisement placed within this specific media.

Table 7. Media selection criteria – Flexibility: Coulter and Sarkis (2005)

The third media selection factor named by Coulter and Sarkis (2005) describes coverage and is divided into four sub factors; selectivity, pass-along audience, the repeat exposure and media reach (table 8.).

Coverage	
Selectivity	Degree to which an ad placed within this specific media is able to target a specific group of people.
Pass-along audience	Degree to which an ad placed within this specific media is seen by those other than the original message recipient.
Frequency/repeat exposure	Degree to which any single ad placed within this specific media may be seen by any one particular individual on more than one occasion.

Average media reach	Degree to which an ad placed within this specific media reaches a relatively wide audience.

Table 8. Media selection criteria – Coverage: Coulter and Sarkis (2005)

The last factor found by Coulter and Sarkis (2005) are costs which is divided into two sub factors that are concerned with the cost of producing the ad and average cost per reaching thousand people (table 9.).

Cost	
Development/production cost	Relative cost of developing or producing an ad for this specific media.
Average media delivery cost	Average cost per thousand associated with this specific media.

Table 9. Media selection criteria – Cost: Coulter and Sarkis (2005)

Peach (2005) deducted the list of media selection criteria based of intrinsic qualities that are usually presented by literature as a list of advantages and disadvantages of certain media (Katz, 2003). Additionally, she identified qualitative factors such as; involvement, programme liking, clutter or attention devoted to medium (table 10.). Same qualities are similarly presented by more contemporary literature (Kotler and Keller, 2012; Fill et al., 2016).

Quantitative criteria	Qualitative criteria
Ability to reach targeted audience	Involvement
The reach potential	Programme liking/enjoyment
Speed of total audience accumulation	Clutter
Geographical flexibility	Attention devoted to the medium
Demand	
Availability and lead time to buy ad space	
Cost efficiency	
Cost per thousand	
Gross rating points	

Table 10. Media selection criteria: Peach (2005)

Dahlén et al. (2011) developed media selection criteria based on Surmaneck's media planning guide (1996). The set of criteria consists of six factors that marketers should consider when choosing media (table 11.).

Media selection criteria
Audience selectivity

Reach potential
Speed of audience accumulation
Geographical flexibility
Advertising exposure control
Lead time to buy

Table 11. Media selection criteria: Dahlén et al. (2011)

Qualitative exploratory study done by Rademaker (2011) examined factors that influence Swedish marketing managers when selecting media for their advertising campaign. Rademaker found factors; previous experience, rules of thumb, target market, costs, sustainability of medium, budget, reach, special offers, models and environmental considerations/issues.

Another study done in Nigeria (Michael et al., 2014) examined what factors do local advertising professionals consider when selecting media for advertising campaigns. In their study they have identified following list of criteria; reach, cost, available budget, prestige and image, rating and share, cost efficiency, accessibility, entertainment value, audio-visual impact, flexibility and creative flexibility.

Khan et al. (2017) researched the influence of advertising media attributes on media preference among practitioners. In their study they identified and tested following list of advertising media attributes: clarity of message, capacity to depict the product, display of maximum information, ease of describing, deliberate repetition is possible, carries maximum promotional offers, can know the place of availability, provides comparative advertising, and provides referential evidence.

In 2018 Ebiquity, Plc. conducted a study where they put perceptions of agencies and advertisers against the evidence (Ebiquity, 2018). Their objective was to help advertisers re-evaluate their media effectiveness perceptions when it comes to long-term brand building. Based on the their own review of literature and expert opinions they have collected a composed a list of advertising media attributes (table 12.).

Attributes of advertising medium	
Targets the right people in the right place at the right time	Ability of the medium to target in this way.
Increase campaign ROI	Proven to increase overall campaign ROI (return on

	investment).
Triggers a positive emotional response	Emotional connection: Ability to trigger a positive emotional response (mood). Seamless experience: Non-interruptive seamless part of the media experience.
Increase brand salience	Enhances long-term brand equity and the degree to which the brand is noticed or thought about in a buying situation.
Maximizes campaign reach	Maximizes 1+ campaign reach (either as a primary driver of reach or extending reach of other media).
Gets your ads noticed	Level of ad avoidance: Extent to which consumers can deliberately ignore or avoid seeing ads. Stature and standout: Medium's sheer physical size, scale and viewability. Memorability: Medium's ability to make ad/brand message, audio or visual memorable and easy to recall. Amplification: Medium's ability to get audience talking and sharing your message on and offline.
Low audience delivery cost	Media cost per thousand (CPM).
Builds campaign frequency	Builds frequency as a single medium or in a multi-media campaign.
Guarantees a safe environment	Ad appears in an environment that is third party regulated, ad is guaranteed not to appear in an inappropriate context.
Short-term sales response	Ability to activate sales in the short-term.
Transparent third party audience measurement	Audience measurement tool is fully transparent and verified by third parties. Transparent post-campaign delivery reports are provided.
Low production cost	Production as a % of media cost

Table 12. Attributes of advertising media: Ebiquity (2018)

After analysing the various types of literature concerned with media selection criteria, it can be concluded that researchers independently and rigorously identified different media selection criteria considered to be relevant by practitioners and academics. The next step is to synthesize the knowledge into the practically usable, overlapping and empirically testable media attributes. The following list of advertising media attributes has been identified by the literature and organized by number of mentions (table 13.).

Attribute (number of mentions)	Mentioned in
Maximizes campaign reach (10)	Nowak et al., 1993; Kanso, 1995; Pelsmacker, 2001; King et al., 2004; Coulter and Sarkis, 2005; Peach, 2005; Dahlén et al., 2011; Rademaker, 2011; Michael et al., 2014; Ebiquity, 2018
Targets the right people in the right place at the	Nowak et al., 1993; Kanso, 1995; Pelsmacker, 2001; King et al., 2004;

right time (9)	Coulter and Sarkis, 2005; Peach, 2005; Dahlén et al., 2011; Rademaker, 2011; Ebiquity, 2018
Low audience delivery cost (8)	Nowak et al., 1993; Kanso, 1995; King et al., 2004; Coulter and Sarkis, 2005; Peach, 2005; Rademaker, 2011; Michael et al., 2014; Ebiquity, 2018
Builds campaign frequency (8)	Nowak et al., 1993; Kanso, 1995; Pelsmacker, 2001; King et al., 2004; Coulter and Sarkis, 2005; Peach, 2005; Khan et al., 2017; Ebiquity, 2018
Media buying characteristics (8)	Nowak et al., 1993; Pelsmacker, 2001; King et al., 2004; Coulter and Sarkis, 2005; Peach, 2005; Dahlén et al., 2011; Michael et al., 2014; Khan et al., 2017
Low production cost (7)	Nowak et al., 1993; Kanso, 1995; Pelsmacker, 2001; Coulter and Sarkis, 2005; Rademaker, 2011; Michael et al., 2014; Ebiquity, 2018
Gets your ads noticed (6)	Pelsmacker, 2001; Coulter and Sarkis, 2005; Peach, 2005; Michael et al., 2014; Khan et al., 2017; Ebiquity, 2018
Short-term sales response (5)	Nowak et al., 1993; King et al., 2004; Peach, 2005; Khan et al., 2017; Ebiquity, 2018
Triggers a positive emotional response (5)	Pelsmacker, 2001; Coulter and Sarkis, 2005; Peach, 2005; Michael et al., 2014; Ebiquity, 2018
Increases mental availability (5)	Pelsmacker, 2001; Coulter and Sarkis, 2005; Michael et al., 2014; Khan et al., 2017; Ebiquity, 2018
Guarantees a safe environment (5)	Nowak et al., 1993; King et al., 2004; Dahlén et al., 2011; Rademaker, 2011; Ebiquity, 2018
Transparent third party audience measurement (5)	Nowak et al., 1993; King et al., 2004; Rademaker, 2011; Khan et al., 2017; Ebiquity, 2018
Increase campaign ROI (3)	Peach, 2005; Michael et al., 2014; Ebiquity, 2018
Medium generated enthusiasm (1)	King et al., 2004
Contribution to marketing program (1)	King et al., 2004
Previous experience (1)	Rademaker, 2011

Table 13. Advertising media attributes (own making)

2.3 Advertising effectiveness and brand building

Out of the two effects produced by marketing communication, brand building is in many ways harder to achieve yet more important, which is why it demands more investment, different kinds of media and longer time period. According to findings (figure 7.) brand building effects take over as the primary source of growth from sales activation after six months (Binet and Field, 2013; 2017).

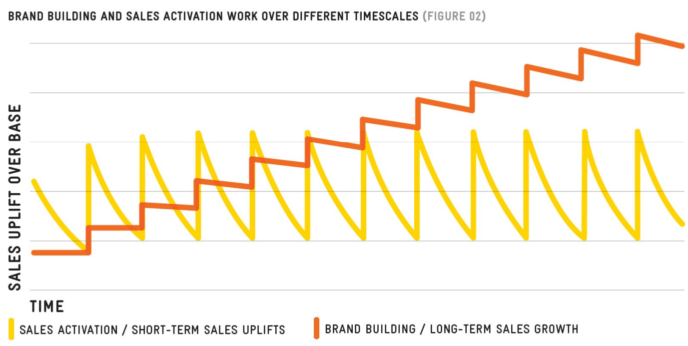


Figure 7. Brand building effects drives effectiveness over longer time-scale (Binet and Field, 2017, p.12)

Activation effects are easy to measure, because they tend to have big and immediate impact on sales response. However, these effects tend to quickly decay and do not tend to build base level of sales over time. Therefore, sales activation tends to produce a series of sales spikes. Oppositely, brand building effects take longer to accumulate, but they tend to decay slowly and consequently become a main driver of growth in a long run (Binet and Field, 2017).

Finally, it is important to acknowledge the evidence that it is not possible to achieve a long-term sustainable growth solely through many short-term activities over time (Binet and Field, 2013), which has been established since early 90s when even Peter Drucker wrote: *"long-term results cannot be achieved by piling short-term results on short-term results"* (Drucker, 1993, p.211).

2.4 Theoretical framework of perceived advertising media effectiveness

The main objective of the literature review was to answer the first supporting research question: *Which advertising media attributes marketers consider during media selection process?* Based on the knowledge accumulated while reviewing the literature it is assumed that views of what qualities or attributes makes advertising medium effective may differ based on the practitioner's underlying belief of how marketing communications actually work and what is its role, and consequently, what is the role of the medium that carries communication. Using the deductive approach, research distinguished two broad categories of media attributes from the literature that marketing practitioners in Slovakia may consider when choosing media for advertising campaign with a goal of building their brand. These are based on the "strong theory" and "weak theory" assumptions and labelled according to Binet and Field (2013; 2017) as "short-term attributes" and "long-term attributes".

Firstly, attributes such as; *Media buying characteristics*, *Medium generated enthusiasm*, *Contribution to marketing program* and *Previous experience* were left out either because they are not relevant when it comes to the actual performance of the medium, or because they were mentioned only once which undermines the relevancy of the attribute.

Following advertising media attributes are considered to be associated with the "weak theory"; *Maximizes campaign reach*, *Builds campaign frequency*, *Gets your ads noticed*, *Triggers a positive emotional response*, *Increases mental availability*. This decision has been made according to the framework (table 1.) that summarized assumptions of the each respective theory.

Secondly, advertising media attributes: *Targets the right people in the right place at the right time*, *Low cost audience delivery*, *Low production cost*, *Short-term sales response*, *Increase campaign ROI* are considered to be associated with the "strong theory" assumptions.

Thirdly, an additional relevant category concerned with contemporary issues that practitioners face in the current media environment was identified, and labelled as "contemporary attributes". These attributes are; *Guarantees a safe environment* and *Transparent third party audience measurement*. Even though, these are not directly linked to none of the theories, there is a reason to believe that these attributes may be considered by practitioners. This reasoning is mainly based on the current interest in topics such as "hate speech" and "fake news", and transparency issues which are concerned with the lack of independent oversight and questioned accuracy of digital channels when it comes to reported campaign metrics. Finally, all of the included attributes were mentioned by literature multiple times, therefore this research deems them relevant. Thus, answering the first research question: *Which advertising media attributes marketers consider during media selection process?* These attributes presumably contributes towards overall perceived effectiveness of advertising medium (figure 8.).

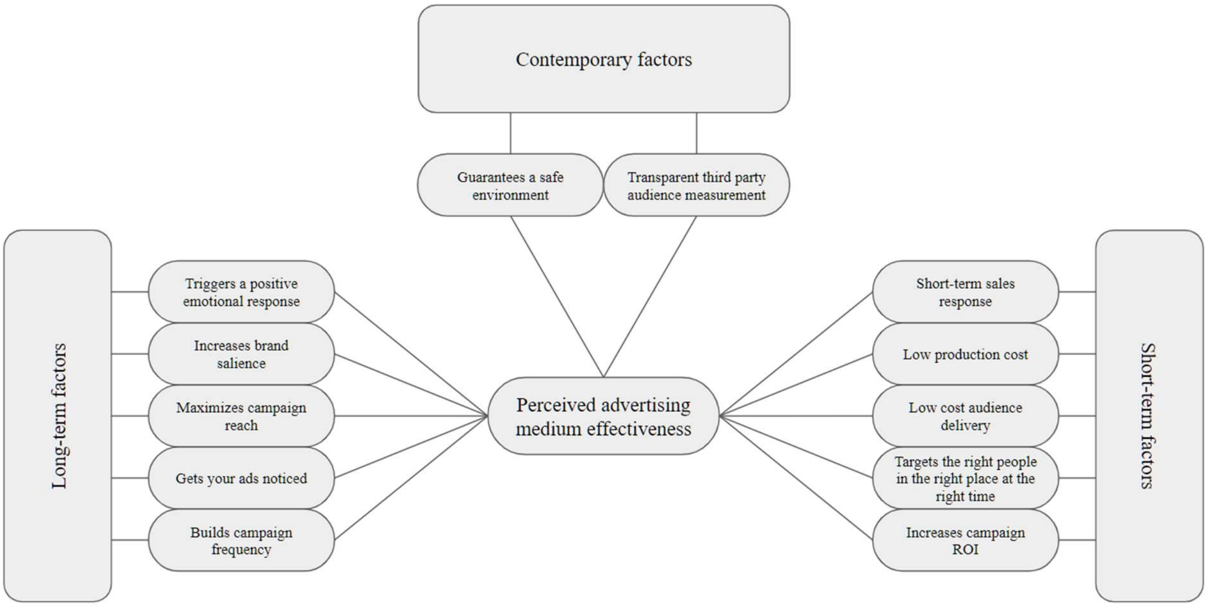


Figure 8. Theoretical framework of perceived effectiveness of advertising medium (own making)

2.5 Hypothesis formulation

The theoretical framework of perceived advertising media effectiveness based on the literature synthesis has identified twelve attributes which presumably contributes to an overall perceived effectiveness of the particular medium. This perceived effectiveness will consequently influence media decisions of an advertiser or an agency person whether to use the medium in the brand campaign media mix or not.

The closer the evaluation of the marketing practitioner is to the real ability of the medium, the more market oriented decisions will advertiser or agency make in their particular context. However, based on the contemporary research in this field it seems that this perception is skewing too far from the evidence and consequently having an observable negative influence on the final outcome and effectiveness of the marketing communications and long-term profitability, and sustainability of the business.

The global financial crisis and the rise of digital channels motivated advertisers into shorter campaigns, over-focus on ROI as a measure of effectiveness, and over-focus on sales activation campaigns. This state of the affairs pushed marketer towards using digital channels which perceivably fulfil these needs better than traditional media channels. Therefore, they became generally overvalued by marketers in their ability to build brands in a long-term. Mentioned discrepancy between reality and perception has been attributed to trends, instincts and misguided perceptions.

Thesis presumes these perceptions being based of the fundamental understanding and beliefs how advertising works held by marketing practitioners. The “strong theory” paradigm has been dominant model despite many proven flaws and assumed causes of declining effectiveness can be attributed solely to assumptions of this paradigm.

In the broad scope of this issue, digital media channels are over-valued for their ability to build brand in a long-term, because they more comfortably fulfil mentioned “strong theory” assumptions. Therefore, this research will mainly answer this statement: *Marketing practitioners perceive certain attributes as being more important for building brands in a long-term.* Accordingly, the following hypothesis are formulated:

H1: Short-term attributes will be perceived as more important for long-term brand building, than long-term attributes.

H2: Traditional media channels will be perceived as less effective for long-term brand building, while new digital media will be perceived as more effective.

3 Research Methodology

This chapter introduces reader to the concept of paradigm and presents the chosen philosophical position of this thesis in regards to RRIF classification. Followingly, chapter contains the research design as described by Kuada (2012), which elaborates the chosen viewpoint in the context of the research problem on ontological, epistemological and methodological level. Subsequently, the primary and secondary data collection and analytical methods are outlined and their application is elaborated on. At the end research quality criteria are described.

3.1 The Paradigm

It is agreed in academia, that there are different perspectives held by researchers, whether they are aware of it or not. The held perspective is reflected in the existing differences in the knowledge foundations, values and assumptions about the social world. Therefore, it can be assumed that every social research is concept-laden rather than theory-laden, and the choice of the approach and methods is determined by these deeply held beliefs (Kuada, 2012). These assumption can be defined as paradigms. This term has been highly influenced by the work of Kuhn (1970). It is described as:

"A cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done, [and] how results should be interpreted" (Bryman, 1988, p.4).

For Kuhn, understanding a paradigm does not mean memorizing laws or theories but by mastering applications, being able to solve certain type of problems and being able to recognize further applications in different situations (O'Shoughnessy, 2010). Majority of philosophy of science scholars define paradigms in terms of four sets of assumptions: ontology, epistemology, human nature and methodology (Kuada, 2012). Thus, this research will use these categories in order to articulate its own assumptions and position the research. Ontological discussion also relates to researcher's view of relationship between human beings and their environment (Kuada, 2012) therefore the assumptions about ontology and human nature will be articulated at the same time.

The discussion of paradigms within social science has been mostly influenced by a general distinction between objective and subjective approaches, and Burrell and Morgan (1979) compare these divergent perspectives in terms of ontology, epistemology, human nature and methodology (table 14.).

Dimensions	The Objectivist Approach	The Subjectivist Approach
Ontology	Realism	Nominalism
Epistemology	Positivism	Antipositivism
Human Nature	Determinism	Voluntarism
Methodology	Nomothetic	Idiographic

Table 14. The objectivist-subjectivist dimensions in Social Science (Kuada, 2012, p.72)

3.2 The RRIF Classification of Burrell and Morgan

This subchapter will aim to classify this research according to established school of thought. Objective-subjective debate has produced a number of paradigm typologies (Kuada, 2012). One of the commonly used typologies was developed by Burrell and Morgan (1979). In their work they analyse approaches according to two dimensions. These are assumptions about the nature of science which is labelled as objective-subjective dimension, and assumptions about the nature of society in terms of a regulation-radical change dimension (Burrell and Morgan, 1975). Thus they propose the matrix which establishes four distinct paradigms:

- The functionalist paradigm
- The interpretive paradigm
- The radical humanist paradigm
- The radical structuralist paradigm

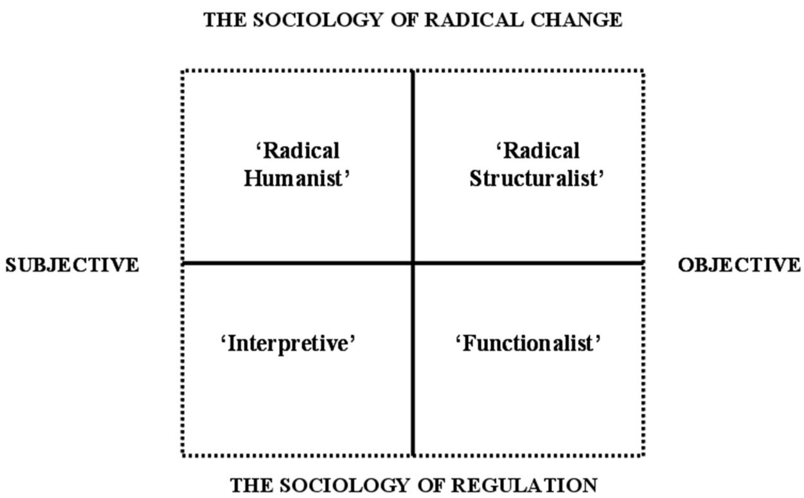


Figure 9. The RRIF classification of Burrell and Morgan (1975, p.22)

Relating this research to one of the mentioned paradigms allows researcher to access the stock of concepts in order to correctly articulate and reflect on one's own assumptions and discuss their implication for the research in question. This research subscribes to the functionalist paradigm which is characteristic by concern for providing explanations for status quo and current state of the affairs. It approaches general sociological concerns from a standpoint which tends to be realist, positivist, determinist and nomothetic. Functionalist perspective is highly pragmatic in orientation, concerned to understand society in a way which generates knowledge which can be put to use. Usually, it has a problem-oriented approach aimed at providing practical solutions to practical problems. It also assumes that the world is composed of relatively concrete empirical artefacts and relationships which can be identified, studied and measured (Burrell and Morgan, 1979). Functionalist paradigm has been criticized for being conservative and limited in providing explanations for social change (Burrell and Morgan, 1979). These limitations are present in this thesis as well, however the research issue is not concerned with such explanations and in fact aims to create a static description of the advertising industry.

Burrell and Morgan argue that these paradigms should be considered *"contagious but separate - contagious because of the shared characteristics, but separate because the differentiation is...of sufficient importance to warrant treatment of the paradigms as four distinct entities"* (Burrell & Morgan, 1979, p.23). In their book, they identify multiple variations of functionalist paradigm, however all of them are built upon shared assumptions. This thesis builds mostly upon these shared assumptions of the functionalist paradigm.

3.3 Ontology

Perception of reality underlines all other choices during the research design process. It determines what is perceived as knowledge and truth, how the knowledge about the truth can be acquired, and what specific methods and techniques should be incorporated and combined in order to do so.

In this research the reality is viewed as external to an individual human being, and not constructed by individuals in interactions with each other what would be described as nominalist view of the reality (Fast and Clark, 1998). In the context of this thesis researcher may be perceived as a pragmatist in a sense of holding the view that the nature of research issue and objectives of investigation should determine the view of reality that is being adopted (Kuada, 2012). However, one can claim that researcher's root assumptions determined what kind of issue and objectives will be seen as useful to solve, thus creating a paradoxical situation.

Nonetheless, the purpose of this investigation and its objectives have been previously established in terms of who should benefit from the findings and how. This fact determined the necessity of making a choice that would match the perspective with the respective problem formulation and objective at hand.

The main objective of this investigation is to help Slovak marketers to become aware of their current perception of advertising media effectiveness to build brands in a long-term, and to suggest whether this perception needs to be re-evaluated and adapted in order to improve their media choices. Thus, researcher presumes that realistic ontology is better suited to this objective because of the current notion of marketing accountability, instrumental rationality, market orientation, evidence-based marketing which are all built upon similar assumptions. Additionally, this perspective fits better to organisational strive for control, objectivity, competence and rational decision-making (Feldwick and Heath, 2008). Therefore, this view of reality represents a perspective that has capability to yield knowledge accepted by epistemic community of interest, and consequently adapt behaviour within the whole industry.

According to Haas: *"...epistemic community is a network of professionals with recognised expertise and competence in a particular domain and authoritative claim to policy relevant knowledge within that domain or issue-area."* (Haas, 1992, p.3). This community plays important role in framing issues for collective debate, articulating cause-and-effect relationships of complex problems and diffusing new ideas that can lead to new patterns of behaviour of the whole community (Haas, 1992). Therefore, this community presumably represent a source of valid knowledge that can drive future direction of the whole industry.

3.4 Epistemology

A growing number of researchers raised concerns about lack of empirical evidence regarding the relevance of marketing activities for corporate performance (O'Shoughnessy, 2010), thus raising the question if marketing activities are mainly informed by empirical evidence from the world they operate in and sell their products, or by their assumptions.

Because thesis wants to empirically describe the state of the industry in a specific area; it is necessary to presume objectivity in the world that is external to an individual, and thus can be objectively observed by independent observer in order to inform the industry, which brings one to the epistemological choice. This choice represents view that objective and subjective knowledge are both seen as facts about the world and can be presented as such. Which means that people can hold subjective but true opinions about things and these opinions can be collected by methods designed to do so.

The sense of pragmatism is present in that researcher understands what kind of explicit knowledge may be accepted by the industry, and thus researchers take the corresponding position in order to achieve the main objective of the study. This pragmatic choice has been made in a context of the problem and objective which aims to inform members of the epistemic community, and thus the knowledge which is being accepted as objective within this community has to be used to describe the weather there is a difference between perception and "reality" or not.

Not all researchers consider the subjective-objective classification to be useful (Deetz, 1996) and argue that objective practices are the most subjective and that these labels are social constructs by themselves, and thus essentially relativistic and antipositivist overall. Researcher is aware of this, however pragmatic view allows to adopt positivist epistemology which is accepted by epistemic community and thus being perceived as useful knowledge that has capability to change perception or practice, and correspondingly improve the whole industry by prompting individual marketers to adapt their perception, and in the end set better goals and implement better media decisions.

3.5 Methodology

Methodological choices has to be consistent with previously discussed ontological and epistemological considerations as these two have large influence on it. Research strategy and design should also illustrate the connection between research questions, data collection, data analysis and theoretical framework (Kuada, 2012). According to realist ontology and positivist epistemology and functionalist tradition this research follows a nomothetic methodological approach which is known for following standardised procedures and techniques of collecting, organising and analysing data (Kuada, 2012). The descriptive nature of this research also implies higher importance of the structured instruments (Kothari, 2004).

In regards to type of the data research can be either qualitative or quantitative. This research adopts quantitative research approach for several reasons. During the course of argumentation and justification of the research problem and formulation of the research questions, authors referred mostly to quantified and empirical data; which was in fact reflection of author's underlying assumptions of realism and positivism. Additionally, this research has inherently a descriptive character because it aims to describe the current state of the Slovak advertising industry. According to Erikson (2017) descriptive design is typically characterized by quantitative research strategy. Descriptive research aims to describe situation that has not been described before and serves well for further hypothesis development by establishing initial credibility. However, the limitation of such research is that it cannot prove anything as "true" or "untrue" (Erikson, 2017). There are indefinite things to be observed therefore author had to draw an inspiration from previous research and theories in order to construct theoretical framework that would serve as a distinctive way of interpreting the collected data. Thus this research includes an element of deductive reasoning.

If the interpretation is based on the paradigm, model or theory the term 'imputational interpretation' is used. In imputational interpretation, the paradigm, model or theory is being assessed whether and how far it explains outcomes of interest (Krausz, 1993). However, this way of thinking comes with obvious dangers since it creates a framework of expectations that is one way of seeing, but also a way of not seeing because model or theory creates restrictions on what to look (O'Shoughnessy, 2010).

The research aims to describe the preference in terms of advertising media attributes that has been categorized according to synthesis of the theoretical considerations and literature review. These attributes are perceived as being an empirical demonstration of the underlying assumptions about how advertising works. The research also aims to describe the current perceptions when it comes to how good certain media are at delivering these attributes. Consequently, research summarizes the results for all attributes in order to create the overall perception of advertising media effectiveness to build brand in a long-term. Based on the theoretical considerations it is assumed that not all attributes will be perceived as equally important. Research has to account for this fact by applying weights to attributes. This is important in order to create an objective view of how are certain media perceived by industry practitioners in terms of their effectivity to build brand in a long term.

Questionnaire administered to respondents represents a primary means of collecting data for descriptive studies. The method of administration can be either by a mail, telephone, person-to-person, internet or mobile (Erikson, 2017). This research adopts administration by internet which does not require a real person asking questions, has very low costs and provides geographical flexibility. One of the main downsides is inability to ensure identity of participant. Different response patterns may be used as well which represents a manner in which respondent answers the questions. These include open-ended questions, multiple choice, self-reported scales or numerical responses (Erikson, 2017). This research design uses two types of self-reported scales for collecting opinions about perceived media performance for each attribute, and maximum-difference (MaxDiff) choice design which shows better ability to capture preference than methods such as; select the best option; select the worst option; rank the option; or rate the option (Marley and Louviere, 2005).

The aim of the research is to assess the current state of the Slovak advertising industry therefore the research design implies necessity to compare opinion data collected by a questionnaire to some sort of empirical benchmark with ability to be perceived as a relevant knowledge by practitioners. Introducing comparative elements into a descriptive research study represents a common practice (Kothari, 2004). Therefore in order to address this need in an efficient way, author decided to incorporate a secondary data analysis which according to Bryman and Bell (2011) can provide research with such element. This comparative design has been inspired by the methodology applied by UK marketing and media consultancy Ebiquity (2018) in their report "Re-evaluating Media". The reason for using the similar methodology is the ability to comment on similarities or differences of the Slovak and UK advertising industry. The secondary data analysis is also established as prevalent method within descriptive research design (Erikson, 2017).

Secondary analysis offers multiple benefits such as time and cost efficiency to acquire data, high quality of the data because many datasets are usually completed by well-established organisations and experienced researchers that have structure and procedures to check the data quality. Secondary data analysis also provides researcher with more time to spend analysing and interpreting the data itself (Bryman and Bell, 2011). This research will mostly built upon analysis of the public domain sources and proprietary data collected by Ebiquity (2018). These sources will be then replaced or adapted by data from Slovak context wherever it will be possible in order to increase the localisation of the study.

However, secondary data comes with limitations such as lack of familiarity with the data that is usually very complex, and no control over quality of the data as well as facing the possibility of key variable absence (Bryman and Bell, 2011).

In order for overall comparison of perception and secondary data to be accurate the secondary data has to be transformed into a form that may be compared with measures produced by questionnaire. Consequently, the attributes' importance in a form of the weights has to be accounted for as well.

3.6 Research Methods and Techniques

Following chapter describes the specific data collection methods and techniques adopted in this research. It also discuss the problems that researcher faced during the research and how they were solved; and analytical methods that were used to describe the data in order to interpret it. Chapter is divided in two parts based on the primary and secondary type of the research.

3.6.1 Primary Data Collection and Analysis Methods

3.6.1.1 Self-Completed Questionnaire

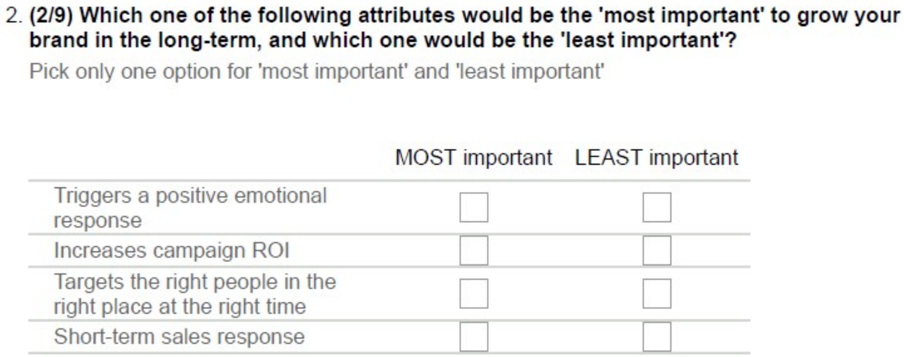
Primary data was collected via an online questionnaire. The respondents completed the questionnaire by themselves and without participation of the data collector (Bryman and Bell, 2011). A Google Forms program was used to create the questionnaire. The main reason for this choice was its flexibility that allows researcher to adopt the MaxDiff technique, which was not possible with other programs such as SurveyXact accessible within the resources of Aalborg University. Data was exported to the excel file and analysed using Microsoft Excel software. The questionnaire was built upon Ebiquity (2018) report studying the same topic within UK context. However, this study used in-depth telephone interview. This method was considered too time consuming and costly therefore the questionnaire has been chosen, and questions has been adapted according to methodology which is transparently presented within the study. This choices comes with certain advantages such as convenience to the respondents who can take their own time to respond to the survey. Additionally, the absence of the data collector decreases the chance of the respondent being affected (Bryman and Bell, 2011; Saunders, et al., 2016) and increases the chance of more truthful answers (Bryman and Bell, 2011; Saunders, et al., 2009). The main problem with self-completed surveys is the non-response rate. It is extremely easy for respondent to ignore the seemingly complicated and extensive survey which may be the case of this research (Bryman & Bell, 2011). According to Saunders, et al. (2009) surveys distributed to private personas may have response rate as low as 10%.

3.6.1.2 Questionnaire Development

The questionnaire aims to quantify and measure two main concepts in the context of long-term brand building. First, it develops a method to quantify the relative importance of advertising media attributes for delivering a brand building campaign. Second, it develops a method to quantify practitioners' relative perceptions in terms of how well certain media perform against specified advertising media attributes. Therefore, the questionnaire consists of two main part which deal with their respective areas. In the end, the questionnaire contains 22 questions. This research uses already existing question formulations. According to Bryman and Bell (2011) using existing questions bring advantages such as measurement quality, thus increased validity and reliability; ability to draw comparison with other research; ability to explore whether location of the sample appears to make a difference to the findings.

At the start of the questionnaire, the respondent are presented with introductory text that explained the purpose of the thesis and questionnaire as well as disclosed the cooperation with research agency *2Muse, s.r.o.* and *ZenithOptimedia, s.r.o.* Questionnaire was presented in Slovak language (appendix 1b.) but question examples in English language are available in the Appendix 1a. as well. The Slovak translation of the questionnaire has been discussed and approved by the experts from the cooperating agencies.

In order to establish relative importance of advertising media attributes this research adopts maximum-difference choice modelling technique. This method is recommended as more suitable for problems dealing with preference (Vermeulen, Goos and Vandebroek, 2010; Marley, Flynn and Louviere, 2008; Street, D.J. and Knox, S.A., 2012; Marley and Pihlens, 2012; Marley and Louviere, 2005) therefore will be used instead of asking importance directly, or creating set of questions to measure and quantify each attribute (Saunders, et al., 2016). This part consists of 9 questions which combine 4 attributes at the time, asking participant to pick the one that is the “most important” for long-term brand building and one that is the “least important” (figure 10.).



2. **(2/9) Which one of the following attributes would be the 'most important' to grow your brand in the long-term, and which one would be the 'least important'?**
Pick only one option for 'most important' and 'least important'

	MOST important	LEAST important
Triggers a positive emotional response	☐	☐
Increases campaign ROI	☐	☐
Targets the right people in the right place at the right time	☐	☐
Short-term sales response	☐	☐

Figure 10. MaxDiff question design (own making)

This way participant does not evaluate attributes in the vacuum but always in comparison with other attributes which allows him or her to make a better choice. Attributes are based on the theoretical framework (figure 8.). The question formulation and the number of attributes per question was established according to Ebiquity (2018), however, number of questions has been changed from 10 to 9 in order to balance the model (table 15.). It is recommended that each attribute is present in the model equal number of time (Bock, 2018). By having 10 questions, Ebiquity’s model did not achieve this balance.

MaxDiff Model	
Number of Alternatives	12 attributes
Alternatives per question	4 attributes per question
Number of questions	9 questions
Number of times each alternative is present	3 times

Table 15. MaxDiff model (own making)

In order to avoid bias imposed due to researcher’s preconceptions, combinations of attributes in each question has been assigned randomly using a maximum difference software available online (DataGame, 2017). In order to avoid model being skewed due to only one combination of the attributes (Bock, 2018), 9 versions of the design were created using mentioned software and distributed equally to the participants. Due to uncertain response rate, the researcher is not able to ensure the perfect distribution of each version, however this technique allows to decrease the contextual effect at least to some degree.

The second part of the questionnaire is concerned with the perceived effectiveness of advertising medium. It is quantified by 12 questions, one for each attribute from theoretical framework (figure 8.), using a 5-point Likert scale where 5 is “very good” and 1 is “very poor”, in a same manner as Ebiquity (2018). This research evaluates the same media as Ebiquity (2018) as presented in Appendix 22. In the end, one question regarding respondent’s tenure in the industry is included.

The questionnaire was pre-tested and distributed to researcher’s network of the local marketers from smaller companies and agencies that were not included in the actual research. However this group was still deemed as relevant to provide commentary and feedback. The purpose of the pretesting was to improve the overall flow of the questionnaire in order to make it easier to complete. Two definitions for attributes *Increases mental availability* and *Guarantees a safe environment* were included in order to anticipate any potential confusion of their meaning.

For each respondent an unique questionnaire was created using Google Forms. The sample was created in advance to the research thus researcher had information about what company, advertising agency, media agency and industry the respondent comes from, and what is his or her position. Therefore, there was no need to include these questions into questionnaire itself which made it shorter and quicker for respondents to fill in. Using this system researcher also knew exactly how many respondents received the questionnaire therefore it was possible to precisely establish the response rate, and send notifications only to those who did not respond therefore making the whole data collection more efficient.

The questionnaire has been distributed since 8.4.2019 until 10.5.2019 However, not all respondents have been reached out to at the same time since researcher had to obtain a way to contact each individual separately.

3.6.1.3 Sampling and Distribution

This research adopts a purposive nonprobability sampling procedure in which elements are selected from the target population on the basis of their judgment, reputation, and specialized knowledge (Daniel, 2012). Specifically, this research adopts so called “expert sampling” where members of the population are selected on the basis of their expertise (Daniel, 2012).

The researcher surveyed a sample of marketers and media experts from top 120 companies in terms of media spend (appendix 2.); or the top 10 full-service advertising agencies in terms of gross income (appendix 3.); or from the top 16 media agencies in terms of gross income (appendix 4.). The main reason why only respondents from these companies and agencies has been contacted is the assumption that these decision-makers have the knowledge of all media types and they command the majority of media spend in the whole country, thus their decisions and budgets lead the industry, and their perceptions may inform others where the industry will go in the future.

Advantage of purposive sampling to availability sampling is its appropriateness to the research problem, researcher has more control over who is selected and findings can be regarded as being representative of the industry (Daniel, 2012). However, it requires more resources, time and effort. Researcher must be knowledgeable about the population, and the conditions of the research (Daniel, 2012). Additionally, there is a high risk of lower response rate because of the time-consuming nature of the respondents' work. Research identified suitable respondents, however, not all of them were asked to participate due to missing contact information. The final sample will be presented in the analysis chapter.

3.6.1.3 Primary Data Analysis

Relative importance of attributes will be assessed using a simple count-based approach. This analytical method is the simplest way of analysing the MaxDiff data, useful when the aim is to establish population-level preference. However, it is highly limited beyond this scope (Parametric Marketing, 2010). Therefore, each attribute will be evaluated according to number of times it is selected as the "most important" for the long-term brand building. Same approach has been used by Ebiquity (2018).

Secondly, perceived advertising media effectiveness is based on the sum of mean scores medium receives on a 5-point scale across all twelve attributes, with importance weights applied. The importance weights are based on the MaxDiff analysis. All media are analysed against each attribute separately before being summarized into overall ranking.

3.6.2 Secondary Data Collection and Analysis Methods

Besides collecting primary data via questionnaire, the researcher conducted a secondary data analysis of advertising media attributes in order to add a comparative element to the research. The research used public domain and proprietary data sources. The main source of the data was the analysis done by Ebiquity (2018) which methodology and sources will be described below. Additionally, The Market & Media & Lifestyle - Target Group Index (MML-TGI) and Touchpoints ROI Tracker research provided by the media agency was used in order to increase localisation of this research in Slovak environment.

3.6.2.1 Ebiquity: Re-evaluating Media

Main source of secondary data is the report produced by UK based media and marketing consultancy firm Ebiquity. In their research, they conducted a comprehensive search of 50 various sources (appendix 5.) and reviewed more than 75 published reports to find supporting evidence on how well media perform. In order to qualify, the research had to be published after 2010 with a transparent methodology and in the public domain. This was supplemented with analysis of Ebiquity's proprietary data (Ebiquity, 2018).

3.6.2.2 National Research MML-TGI

The MML-TGI research is in Slovakia carried quarterly by the market, media and public opinion research agency MEDIAN SK in a licensed co-operation with a British company Kantar Media. The access to this proprietary source has been granted by media agency ZenithOptimedia, s.r.o., together with a complete methodological guide. Data used in this research has been acquired within the dates of 25. 6. 2018 - 16. 12. 2018 using MEDIAN SK own interviewer network. The quota sampling method performed the selection of the respondents. According to the target group structure, the interviewers were given quotas (number of respondents) by sex, age, education, nationality (Slovak, Hungarian), size of residence site, region of the Slovak Republic and day of the week. The quotas were defined on the basis of the Slovak Republic population structure as published by the *Resident population as districts and communities from census, home census and flats census 2011*. The sample comprised inhabitants of the Slovak Republic within 14 - 79 years. The sample size was 4165 respondents. Moving data (joined two quarters) are weighted on the sample size of 4000 responders. The research was conducted using personal face-to-face interviews, face-to-face questionnaires, and self-completed questionnaires.

3.6.2.3 Touchpoints ROI Tracker

Touchpoints ROI Tracker represents a category research that delivers comparable effectiveness metric for brands across all consumer contact points. The research is conducted using web questionnaire amongst category buyers tracking three different metrics: Influence per exposure, Brand Association and Brand Experience Points which represents a comparable measure of the presence of each brand in the mind of the consumer within each category contact point (Appendix 6.). The Brand Experience Points correlates with brand market share (appendix 7.). In this research, the results for 9 touchpoint studies conducted in Slovakia were aggregated. Studies were conducted between 16.07.2012 and 01.05.2018. The sample size was 4774 respondents in categories: skin care, hair care, cars, chocolate, coffee capsules, loans, current accounts (youth), current accounts and mobile phone networks (appendix 8.). The access to this proprietary source has been granted by media agency *ZenithOptimedia, s.r.o.*, together with a complete methodological guide.

3.6.2.4 Secondary Data Analysis

In order to evaluate media performance on each attribute, a scoring criteria has been developed according to Ebiquity's methodology. Media are assessed relatively on the 10-point scale where the rating approach varies depending on the attribute and nature of available data. This research combines three approaches used by the previous research (Ebiquity, 2018):

- Straightforward comparison of data
- Objective assessment of structural capabilities (e.g. yes, yes with limitations, no)
- Score allocated objectively based on combining findings from a range of research studies.

The performance of the advertising media is based on the sum of scores each medium receives on a 10-point scale across all twelve attributes, with importance weights applied. The importance weights are based on the MaxDiff analysis, and scores are based on the secondary data which is evaluated using a scoring framework (table 16.). All media are analysed against each attribute separately before being summarized into an overall ranking that is then compared to ranking produced by the questionnaire data.

Attribute	Definition	Evidence	Scoring criteria
Targets the right people in the right place at the right time	Ability of the medium to target in this way.	How the medium is bought (Zenith knowledge)	0 – no, 1 – yes with imitations, 2 – yes

Increases campaign ROI	Proven to increase overall campaign ROI (return on media investment).	(Ebiquity, 2018, pp. 23-24)	0–10, where 10 is the highest ROI and 0 the lowest
Triggers a positive emotional response	*Emotional connection*. Ability to trigger a positive emotional response (mood). *Seamless experience*. Non-Interruptive seamless part of the media experience.	(Ebiquity,2018, pp. 4-25)	0–5 where 5 is strong evidence of the ad triggering a positive emotional response and 0 where there is least emotional response. 0–5, where 5 is most seamless and least interruptive and 0 is least seamless and most interruptive
Increases mental availability	Enhances long-term brand equity and the degree to which the brand is noticed or thought about in a buying situation.	Touchpoints ROI Tracker (Zenith knowledge)	0–10 where 10=highest, 0 = lowest
Maximizes campaign reach	Reached proportion of the population.	MML-TGI (Zenith knowledge)	0–10 where 10=highest, 0 = lowest
Builds campaign frequency	Builds frequency (OTS /OT H) as a single medium or in a multi-media campaign.	(Ebiquity,2018, p. 28) adjusted by an expert opinion and data (Zenith knowledge)	0–10 where 10=highest, 0 = lowest
Gets your ads noticed	*Level of ad avoidance*. Extent to which consumers can deliberately ignore or avoid seeing the ads. *Stature and stand out*. Medium's sheer physical size, scale and viewability. *Memorability*. Medium's ability to make ad/brand message, audio, or visual memorable and easy to recall. *Amplification*. Medium's ability to get audience talking and sharing your message on and offline.	(Ebiquity, 2018, p. 28-30)	0–3 where 3 is evidence to show lowest level of ad avoidance and 0 where there is the highest ad avoidance. 0–2 where 2 is biggest size and scale and 0 is minimal size or stand-out during ad exposure. 0–3 where 3 is the best memorability and 0 is the Lowest. 0–2 where 2 is strongest evidence of amplification and 0 where there is little or no amplification
Low audience delivery cost	Low cost audience delivery – media cost per thousand.	(Zenith knowledge)	0–10 where 10=highest, 0 = lowest
Low production cost	Low production cost – production as a % of media cost.	(Ebiquity, 2018p. 31)	0–10 where 10=highest, 0 = lowest
Guarantees a safe environment	Ad appears in an environment that is third party regulated, ad is guaranteed not to appear in an inappropriate context.	Secondary research validated by media agency (Zenith knowledge)	0–10, where 10 is safest environment and 0 is least safe environment (up to 5 points for editorial environment and 5 points for advertising environment)

Short-term sales response	Ability to activate sales in the short term.	Touchpoints ROI Tracker (Zenith knowledge)	0–10 where 10=highest, 0 = lowest
Transparent third party audience measurement	Audience measurement tool (survey) is fully transparent and is verified by third parties. Transparent post-campaign delivery reports are provided.	(Zenith knowledge)	0–10, where 10 is the audience measurement is fully transparent and third party verified and 0 is no transparency or third party verification

Table 16. Operationalisation and scoring framework based on Ebiquity (2018)

3.6.3 Methodology of the literature review

Interest in evidence-based practice pressures practitioners into being more accountable, knowledgeable, and able to demonstrate their practice being based on the best available research evidence (Petticrew and Roberts, 2006). The systematic reviews provide a key resource in evidence-based environment, thus such review represents an integral part of this thesis' research design. Oppositely to traditional narrative approach, which relies on researcher's prior knowledge, is less comprehensible, and more concerned with discussing findings; this review put emphasis on systematically summarizing the knowledge concerned with specific topic. In order to systematically assess the literature this thesis followed a seven-step process proposed by Petticrew and Roberts (2006):

1. Clearly define the question that the review is setting out to answer.
2. Determine the type of studies that need to be located in order to answer the question
3. Carry out the comprehensive literature search to locate those studies
4. Search the results of that search and decide if studies fully meet the inclusion criteria
5. Critically appraise the included studies
6. Synthesized the studies and assess heterogeneity among those studies
7. Disseminate the findings of the review.

Systematic reviews are particularly valuable especially as a means of reviewing all the evidence on a specific question if there is some uncertainty about the answer (Petticrew and Roberts, 2006). The first research question of this thesis was concerned exactly with such case. The question is stated as follows: *Which advertising media attributes marketers consider during media selection process?*. The uncertainty delved in theoretical assumption that marketing practitioners evaluate and choose media, based on their underlying understanding of how marketing communication works (Jones, 1990).

The review was concerned with mostly quantitative studies focused on practitioners' views in regards to media choice and media attributes they take into consideration while making decision. Followingly, review was also concerned with a normative academic literature in a form of books and handbooks that prescribe, recommend or mention frameworks for advertising media selection, or state advantages and disadvantages of media.

Inclusion criteria were concerned with work having an explicit mention of criteria list or media advantages and disadvantages structured in a table form. Research was concerned with media attributes therefore papers with criteria focusing solely on external environment or internal managerial environment were not included. Year of publication and geographical context was not a factor since literature was not as rich as anticipated. Review included peer-reviewed papers, textbooks, industry reports and dissertations and master thesis papers because it was not interested in validity of results of these studies but rather with lists of criteria these papers used in their research. After defining the question and determining the types of studies that need to be located, comprehensive literature search has been conducted. The search strategy was divided into three steps.

Firstly, the initial scoping preliminary review has been conducted using Google, Google Scholar and Primo database in order to identify areas of marketing literature concerned with the topic. The topic of "media planning" has been identified which explicitly mentions a step labelled as "media selection". Additionally, this step allowed to compose a list of keywords and helped to identify books and book chapters that would be of an interest.

Secondly, the search included academic books present in AAU library. Author searched the entire selection of marketing literature and examined table of contents of each book. Searched keywords were "media planning", "media selection", "communication planning", "media selection criteria", "media choice". After that, researcher looked for explicit mentions of criteria that marketers should consider when selecting media for an advertising campaign. This search has identified 5 academic books that fulfilled inclusion criteria; (Kotler and Keller, 2012; Fill et al., 2016; Katz, 2003; Pelsmacker, 2001; Dáhlen et al., 2011)

Thirdly, hand searching of academic literature has been conducted using Primo and Google Scholar databases with keywords: "media selection", "media selection criteria", "media planning practice", "advertising media attributes", "media selection criteria" AND "advertising practitioners". Results of the search can be found in Table 17. Besides the results of this search, the already extensively mentioned Ebiquity study was included as well. Complete overview of the review may be found in the Appendix 23.

Database	Primo		
Keyword	"Media selection"	"Media selection criteria"	"Media planning practice"
Number of hits	14431	141	41
Inclusion criteria	Advertising	Advertising	no criteria
Number of hits after inclusion criteria	599	17	41
Considered articles	3	2	1
Database	Google Scholar		
Keyword	"Advertising media attributes"	"Media selection criteria" AND "advertising practitioners"	
Number of hits	4	162	
Inclusion criteria	no criteria	no criteria	
Number of hits after inclusion criteria	4	162	
Considered articles	1	1	

Table 17. Results of academic literature hand search (own making)

Found literature has been critically appraised according to theoretical considerations in order to preserve internal validity of this thesis and reduce potential bias when it comes to selecting criteria for consequent empirical research. The role of theoretical considerations in this research was to provide the language, the concepts, and assumptions that helps the researcher to make sense of the phenomenon under investigation (Kuada, 2012). In this case, the criteria used by marketing practitioners when evaluating and selecting media for advertising campaign. Based on these considerations it is assumed that sets of criteria can vary based on assumptions of the respective author. Therefore, it is not possible to simply rely and adopt the criteria list of just one author. It is necessary to systematically arrive to a list of criteria that will not be disbalanced when it comes to criteria associated with either "weak theory" or "strong theory".

Synthesis of the literature will firstly try to identify what attributes can be merged together or are sub-attributes. Followingly, these attributes will be organized based on the number of mentions in the literature and categorized according to theoretical considerations. At the end, researchers will deductively come to a comprehensive and balanced list of testable attributes that will be used during empirical part of this thesis.

3.6.4 Research quality

Concepts and their measurement are central to quantitative research, thus there is much concern for technical requirements of operationalisation. This concern is usually portrayed as a need to consider validity and reliability of the measures (Bryman, 2003). Reliability is ultimately concerned with issues of consistency of measures and validity with whether or not a measure of a concept actually measures the concept under investigation (Bryman and Bell, 2011). Another prominent criteria in business research is replicability which is very close to criterion of reliability (Bryman and Bell, 2011).

It is believed among quantitative researcher that replication should be an important ingredient to social sciences as it is for natural scientists (Bryman, 2003). Replication can provide a means of checking the degree to which findings are applicable to other contexts. However, replication in business research and social sciences is still regarded as rather unimaginative and having a low status and is mostly concerned with whether the study can be theoretically replicated rather than if anybody actually attempts to replicate it (Bryman and Bell 2011; Bryman, 2003). The issue with replicability is based on whether replicated study spells out its procedures in great detail, otherwise replication is not possible (Bryman and Bell, 2011).

There are always certain limitations in terms of replicating the previous research completely but according to Kidder and Judd (1986, p.26), *"replication means that other researchers in other settings with different samples attempt to reproduce the research as closely as possible."* Even though, the concepts are based on the literature review, this thesis builds on their operationalisation established by Ebiquity (2018) which describes sample, concepts, definitions, measurements, analysis methods and question formulations in great detail, thus making it possible for this thesis to bring this research into a context of Slovak advertising industry. This thesis does not develop new measures of concepts but rather adopts measures established by Ebiquity, which also provides this thesis with ability to comment on potential differences or similarities between both industries. By adopting already established and accepted measures of concepts this thesis addresses the issues in regards to measurement validity. The external validity of this research is ensured by surveying a specific purposive expert sample from advertisers and agencies representing and epistemic community, which indeed accounts for most of the media spend in the country, which is to a reasonable degree perceived as being representative of the industry. Sample is also comparable to that of Ebiquity and to multiple representative opinion studies of Slovak advertising industry conducted by TNS Slovakia. Since this research consistently adopts previously established measures of concepts it addresses the concerns in relation to reliability. Additionally, pre-testing addressed the issue of the questionnaire being translated in Slovak language.

In terms of secondary data analysis the key issue was to ensure the reliability of the analysis, most importantly its inter-observer consistency. According to Bryman and Bell (2011) when a deal of subjective judgment is involved in such activities as the translation data into categories or in the case of this thesis allocating scores, there is a possibility that there is a lack of internal consistency in the decision. This would be an issue if more researchers were participating in allocating scores. The concern was furtherly addressed by following the scoring framework and the nature of scoring done previously by Ebiquity. When it comes to secondary data itself, researcher builds either on the analysis which was done and validated by Ebiquity; or uses sources accepted by the epistemic community such as TGI-MML, Touchpoints ROI Tracker, proprietary agency data, or legislature. Secondary source comes with limitation of lacking familiarity with the data (Bryman and Bell, 2011). This limitation was addressed by obtaining full methodological description of used research.

4. Data Analysis

4.1 Sample Characteristics

The primary research was conducted between 8.4.2019 and 10.5.2019. Out of 136 potential respondents 90 were reached out to with the request to take part in the research by completing the questionnaire. In the end, 40 complete surveys were received which means a response rate of 44,4%, which is considered sufficient in the case of expert sample, who were contacted as private personas, and also because sample of similar size is used by TNS Slovakia when conducting opinion research among Slovak marketers: 53 resp. (2015); 41 resp. (2016a); 41 resp. (2016b).

The response rate varied between agencies and advertisers (table 18.); the response rate was more than twice as high when it comes to agencies than advertisers. However, the sample is balanced with 18 responses from advertisers and 22 responses from agencies.

Agencies		Advertisers		Industry	
Sent	34	Sent	56	Sent	90
Completed	22	Completed	18	Completed	40
Response Rate	64,7%	Response Rate	32,1%	Response Rate	44,4%

Table 18. Response rate

Both, the sample of agencies and advertisers consists mostly of senior marketers working in the advertising industry more than 10 years (table 19.). Which is the result of the research being focused on expert sample consisting of senior and managerial positions.

Agencies	Count	%	Advertisers	Count	%	Industry	Count	%
Less than 5 years	2	9.09%	Less than 5 years	0	0.00%	Less than 5 years	2	5.00%
5 to 10 years	6	27.27%	5 to 10 years	5	27.78%	5 to 10 years	11	27.50%
More than 10 years	14	63.64%	More than 10 years	13	72.22%	More than 10 years	27	67.50%

Table 19. Question: how long do you work in advertising industry?

4.1.1 Agencies

Agency respondents included 12 responses from full-service advertising agencies and 7 responses from media agencies. Full-service agency respondents come from top 10 advertising agencies by gross income (appendix 3.). Top 10 agencies has together earned 15,540,004€ and surveyed respondents come from agencies which together earned 10,366,100€ which represents 66.71%. Media agency respondents come from top 16 media agencies by gross income (appendix 4.). Top 16 agencies have together earned 232,882,000€ and surveyed respondents come from agencies which together earned 102,417,000€ which represents 43,98%. According to their profiles on LinkedIn and company websites, respondents work on positions presented in the Table 20.

	Agency type		
Position	Advertising agency	Media Agency	Grand Total
Account Director	2		**2**
CEO	1	3	**4**
Client Service Manager		2	**2**
COO	1		**1**
Director	1		**1**
Executive Director		1	**1**
Managing Director	1		**1**
Marketing Specialist	1		**1**
Media & Data Director	1		**1**
Media Strategist		1	**1**
Strategist	2		**2**
Strategy Director	3		**3**
Strategy Planner	2		**2**
Grand Total	**15**	**7**	**22**

Table 20. Agency respondents: Occupation

4.1.2 Advertisers

Advertisers' respondents included responses from various sectors and companies come from a list of top 120 advertisers by gross media spend (appendix 2.). Top 120 spent together 1,793,318,327€ and surveyed respondents come from companies which together spent 316,724,086€ which represents 17,66%. According to their profiles on LinkedIn and company websites, respondents work on positions presented in the Table 21.

	Industry							
Position	Automotive	Banking	FMCG	Media	Pharmaceuticals	Retail	Telecommunications	Grand Total
Brand Manager			3					**3**
Head of Marketing		1				1		**2**
Head of Marketing & PR	1							**1**

Head of Marketing Communications							1	**1**
Marketing Expert / Campaign manager		2		1				**3**
Marketing Manager			1		2			**3**
Senior Brand Manager			1					**1**
Senior manager of marketing communication							1	**1**
Senior Marketing Specialist						1		**1**
Strategist			1					**1**
Strategy Development		1						**1**
Grand Total	**1**	**4**	**6**	**1**	**2**	**2**	**2**	**18**

Table 21. Advertisers respondents: Occupation

4.2 Relative Importance of Advertising Media Attributes

The thesis wanted to understand which attributes Slovak advertisers and agencies consider to be the most important and consequently which media they perceive to meet those requirements best. The first part of the analysis represents the answer to the second supporting research question: *What do Slovak advertisers and agencies consider to be the most important attributes of advertising medium in delivering a brand building campaign?* The relative importance of attributes was evaluated using MaxDiff analysis where respondents were asked to trade off the most and least important attributes in 9 different combinations of 4 attributes at the time.

The responses were analysed using a simple count-based approach, which is concerned with an overall number of times the attribute was seen as the "most important" for long-term brand building when respondent was forced to make a choice between attributes. It was important that the alternatives to appear the same number of time and that the context of the question does not influence the choice. Thus, 9 versions of the MaxDiff design were used where each attribute was represented by a number from 1 to 12 and by using MaxDiff software questions were created. Example of the version 1 can be seen in the Table 22. All 9 versions and attribute coding can be found in the Appendix 9.

	Question #								
Item	1	2	3	4	5	6	7	8	9
1	4	3	7	8	10	4	10	6	7
2	6	2	12	1	7	3	2	11	8
3	9	1	5	12	11	2	1	3	12
4	8	10	11	5	6	9	4	9	5

Table 22. Example of MaxDiff design (version 1)

The actual distribution of versions was tied to whether respondent actually completes the questionnaire or not, thus perfect distribution was hard to achieve. Despite this limitation the technique was applied in order to decrease the contextual effect of the question design. Distribution represented by the number of times each version has been completed is presented in the Figure 10. Even though it is not perfect, it still to a degree serves the purpose it was applied for.

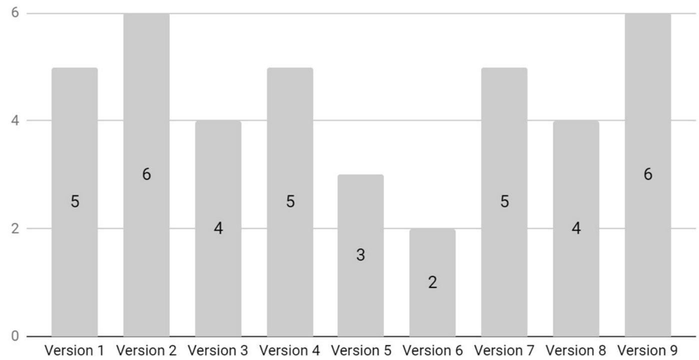


Figure 11. Distribution of MaxDiff design versions

4.2.1 Agencies

When asked *"Which one of the following attributes would be the 'most important' to grow your brand in a long-term, and which one would be the 'least important'?"*, respondents from agencies seen as the most important attribute the ability of the medium to increase the mental availability of the brand (40). Followed by its ability to get the advertisement to be noticed (33); to trigger a positive emotional response (32); to maximize the reach of the campaign (28); and ability to target the right audience at the right place in the right time (28). Attributes such as low production costs (0); short-term sales response (0) or low cost audience delivery (3) were not seen as important when respondents were asked to make a choice between attributes (table 23.).

Attribute	Count
Increases mental availability	40
Gets your ads noticed	33
Triggers a positive emotional response	32
Maximises campaign reach	28
Targets the right people in the right place at the right time	28
Transparent third party audience measurement	11
Increases campaign ROI	9
Guarantees a safe environment	9
Builds campaign frequency	5
Low cost audience delivery	3
Short-term sales response	0
Low production cost	0

Table 23. Relative importance of advertising media attributes for agencies

4.2.2 Advertisers

When asked *"Which one of the following attributes would be the 'most important' to grow your brand in a long-term, and which one would be the 'least important'?"*, advertisers seen as the most important attribute the ability of the medium to target the right people in the right place at the right time (41). Followed by its ability to maximize the campaign reach (30); trigger a positive emotional response (30); ability to increase mental availability of the brand (26); and ability to get the advertisement to be noticed (15). Attributes such as transparent third party audience measurement (0); short-term sales response (0); and low production costs (0) were not seen as important when respondents were asked to make a choice between attributes (table 24.).

Attribute	Count
Targets the right people in the right place at the right time	41
Maximises campaign reach	30
Triggers a positive emotional response	30
Increases mental availability	26
Gets your ads noticed	15
Builds campaign frequency	9
Low cost audience delivery	4
Guarantees a safe environment	4
Increases campaign ROI	2

Transparent third party audience measurement	0
Short-term sales response	0
Low production cost	0

Table 24. Relative importance of advertising media attributes for advertisers

4.2.3 Relative Importance Weighting of Advertising Media Attributes

The further analysis of the perceived advertising media effectiveness required to establish the overall relative importance of each attribute that would serve as a weight. The weight was established according to total count of each attribute being chosen as the "most important" for building brand in a long-term (table 25.).

The results show that two attributes were not chosen at all, thus receiving the weight of zero. This means certain implications for further research because these attributes are not perceived as important when respondents were asked to make a choice between attributes. Therefore, these attributes are omitted from the further primary and secondary analysis because application of the zero weight would inevitably result in a zero weighted score, thus having no impact on the overall perceived effectiveness of the advertising medium for long-term brand building.

Attribute	Count	Importance weighting
Targets the right people in the right place at the right time	69	0,69
Increases mental availability	66	0,66
Triggers a positive emotional response	62	0,62
Maximises campaign reach	58	0,58
Gets your ads noticed	48	0,48
Builds campaign frequency	14	0,14
Guarantees a safe environment	13	0,13
Increases campaign ROI	11	0,11
Transparent third party audience measurement	11	0,11
Low cost audience delivery	7	0,07
Short-term sales response	0	0,00
Low production cost	0	0,00

Table 25. Relative importance weighting of advertising media attributes

4.2.4 Hypothesis 1 Testing

The theoretical framework of perceived advertising media effectiveness combines twelve attributes which presumably contribute to an overall perceived effectiveness of the medium to build the brand in a long-term. This research assumed that marketing practitioners perceive certain attributes as being more important for building brand in a long-term. According to theoretical considerations these attributes are associated with a certain underlying assumptions connected to broad theories of advertising, thus attributes were categorized into three categories; long-term attributes, short-term attributes and contemporary attributes (figure 8.).

In order to test hypothesis 1 *(Short-term attributes will be perceived as more important for long-term brand building, than long-term attributes)* a count-based analysis of the MaxDiff data has been conducted (table 26.). Analysis was concerned with the number of times certain category of attributes is chosen by advertisers and agencies as the "most important" for the long-term brand building.

According to Slovak advertisers and agencies the long-term attributes are seen as more important than both short-term attributes and contemporary attributes, thus the first hypothesis is *Rejected*.

Category	Count
Long-term attributes	248
Short-term attributes	87
Contemporary attributes	24

Table 26. Relative importance of advertising media attributes by category

4.3 Primary Data Analysis

The second part of the questionnaire was concerned with how advertisers and agencies perceive the ability of media to deliver a particular attribute. This part of the analysis represents the answer to the third supporting research question: *What is the perception of Slovak advertisers and agencies on how each advertising medium perform against these attributes?* Using a 5-point Likert scale, where 5 stood for "very good" and 1 stood for "very poor" advertisers and agencies rated each medium against all 12 attributes. The score for each medium has been aggregated as a mean value across all 40 answers representing the industry. As mentioned earlier, this part of the analysis omits from attributes *Low production costs* and *Short-term sales response* because industry does not see them as important for building brand in a long-term.

4.3.1 Targets the right people in the right place at the right time

When Slovak advertisers and agencies were asked to rate media's ability to target the right people in the right place at the right time, they stated that digital channels such as social media, online video and online display fulfil this requirement the best when compared to other media, followed by television and cinema. Advertisers and agencies rated direct mail, out of home and newspapers as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), targeting is perceived as being relatively the most important attribute for building brand in a long-term (w = 0.69).

#	Medium	Score	Weighted Score
1	Social Media	4.5	3.11
2	Online Video	4.4	3.04
3	Online Display	3.9	2.69
4	Television	3.4	2.35
5	Cinema	3.2	2.21
6	Magazines	2.9	2.00
7	Radio	2.8	1.93
8	Newspapers	2.6	1.79
9	Out of Home	2.5	1.73
10	Direct Mail	2.3	1.59

Table 27. Perception: targets the right people in the right place at the right time (w=0.69)

4.3.2 Increases mental availability

When Slovak advertisers and agencies were asked to rate media's ability to increase mental availability, they stated that television, social media and online video fulfil this requirement the best when compared to other media, followed by cinema and online display. Advertisers and agencies rated direct mail, newspapers and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), increasing mental availability is perceived as being relatively very important attribute for building brand in a long-term (w = 0.66).

#	Medium	Score	Weighted Score
1	Television	4.5	2.97
2=	Social Media	3.9	2.57
2=	Online Video	3.9	2.57
4	Cinema	3.5	2.31
5	Online Display	3.3	2.18
6=	Out of Home	3.1	2.05
6=	Radio	3.1	2.05
8	Magazines	2.7	1.78
9	Newspapers	2.4	1.58
10	Direct Mail	1.9	1.25

Table 28. Perception: increases mental availability (w=0.66)

4.3.3 Triggers a positive emotional response

When Slovak advertisers and agencies were asked to rate media's ability to trigger a positive emotional response, they stated that television, cinema and online video fulfil this requirement the best when compared to other media, followed by social media. Advertisers and agencies rated direct mail, newspapers and online display as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), triggering a positive emotional response is perceived as being relatively very important attribute for building brand in a long-term (w = 0.62).

#	Medium	Score	Weighted Score
1	Television	4.4	2.73
2	Cinema	4.3	2.67
3	Online Video	4.1	2.54
4	Social Media	3.9	2.42
5	Radio	3.0	1.86
6=	Magazines	2.8	1.74
6=	Out of Home	2.8	1.74
8	Online Display	2.7	1.67
9	Newspapers	2.5	1.55
10	Direct Mail	1.5	0.93

Table 29. Perception: triggers a positive emotional response (w=0.62)

4.3.4 Maximises campaign reach

When Slovak advertisers and agencies were asked to rate media's ability to maximise campaign reach, they stated that television, online display and online video fulfil this requirement the best when compared to other media, followed by social media. Advertisers and agencies rated cinema, direct mail and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), maximising campaign reach is perceived as being relatively very important attribute for building brand in a long-term (w = 0.58).

#	Medium	Score	Weighted
1	Television	4.8	2.78
2=	Online Display	4.0	2.32
2=	Online Video	4.0	2.32
4	Social Media	3.8	2.20
5	Out of Home	3.6	2.09
6	Radio	3.3	1.91
7	Newspapers	2.8	1.62
8	Magazines	2.5	1.45
9	Direct Mail	2.3	1.33
10	Cinema	2.2	1.28

Table 30. Perception: maximizes campaign reach (w=0.58)

4.3.5 Gets your ads noticed

When Slovak advertisers and agencies were asked to rate media's ability to get advertisement being noticed, they stated that television, online video, out of home and social media fulfil this requirement the best when compared to other media. Advertisers and agencies rated direct mail, newspapers and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), getting ads noticed is perceived as being relatively very important attribute for building brand in a long-term (w = 0.48).

#	Medium	Score	Weighted Score
1	Television	4.7	2.26
2	Online Video	3.8	1.82
3=	Out of Home	3.6	1.73
3=	Social Media	3.6	1.73
5	Online Display	3.4	1.63
6	Cinema	3.1	1.49

7	Radio	2.9	1.39
8	Magazines	2.7	1.30
9	Newspapers	2.6	1.25
10	Direct Mail	1.9	0.91

Table 31. Perception: gets your ads noticed (w=0.48)

4.3.6 Builds campaign frequency

When Slovak advertisers and agencies were asked to rate media's ability to build campaign's frequency, they stated that television, social media and online video fulfil this requirement the best when compared to other media, followed by online display. Advertisers and agencies rated direct mail, cinema and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), maximising campaign reach is perceived as being relatively less important attribute for building brand in a long-term (w = 0.14).

#	Medium	Score	Weighted Score
1	Television	4.6	0.64
2	Social Media	4.4	0.62
3	Online Video	4.1	0.57
4	Online Display	4.0	0.56
5	Radio	3.9	0.55
6	Out of Home	3.4	0.48
7	Newspapers	2.6	0.36
8	Magazines	2.4	0.34
9=	Cinema	2.1	0.29
9=	Direct Mail	2.1	0.29

Table 32. Perception: builds campaign frequency (w=0.14)

4.3.7 Guarantees a safe environment

When Slovak advertisers and agencies were asked to rate media's ability to guarantee a safe environment, they stated that cinema, television and radio fulfil this requirement the best when compared to other media, followed by magazines and newspapers. Advertisers and agencies rated social media, online display and online video as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), guaranteeing a safe environments is perceived as being relatively less important attribute for building brand in a long-term (w = 0.13).

#	Medium	Score	Weighted Score
1	Cinema	4.4	0.57
2	Television	4.3	0.56
3	Radio	4.0	0.52
4	Magazines	3.9	0.51
5	Newspapers	3.4	0.44
6=	Direct Mail	3.3	0.43
6=	Out of Home	3.3	0.43
8	Online Video	3.2	0.42
9=	Online Display	2.9	0.38
9=	Social Media	2.9	0.38

Table 33. Perception: guarantees a safe environment (w=0.13)

4.3.8 Increases campaign ROI

When Slovak advertisers and agencies were asked to rate media's ability to increase campaign's ROI, they stated that social media, online video and online display fulfil this requirement the best when compared to other media, followed by television. Advertisers and agencies rated cinema, newspapers and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), increasing campaign's ROI is perceived as being relatively less important attribute for building brand in a long-term (w = 0.11).

#	Medium	Score	Weighted Score
1	Social Media	4.2	0.46
2	Online Video	4.0	0.44
3	Online Display	3.9	0.43
4	Television	3.7	0.41
5	Radio	2.9	0.32
6	Out of Home	2.5	0.28
7	Direct Mail	2.4	0.26
8=	Magazines	2.2	0.24
8=	Newspapers	2.2	0.24
10	Cinema	2.1	0.23

Table 34. Perception: increases campaign ROI (w=0.11)

4.3.9 Transparent third party audience measurement

When Slovak advertisers and agencies were asked to rate media's ability to provide transparent third party audience measurement, they stated that television, online display and online video fulfil this requirement the best when compared to other media, followed by social media. Advertisers and agencies rated direct mail, out of home and cinema as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), transparent third party audience measurement is perceived as being relatively less important attribute for building brand in a long-term (w = 0.11).

#	Medium	Score	Weighted Score
1	Television	4.2	0.46
2	Online Display	4.0	0.44
3	Online Video	3.7	0.41
4	Social Media	3.6	0.40
5	Radio	3.0	0.33
6=	Magazines	2.8	0.31
6=	Newspapers	2.8	0.31
8	Cinema	2.6	0.29
9	Out of Home	2.5	0.28
10	Direct Mail	1.9	0.21

Table 35. Perception: transparent third party audience measurement (w=0.11)

4.3.10 Low cost audience delivery

When Slovak advertisers and agencies were asked to rate media's ability to deliver audience cost efficiently, described as CPM, they stated that social media, online video and online display fulfil this requirement the best when compared to other media, followed by television. Advertisers and agencies rated cinema, newspapers and magazines as being relatively worse at delivering this attribute. According to MaxDiff analysis (table 25.), low cost audience delivery is perceived as being relatively the least important attribute for building brand in a long-term (w = 0.07).

#	Medium	Score	Weighted Score
1	Social Media	4.3	0.30
2	Online Display	4.1	0.29
3	Online Video	4.0	0.28
4	Radio	3.1	0.22

5	Direct Mail	2.9	0.20
6=	Television	2.8	0.20
6=	Out of Home	2.8	0.20
7=	Magazines	2.4	0.17
7=	Newspapers	2.4	0.17
10	Cinema	1.9	0.13

Table 36. Perception: low cost audience delivery (w=0.07)

4.3.11 Conclusion to the Primary Analysis and Hypothesis 2 Testing

The theoretical framework established 12 advertising media attributes that presumably contributes to perceived advertising medium effectiveness, thusly influence media choice of marketing practitioners. In order to understand the relative importance of these attributes for long-term brand building a MaxDiff analysis was conducted (table 25.). According to MaxDiff analysis, two attributes identified by theoretical framework were not seen as important, therefore, the model was adapted by omitting mentioned attributes from further analysis.

The overall perceived advertising medium effectiveness is based on sum of mean scores each medium received across all 10 attributes advertisers and agencies look for in media channels, with importance weights applied. The media channels are ranked (table 37.) according to their overall weighted score, which serves as a basis for testing hypothesis 2 *(Traditional media channels will be perceived as less effective for long-term brand building, while new digital media will be perceived as more effective)*. Television is perceived as the most effective advertising medium in terms of building brand in a long-term but other traditional media are seen as less effective by advertisers and agencies. Television is followed by new digital media such as online video, social media and online display respectively. Direct mail, print newspapers and print magazines are perceived as being relatively least effective in building brand in a long-term.

According to Slovak advertisers and agencies without exception of television, the new digital media are perceived as more effective for long-term brand building, while traditional media channels are perceived as less effective, therefore the second hypothesis is *Confirmed*.

#	Medium	Weighted Score
1	Television	16,55
2	Online Video	15,55
3	Social Media	15,32

4	Online Display	13,50
5	Cinema	12,41
6	Radio	11,94
7	Out of Home	11,91
8	Magazines	10,59
9	Newspapers	10,00
10	Direct Mail	7,99

Table 37. Relative advertising media effectiveness ranking based on industry perception

4.4 Secondary Data Analysis

This part of the analysis provides an answer to the fourth supporting research question: *How does each advertising medium perform against these attributes according to published research?* Using a scoring framework researcher rated each medium's relative performance against 10 attributes based on the collected secondary data. In the end, scores were weighted according to MaxDiff analysis and summarized in order to create a relative media ranking that can be compared to outcomes of the primary analysis. Similarly to previous one, this part of the analysis omits from attributes *Low production costs* and *Short-term sales response* because industry does not see them as important for building brand in a long term.

4.4.1 Targets the right people in the right place at the right time

The secondary analysis of media's ability to target the right people in the right place at the right time is based on the objective assessment of structural capabilities of each medium in terms of how medium is actually bought (table 38.). The data consist of the media agency knowledge provided by *ZenithOptimedia, s.r.o.*. According to Ebiquity's framework (2018: 23) experts from this agency were asked whether each medium can be bought in regards to geography, demography, day of week, time of day, contextually and addressably. Their task was to either answer: yes - 2; yes, with limitations - 1, or no - 0. Sum of scores was then converted to 1-10 score (appendix 10.). The scores is weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Social Media	10	6,90
2=	Online Display	9	6,21
2=	Online Video	9	6,21
4=	Radio	8	5,52
4=	Cinema	8	5,52

6	Television	5	3,45
7=	Out of Home	4	2,76
7=	Direct Mail	4	2,76
7=	Newspapers	4	2,76
10	Magazines	3	2,07

Table 38. Evidence: targets the right people in the right place at the right time (w=0.69)

4.4.2 Increases mental availability

Mental availability represents a long-term brand equity and the degree to which the brand is noticed or thought about in a buying situation. According to Ehrenberg et al. (2002) this metric is concerned with a size of the brand within consumers' mind. This attribute is evaluated according to Touchpoints ROI Tracker research. Research operates with metric "Brand Experience Points", which represents a comparable measure of the presence of each brand in the mind of the consumer within each category contact point. This metric is combination of two metrics; "Influence per Exposure" of each touchpoint on category purchasing (*"Does this contact usually provide poor, exaggerated or inaccurate information about brand?"*; *"Does this contact usually make brand unappealing or unattractive to you?"*; *"Rank the ten most important contacts that play a role in your selection of a category brand."*) (appendix 6.), and "Brand Association" of each brand with each touchpoint (*"Have you seen/heard this brand in this touchpoint in recent months?"*). The results are aggregated based on multiple studies for various brands from different product categories (appendix 8.). Since this is a comparative metric which measures media in relation to other, the straightforward comparison approach is applied and data is directly converted into 1-10 score (appendix 11.). The results for out of home are aggregated for window display, outdoor ads, ads near store, bus shelter ads and other small ads, and in-store ads touchpoints. The scores is weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Television	10	6,60
2	Newspapers	7	4,62
3	Magazines	6	3,96
4	Out of Home	5	3,30
5=	Radio	4	2,64
5=	Online Display	4	2,64
7	Direct Mail	3	1,98

8=	Social Media	2	1,32
8=	Online Video	2	1,32
10	Cinema	1	0,66

Table 39. Evidence: increases mental availability (w=0.66)

4.4.3 Triggers a positive emotional response

The secondary analysis of media's ability to trigger a positive emotional response is based on the previous review and analysis done by Ebiquity (2018). The analysis accounted for two sub-factors; emotional connection and seamless experience. The final score was allocated objectively by Ebiquity based on combining findings from a range of research studies and agency knowledge according to scoring framework, and validated by team of experts (appendix 12.). In order to adapt findings into a Slovak context the scores are weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Cinema	10	6,20
2=	Television	9	5,58
2=	Magazines	9	5,58
2=	Radio	9	5,58
5=	Out of Home	8	4,96
5=	Newspapers	8	4,96
7	Direct Mail	7	4,34
8	Social Media	6	3,72
9=	Online Video	3	1,86
9=	Online Display	3	1,86

Table 40. Evidence: triggers a positive emotional response (w=0.62)

4.4.4 Maximises campaign reach

The secondary analysis of media's ability to maximise campaign reach is based on the straightforward comparison of data in terms of the proportion of population medium can reach. The data comes from MML-TGI research provided by *ZenithOptimedia, s.r.o.*, which is concerned with standalone reach of the medium. The data describes what percentage of the population aged 14-79 is reached by particular medium during average day. The average day was used because it was the only timespan consistently available across most of the media channels, thus providing a comparable measure. The only exception is cinema which is based on the reach for average week, representing the shortest timespan available in data. The proportion of the population is then directly converted into 1-10 score (appendix 13.). The scores is weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Television	10	5,80
2	Magazines	9	5,22
3=	Radio	8	4,64
3=	Out of Home	8	4,64
5	Online Video	7	4,06
6=	Social Media	6	3,48
6=	Direct Mail	6	3,48
8	Newspapers	4	2,32
9	Online Display	3	1,74
10	Cinema	1	0,58

Table 41. Evidence: maximizes campaign reach (w=0.58)

4.4.5 Gets your ads noticed

The secondary analysis of media's ability to getting advertisement to be noticed is based on the previous review and analysis done by Ebiquity (2018). The analysis accounted for four sub-factors; level of ad avoidance, stature and stand out, memorability and amplification. The final score was allocated objectively by Ebiquity based on combining findings from a range of research studies, proprietary data and agency knowledge, and validated by team of experts (appendix 14.). In order to adapt findings into a Slovak context the scores are weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Cinema	9	4,32
2	Television	7	3,36
3=	Out of Home	6	2,88
3=	Radio	6	2,88
5=	Magazines	5	2,40
5=	Newspapers	5	2,40
5=	Social Media	5	2,40
5=	Online Video	5	2,40
9	Direct Mail	4	1,92
10	Online Display	3	1,44

Table 42. Evidence: gets your ads noticed (w=0.48)

4.4.6 Builds campaign frequency

The secondary analysis of media's ability to build campaign frequency is based on the previous review and analysis done by Ebiquity (2018) in regards to media's ability to build frequency as a single medium or in a multi-media campaign. The final score was based on the straightforward comparison of the data (appendix 15a.). The standalone frequency formed 50% of the score and was based on data for a typical 4 week campaign. The incremental frequency formed 50% of the score and was based on two typical scenarios:

- Base of Television (£1.5m) with incremental gain of moving 20% of the budget
- Base of Radio (£600k) with incremental gain of moving 50% of the budget

In order to adapt findings into a Slovak context the scores are weighted according to MaxDiff analysis (table 25.) and the score for television, out of home and online display is adjusted according to further secondary data analysis.

In terms of television the score is changed from 7 (Ebiquity, 2018) to 10. The reasoning for this change is based on the data provided by *ZenithOptimedia, s.r.o.*. The data comes from people metric measurement done by Kantar and Broadcasters Audience Research Board (BARB). When compared to UK, the average time spent watching television steadily grows in Slovakia from 3h 55min in 2015 to 4h 04min in 2018 (appendix 15c.). The average time spent watching television steadily declined since 2010 by 19% from 4h in 2010 to 3h 24min in 2017 (appendix 15b.).

The score for out of home is changed from 10 (Ebiquity, 2018) to 8. The reasoning for this change is based on the quality of out of home ad spaces. 46% share of out of home advertising revenue went to digital in the UK in 2017 (Outdoor Media Centre, 2018). On the other hand, digital out of home platforms are relatively non-existent in Slovakia, what is perceived as a significant difference for affecting the frequency, and for the score change.

The score for online display is changed from 5 (Ebiquity, 2018) to 7. The reasoning for this change is based on the lower competition which can be seen in lowers costs of this medium (appendix 19.), and higher standalone reach. In Slovakia the standalone reach represents 51,50% of the population during average day (appendix 13.) when in the UK it is only 16,3% (Ebiquity, 2018) what is perceived as a significant difference for affecting the frequency, and for the score change.

#	Medium	Score	Weighted Score
1	Television	10	1,40
2	Radio	9	1,26
3=	Out of Home	8	1,12
3=	Newspapers	8	1,12
5	Online Display	7	0,98
6	Social Media	6	0,84
7	Magazines	5	0,70
8	Online Video	3	0,42
9	Cinema	2	0,28
10	Direct Mail	1	0,14

Table 43. Evidence: builds campaign frequency (w=0.14)

4.4.7 Guarantees a safe environment

The secondary analysis of media's ability to guarantee a safe environment for brand is based on whether advertisement appears in an environment that is third party regulated, and whether advertisement is guaranteed not to appear in an inappropriate context. The analysis is concerned with editorial and advertising environment. The score is allocated objectively based on the secondary research and according to scoring framework (table 16.). The editorial and advertising environment in Slovakia is mainly regulated by the following legislature:

- Act No. 147/2001 Coll., Advertisement Act as amended ("Advertisement Act")
- Act No. 308/2000 Coll., Broadcasting and Retransmission Act as amended ("Broadcasting and Retransmission Act")
- Act No. 343/2007 Coll., Audiovision Act as amended ("Audiovision Act")

The control of Advertisement Act (2019) is enforced by multiple bodies in regards to the nature of the product. Additionally, the industry is self-regulated using the Advertising Standards Council (ASC) Code of Ethics (ASC, 2015) and partially by the Association Public Relations Slovak Republic (APR SR) Code of Ethics which applies to its members (APR SR, 2019). Another self-regulatory document is Online Media Code of Ethics by IAB Slovakia - Association of the Internet Media, which applies its members and concerns online display, video and social media (IAB Slovakia, 2010). The best regulated media are television and radio which are over sought by the Council for Broadcasting and Retransmission according to the Broadcasting and Retransmission Act (2016), which also partially regulates broadcaster VoD excluding Facebook and YouTube. The second best regulated medium is cinema which follows the Audiovision Act (2015) which is enforced by the Slovak Trade Inspection (STI) and self-controlled by Union of Film Distributors of Slovak Republic. The direct mail is self-regulated but it provides a safe environment because advertiser has complete control over context and advertising. Followingly, the editorial environment in newspapers and magazines follows rules established by multiple independent press standards organisations such as; Slovak Syndicate of Journalists, Slovak Press Publishers' Association, The Print-Digital Council Slovakia, and Association for Protection of Journalistic Ethics. The out of home is regulated by local governments and local planning controls according to Building Act (2019). The editorial and advertising environment of media which are not subjected to law of European Union and Slovak Republic (e.g. Facebook, Google) is almost impossible to regulate according to mentioned legislature. Online display, video and social media provides the least brand safe environment. According to CMO Council (2017) 72% of brand advertisers engaged in programmatic buying are concerned about brand integrity and digital display placement. Their research also claim that a quarter of the world's marketers have reported specific examples of where their digital advertising appeared alongside offensive and compromising content. There are few independent initiatives that provides marketers with resources to avoid controversial content such as Konspiratori.sk, which is a public database of websites with such content. Social media are also under scrutiny in terms of failing self-moderation of the user generated content. The final scoring can be found in the appendix (appendix 16.) and scores are weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1=	Television	10	1.30
1=	Radio	10	1.30
3	Cinema	9	1.17
4	Direct Mail	8	1.04
5=	Newspapers	7	0.91
5=	Magazines	7	0.91
7	Out of Home	6	0.78
8=	Online Video	3	0.39
8=	Online Display	3	0.39
10	Social Media	2	0.26

Table 44. Evidence: guarantees a safe environment (w=0.13)

4.4.8 Increases campaign ROI

The secondary analysis of media's ability to increase campaign ROI is based on the previous review and analysis done by Ebiquity (2018). The final score was allocated objectively by Ebiquity based on combining findings from a range of research studies, proprietary data and agency knowledge, and validated by team of experts (appendix 17.). In order to adapt findings into a Slovak context the scores are weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Television	10	1,10
2	Radio	9	0,99
3=	Magazines	8	0,88
3=	Newspapers	8	0,88
5	Online Display	6	0,66
6	Direct Mail	5	0,55
7	Social Media	4	0,44
8	Online Video	3	0,33
9	Out of Home	2	0,22
10	Cinema	1	0,11

Table 45. Evidence: increases campaign ROI (w=0.11)

4.4.9 Transparent third party audience measurement

The secondary analysis of the transparent third party audience measurement is concerned with whether medium has audience measurement tool such as survey that is fully transparent and verified by third parties, and whether it provides transparent post campaign delivery reports. The data is based on the knowledge provided by *ZenithOptimedia, s.r.o.* (appendix 18.). The final score was allocated objectively based on the provided knowledge.

When compared to others, the most transparent measurement with third party oversight environment is provided by television which provides people metric measurement controlled by independent association with very high standards. The members of the association are television providers and media agencies. People metric measurement also provides tools for planning and evaluation as well as post campaign delivery reports. Television is also monitored by Kantar Ad Intelligence advertisement monitoring. Online display is monitored by IABmonitor which is a third party measurement of Slovak websites. Google, Youtube and Facebook are not included. It is also possible to measure campaigns' performance via third party systems like Gemius, Adform etc. MML-TGI to a limited degree also provides measurement of online display. Online video is monitored in a similar degree as online display. Social media campaigns can be measured via provider systems (e.g. Facebook business manager), however no relevant third party measurement or audit exists and TGI-MML also provides only limited information. Radio is monitored via Kantar Ad Intelligence advertisement monitoring and radio listenership provided by TGI-MML. Newspapers and magazines are monitored by Audit Bureau of Circulation (ABC), Kantar Ad Intelligence, and print readership provided by TGI-MML. Direct mail, cinema and out of home provides no relevant measurement or audit, and only limited information by TGI-MML. The scores is weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Television	10	1,10
2	Online Display	9	0,99
3	Online Video	8	0,88
4	Social Media	7	0,77
5	Radio	6	0,66
6=	Magazines	5	0,55
6=	Newspapers	5	0,55
8	Direct Mail	3	0,33
9	Cinema	2	0,22
10	Out of Home	1	0,11

Table 46. Evidence: transparent third party audience measurement (w=0.11)

4.4.10 Low cost audience delivery

The secondary analysis of the cost of audience delivery is based on the straightforward comparison of the data in regards to CPM. The data is based on the internal proprietary benchmark of average discounts and net prices of campaigns realised established by *ZenithOptimedia, s.r.o.*. The data includes a spectrum of clients varying in terms of budget size and product category. According to scoring framework, the CPM is the directly converted into a 1-10 score (appendix 19.). The scores is weighted according to MaxDiff analysis (table 25.).

#	Medium	Score	Weighted Score
1	Online Display	10	0,70
2	Social Media	9	0,63
3	Radio	8	0,56

4	Out of Home	7	0,49
5	Television	6	0,42
6	Direct Mail	5	0,35
7	Newspapers	4	0,28
8	Online Video	3	0,21
9	Magazines	2	0,14
10	Cinema	1	0,07

Table 47. Evidence: low cost audience delivery (w=0.07)

4.4.11 Conclusion of the Secondary Analysis

The secondary data analysis evaluated effectiveness of the advertising media according to 10 attributes which were identified as important for building brand in a long-term. The relative importance of these attributes is based on the views of advertisers and agencies identified by MaxDiff analysis. The relative effectiveness of each medium against every attribute was quantified according to scoring framework (table 16.). The scores provided relative comparison of advertising media in their ability to deliver particular attribute.

Finally, the scores were weighted and summarized in the same manner as practitioners' perceptions in order to create an overall ranking based on the secondary data. The purpose of this ranking is to provide a comparative element for further discussion in regards to state of the Slovak advertising industry in terms of evaluating media's ability to build a brand in a long-term.

According to secondary data analysis traditional media such as television, radio, magazines, out of home and newspapers represent relatively better way of building brand in a long-term than new digital media such as social media, online video and display.

#	Medium	Weighted Score
1	Television	30,11
2	Radio	25,85
3	Magazines	23,10
4	Out of Home	21,08
5	Newspapers	20,80
6	Social Media	20,76
7	Cinema	19,13

8	Online Video	18,08
9	Online Display	17,61
10	Direct Mail	16,20

Table 48. Relative advertising media effectiveness ranking based on secondary analysis

5 Discussion

Contemporary research defines brand building as a specific type of communication (Binet and Field, 2017). It constitutes for building mental availability through creating mental structures and associations (Ehrenberg et al., 2002; Sharp, 2010). It prompts "system 1" of thinking (Kahneman, 2011) through emotional priming and requires broad-reach media, distinctiveness, multiple exposures and longer time period (Binet and Field, 2017). Brand building is also concerned in being effective rather than efficient (Lion, 2018) focusing on absolute gains in terms of long-term business effects such as profit, sales or market share (Binet and Field, 2017). In this context it is perceived as an investment rather than a cost (Lion, 2018; Binet and Carter, 2018). This broad but empirically grounded definition was represented in this research by multiple "long-term attributes" (figure 8.), which were identified by literature review and assessed by Slovak marketers in terms of their relative importance to other types of identified attributes.

According to results of *hypothesis 1* testing; Slovak advertisers and agencies consider long-term attributes as being the more important for long-term brand building than short-term attributes and contemporary attributes as well (table 25.). Overall, the situation resembles findings of the Ebiquity study in the UK (2018). Targeting was also seen as relatively the most important for long-term brand building, however in the UK it was followed by the ability of the media to increase campaign ROI, which is another short-term attribute. This attribute was perceived as relatively unimportant by Slovak marketers. This is rather expected for the UK because of the research done by Binet and Field (2017), who claim that one of the reasons for declining effectiveness is over-focusing on this metric. It seems that this negative factor may not be present in the Slovak industry, for now. It is also worth pointing out that two of the short-term attributes were considered as being not important at all; namely *Short-term sales response* and *Low production costs*, which serves as a basis for an argument that it is the "weak theory" and long-term orientation that is more prevalent in the Slovak industry. The fact that short-term attributes are not valued for being important for long-term brand building is regarded as being rather positive finding, because it was stressed that focusing on attributes such as *Short-term sales response* or *Increasing campaign ROI* contribute to the decline of marketing effectiveness (Binet and Field, 2017).

There is a reason why a single short-term attribute; *Targets the right people in the right time at the right place*, is ahead of long-term attributes. Findings indicate a potential difference between advertisers and agencies in their fundamental understanding of how advertising works. By comparing the results of the MaxDiff analysis it can be assumed that advertisers are more inclined to the "strong theory" because they value targeting as the most important attribute for building brand in a long-term (table 23.), and agencies tend to lean more towards the "weak theory" because they value ability to *Increase mental availability* as the most important attribute for building brand in a long-term, and targeting was ranked fourth (table 24.). The notable implication of this finding is that advertisers and agencies may not operate on the same level of understanding how advertising works, thus having different expectations of the purpose of marketing communications.

Findings also show that contemporary issues such as brand safety and transparent third party verified metrics do not represent relatively important factors when choosing media for Slovak as well as UK based advertisers and agencies. This is notable since especially verified audience measurement does not get relatively more attention in spite of the current debate and research showing that reported digital metrics have far away to go in terms of quality when compared to traditional metrics provided for example by people metric measurements and TGI-MML surveys. Also because of the current notion of marketing accountability (Mouncey, 2007). This is the case especially with online video, online display and social media (e.g. Facebook, YouTube). For example, during the last year Future TV Advertising Forum 2018, Mike Campbell the Head of International Effectiveness at Ebiquity presented current research which showed large differences between number of impressions reported by provider systems (e.g. ad manager) and the actual audible and completed video (Campbell, 2018), which previously also motivated group of marketers to start a class action lawsuit against Facebook (Welch, 2018).

In terms of brand safety it is worth pointing out that Slovak marketers as well as marketers all around the world may soon face a question whether using certain media is compliant with codes of ethics most of them promised to follow, and whether and how will they address unprecedented issues connected to digital media in terms of phenomena such as "fake news" (European Commission, 2018), "hate speech" (Chetty and Altahur, 2018) and their impact on political environment e.g. a genocide incited on Facebook, with posts from Myanmar's military (Mozur, 2018). According to CMO Council (2017) almost three quarters of world's marketers engaged in programmatic buying raised concerns about brand integrity in digital environment and quarter of them reported a specific example where their digital advertising appeared alongside offensive content. Yet this attribute also remained relatively unimportant when marketers were forced to trade-off between attributes (table 25.).

The aim of this research was to assess the current state of the Slovak advertising industry in terms of ability to evaluate effectiveness of advertising media to grow brand in a long-term. In order to do so, a comparison of the overall “perception” (table 37.) and “evidence” (table 48.) based on all attributes, allows to identify whether certain media are overvalued or undervalued by Slovak marketers. Following comparison connects both primary data and secondary data and is focused on the relative ranking each medium received in regards to both. The comparison is presented in the Figure 12. The closer the number is to zero, the closer is marketers’ evaluation to secondary empirical findings. Number itself represents difference between ranks medium received according to marketers and according to data. Positive number means that medium is overvalued and negative number means medium is undervalued when compared to overall results of the secondary research.

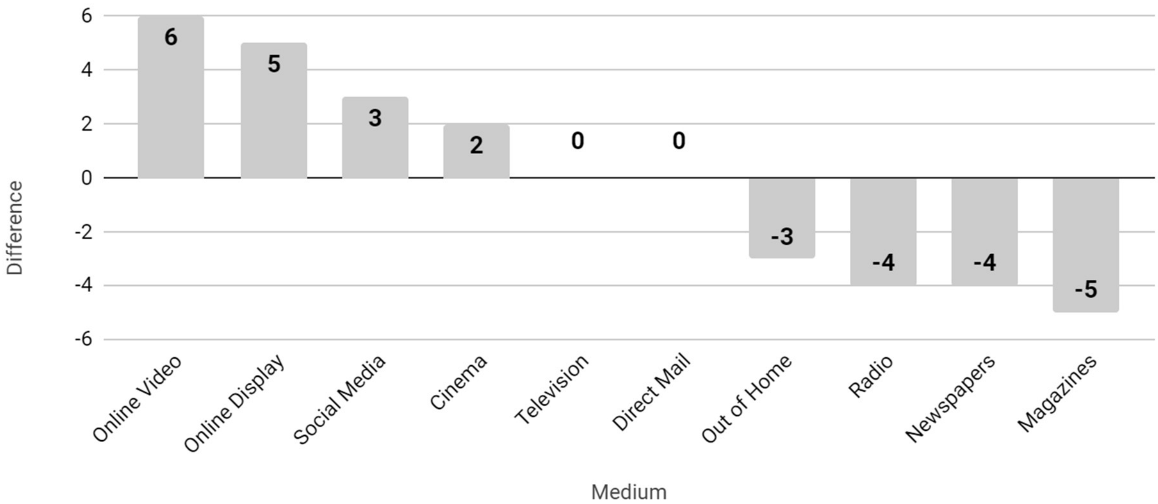


Figure 12. Difference between “Perception” and “Evidence” (own making)

According to results of *hypothesis 2*; Slovak marketers perceive traditional media channels as being less effective for long-term brand building, while new digital channels are perceived as more effective (table 37.). When contrasted with secondary findings; television, direct mail and cinema were evaluated correctly by Slovak marketers, however it is apparent that digital media are substantially overvalued in their ability to build brand in a long-term when compared to more traditional media, which are on the other hand undervalued by Slovak marketers (figure 12.). Comparison of media rankings against every attribute can be found in the Appendix 21.

The most overvalued medium is online video. According to a comparison of the "perception" and "evidence" (figure 12.) online video was overall rated by marketers as the second most effective for long-term brand building (table 37.). However, when compared to findings of the secondary data analysis it ranks as the eighth (table 48.). The reason why online video was the most overvalued medium is because Slovak marketers perceived it to be more effective at increasing mental availability (appendix 21b.), triggering a positive emotional response (appendix 21c.), maximizing campaign reach (appendix 21d.), getting ads to be noticed (appendix 21e.), which are all considered as being important attributes for building brand in a long term (table 25.). Online video was also overvalued for building campaign frequency (appendix 21f.), increasing campaign ROI (appendix 21h.), and low cost audience delivery (appendix 21j.), which were considered relatively less important.

Another overvalued medium is online display (figure 12.) mainly because it was perceived as more effective at maximizing campaign reach (appendix 21d.) and getting ads to be noticed (appendix 21e.) which are considered as being important attributes for building brand in a long term (table 25.). However, apart from these two substantial differences online display was evaluated rather correctly.

Social media was overvalued (figure 12.) because it was perceived as being more effective at increasing mental availability (appendix 21b.) and triggering emotional response (appendix 21c.) than what was found by secondary research. Apart from these two attributes which are considered as being important for building brand in a long term (table 25.), social media was also overvalued for its ability to build campaign frequency (appendix 21f.). Otherwise, social media were evaluated rather correctly.

When looking on the other side of the spectrum the most undervalued medium by Slovak marketers are magazines which were overall rated by marketer as being eighth most effective medium for building brand in a long-term (table 37.). However, when compared to findings of the secondary data analysis it ranks as the third (table 48.). The reason for this disparity is magazines being seen by Slovak marketers as less effective for increasing mental availability (appendix 21b.), triggering a positive emotional response (appendix 21c.), maximizing campaign reach (appendix 21d.), and getting ads to be noticed (appendix 21e.), which are all considered as being important attributes for building brand in a long term (table 25.). It was also undervalued for its ability to increase campaign ROI (appendix 21h.). However, surprisingly magazines were overvalued in their ability to target right people in the right place at the right time (appendix 21a.), which was considered as being the most important attribute by Slovak marketers.

Print media are overall undervalued by Slovak marketers. Similarly to magazines newspapers were undervalued as well (figure 12.). Newspapers were mainly undervalued because it was perceived as less effective at increasing mental availability (appendix 21b.), triggering a positive emotional response (appendix 21c.), and getting ads to be noticed (appendix 21e.), which are considered by Slovak marketers as being important for building brand in a long-term (table 25.). This is similar to magazines, however the ability to maximize campaign reach was evaluated correctly in terms of newspapers (appendix 21d.). Newspapers were also considered less effective to build campaign frequency when compared to secondary data (appendix 21f.).

Radio is also amongst media which were undervalued by Slovak marketers in their ability to build brand in a long-term (figure 12.). The reason for this disparity is radio being perceived as less effective at targeting the right people in the right place at the right time (appendix 21a.), triggering a positive emotional response (appendix 21c.), maximizing campaign reach (appendix 21d.), and getting ads to be noticed (appendix 21e.), which are all considered as being important attributes for building brand in a long term (table 25.). Radio was also undervalued for its ability to deliver relatively less important attributes such as building campaign frequency (appendix 21f.) and increasing campaign ROI (appendix 21h.). In terms of other attributes radio was evaluated rather correctly.

Finally, out of home was rated by marketers as the seventh most effective for long-term brand building (table 37.). However, when compared to findings of the secondary data analysis it ranks as the fourth (table 48.). The difference is not as large as in terms of magazines, newspapers or radio yet out of home is still considered as being relatively undervalued by Slovak marketers (figure 11.). The reason why out of home was relatively undervalued medium is because Slovak marketers perceived it to be relatively less effective at combination of important attributes such as ability to target the right people in the right place at the right time (appendix 21a.), increasing mental availability (appendix 21b.), or maximizing campaign reach (appendix 21d.), which are considered as being important attributes for building brand in a long term (table 25.). The difference was not as apparent as for other media yet when combined into a full picture one can claim out of home being slightly undervalued. Out of home is also undervalued for it ability to build campaign frequency, which is however considered by Slovak marketers as being less important attribute for building brand in a long-term.

These findings suggests that Slovak advertising industry experiences similar situation as described in the UK (Ebiquity, 2018). Digital media are being overvalued and traditional media are being undervalued even by members of the epistemic community who plays a critical role in framing issues for collective debate and diffusing new ideas that can lead to new patterns of behaviour of the whole community (Haas, 1992), thus it is important this part of the community become aware of this discrepancy before industry takes similar approach as in the UK, which resulted in declining effectiveness of marketing communications.

Another finding of this research is that even though Slovak marketers value “correct” long-term attributes for building brand in a long-term, judging according to theoretical considerations, digital media are being overvalued for their ability to deliver these attributes. This may be of a concern because theoretical knowledge (table 1.), previous research (Binet and Field, 2017; Ebiquity, 2018), and even secondary analysis done in this research, points towards digital media not being the best choice for long-term brand building activities but rather sales activation. When it comes to brand building, investment should be focused on creating common knowledge through shared media that the people know others are seeing; preferably at the same time. Such media are still television, radio or out of home (Price, 2018). On the other hand, online and digital media are by nature individualised which makes them less effective for building brand. Implication of these findings may be that despite having proper theoretical understanding of what to look for in order to build a brand, marketers do not correctly transfer this knowledge into a practice because they lack market orientation and do not evaluate media against important attributes according to empirical evidence. This matters because there is certain tension between increasing body of evidence saying that marketers are better equipped than before to create, plan, deliver and measure their advertising, yet the overall effectiveness is declining (Gain Theory, 2018), therefore marketers should pay more attention to empirical findings, which is also advised by proponents of market orientation (O’Shoughnessy, 2010). Similarly as pointed out by Ebiquity (2018), this may be attributed to marketers being driven more by their opinions, assumptions and perceptions rather than data, which is according to Ritson (2018b) worrying because marketers' perceptions, assumptions, behaviours and habits are clearly different than of those of consumers they sell to.

There is one notable difference between UK and Slovak industry. It is the actual media spend going towards these channels. Despite increasing, Slovak industry does not actually experience such a dramatic shift of marketing media spend towards digital channels at the expense of traditional channels as the UK. In fact in 2017 online accounted for 33% of total spend growing by 6% over last year (Media Guru, 2018), when it was 58% (GroupM, 2018a) growing by 14.3% over last year in the UK (WARC, 2018). Despite this fact, the perception seems to be favouring digital channels, which judging of the UK situation may be an indication of the future more dramatic shift of the budgets towards these media. The reason for assuming this future shift is based on the findings saying that Slovak marketers consider investing more money towards digital channels and less towards traditional channels (TNS Slovakia, 2015; 2016a; 2016b). This raises concerns as not only prior research, but also the secondary analysis done in this thesis point to the direction of traditional broad-reach media having better potential for delivering long-term growth, than targeted digital media. Therefore, this shift may cause the same decline in effectiveness as experienced in the UK.

6 Conclusion

This research aimed to help Slovak marketers to become aware of their current perceptions of advertising media effectiveness to build brand in a long-term, and to suggest whether this perception needs to be re-evaluated and adapted in order to improve their media choices for brand building campaigns. For that reason this thesis set out to answer one major research question: *What is the state of Slovak advertising industry in terms of ability to evaluate effectiveness of advertising media to grow brand in a long-term?* To do so, thesis formulated partial supporting research questions to help answer the major one.

The first supporting research question asked: *Which advertising media attributes marketers consider during media selection process?* Based on the systematic literature review, twelve advertising media attributes were successfully identified. Ten of the identified attributes were categorised and interpreted according to their association with important concepts of either "weak" or "strong theory" of advertising into groups labelled as "long-term attributes", "short-term attributes". Two of the additionally identified attributes were categorised as "contemporary attributes" based on assumption of their current relevance.

The second supporting research question asked: *What do Slovak advertisers and agencies consider to be the most important attributes of advertising medium in delivering a brand building campaign?* Using questionnaire and MaxDiff analysis presented in the second part of the analysis chapter, the most important attributes were successfully identified. An expert sample of 40 senior Slovak marketers from agencies and advertisers considered targeting, increasing mental availability, triggering positive emotional response, maximising campaign reach and getting ads noticed to be the most important attributes of advertising medium in delivering a brand building campaign. The "long-term attributes" were considered as more important and two "short-term attributes" were not considered as important at all, which indicates that "weak theory" of advertising and long-term orientation is more prevalent in the industry. Followingly, "contemporary attributes" such as brand safety and transparent audience measurement were not considered as relatively important despite current worldwide concerns. Finally, the difference between advertisers and agencies was identified in terms of the most important attribute, which may indicate a difference in fundamental understanding of how advertising works.

The third supporting research question asked: *What is the perception of Slovak advertisers and agencies on how each advertising medium perform against these attributes?* Using questionnaire and Likert scale analysis presented in the third part of the analysis chapter; perceived performance of every medium, against each attribute, according to Slovak marketers, was successfully identified. The overall perceived effectiveness of each advertising medium was created based on the weighted mean scores every medium received against each attribute, and relative ranking was created. Besides television which is considered as the best medium for long-term brand building, new digital media such as online video, social media and online display are valued as more effective for this activity, while traditional channels such as direct mail, newspapers, magazines and out of home are considered as being less effective for long-term brand building.

The fourth supporting research question asked: *How does each advertising medium perform against these attributes according to published research?* Using a scoring framework, the performance of every medium against each attribute was successfully evaluated according to secondary data analysis presented in the fourth part of the analysis chapter. The overall performance of each medium was created based on the weighted score every medium received against each attribute and relative ranking was created in a same manner as in the case of marketers' perceptions. According to empirical evidence, traditional media such as television, radio, magazines, out of home and newspapers represent relatively superior way of building brand in a long-term than new digital media such as social media, online video and online display.

Finally, the main research question was addressed in the discussion chapter: *What is the state of Slovak advertising industry in terms of ability to evaluate effectiveness of advertising media to grow brand in a long-term?* After comparing findings from primary and secondary analysis this thesis concludes that Slovak advertising industry represented by an expert sample resembles the findings from the UK. The research was done using similar sample and methodology in order to make this comparison possible. Slovak marketers overvalue digital media and undervalue traditional media in their ability to build brand in a long-term, which not only follows the UK findings but also supports body of contemporary theoretical knowledge and research in the area of marketing effectiveness. Research also implies that this negative phenomenon may be cross-national and potentially similar in multiple other countries as well.

Slovak marketers do value appropriate “long-term attributes” in terms of brand building judged by theoretical considerations, yet digital media which are in nature more suited for short-term sales activation are valued over traditional media which are better for creating common knowledge, which is necessary in order for brand to build brand equity and social dimension. Thus, research concludes, that despite reporting long-term orientation based on preferred attributes, Slovak marketers lack market orientation in terms of grounding their media evaluation in empirical evidence. The evidence reveals their evaluation being skewed towards digital channels.

Conclusions of this research only build on tension and body of evidence that marketers are better equipped than ever before to make correct choices, yet seemingly value their assumptions, opinions and experience over empirical evidence. Industry does have multiple predispositions for experiencing similar negative trend of declining effectiveness in the future as does the UK nowadays. Despite this concern Slovak industry does not shift their media budgets towards digital channels at such rate as in the UK, which means that it is possible to prevent this negative trend from happening, thus potentially avoiding decline in effectiveness.

6.1 Recommendations

In the light of the previous conclusions, this thesis suggests that Slovak marketers should re-evaluate their current perceptions of digital and traditional media and their ability to deliver brand building campaign. They should also reconsider their decisions if they currently think about making any dramatic shifts of their campaign budgets towards digital channels at the expense of traditional media, and do not recklessly follow trends but stick to what actually works.

Due to indication of potential difference in understanding how advertising work between Slovak agencies and advertisers, research also recommends at least some degree of theoretical discussion between before engaging in long-term campaign planning, in order to find out what they see as effective and what metrics they want to accommodate for measuring effectiveness of their long-term brand building activities.

Besides that, thesis recommends to initiates a broader discussion in regards to media and campaign effectiveness at the level of key members of Slovak advertising community such as the KRAS, IAB Slovakia and those who took part in this research. These institutions and especially traditional media organisations should also consider issuing new public domain and industry-wide research in order to provide Slovak marketers with more and better empirical evidence and benchmarks regarding importance of various marketing activities for corporate performance. Currently, there is a notable lack of such research.

Another recommendation is to improve quality of Slovak marketing effectiveness awards EFFIE organised by KRAS by increasing quality requirements in terms of campaign submissions. Current state does not provide industry with similar data as IPA Effectiveness Awards and improvement could lead towards building a comprehensive campaign effectiveness database, which could later improve industry knowledge in terms of how to create better campaigns, budgets, goals and chose better media mix.

6.2 Limitations and Further Research

There are certain limitations to this research that reader should be aware of. Due to the quantity of required data collection necessary for this research a time constraint became an important factor, which prevented research to collect more questionnaire responses and secondary sources. Due to time constraint, this research also does not look and describe deeper differences between agencies and advertisers in terms of perceived media performance against attributes. The comparison is limited to differences in perceived importance of advertising media attributes and rest of the analysis is done at the aggregated level. Thus, deeper investigation of potential differences indicated by MaxDiff analysis and their implications for media preference may be a worthwhile pursue for further research.

Another limitation is literature review being focused exclusively on sources written in English language. Review did not work with sources coming from Slovak environment due to limited access to Slovak research databases.

This research also limits its scope at expert sample, which was regarded as necessary to achieve objectives of this research, however future research could focus on respondents from different types of companies and agencies in order to make comparison. It would be also worthwhile to replicate this research in the future in order to observe what direction Slovak industry has taken.

Another limitation is tied to applied research methods. Using self-completed questionnaire may truly describe current opinions and preferences, however it is limited in terms of whether and how exactly are this opinions and preferences put into marketing practice. This research does not know what are the actual objectives, budgets, media mix, campaign duration, success metrics or balance between brand building and sales activation activities. For example; even though ROI was regarded as rather less important attribute, it may be used in the practice as a key metric despite answers provided by marketers. In order to address this limitation and understand the actual application of assumptions and theoretical knowledge in practice, further research could conduct a series of case studies. Such research could also provide more understanding why Slovak marketers report long-term orientation in terms of attribute preference, while favouring media which are according to theory, previous research, and secondary analysis more appropriate for short-term sales activation than long-term brand building.

At the same time, this research does not investigate marketers at the individual level meaning whether there is any actual statistical relationship between preference of certain attributes and over- or undervaluation of media, which could be also a worthwhile pursue of future quantitative research which would apply more sophisticated statistical methods.

Finally, there are certain limitations in terms of conducted secondary data analysis. Not all attributes that are part of this research are represented by data coming from Slovak environment, but are rather replaced by findings from the UK. This limitation exists due to a lack of valid empirical research being conducted in Slovakia. In some cases these limitations were addressed by partial adjustment of scoring based on Slovak findings (e.g. builds campaign frequency), or definition of attribute has been adjusted due to the nature of available data (e.g. maximising campaign reach changed from *Builds reach as single medium or in a multi-media campaing* to *Reached proportion of the population*).

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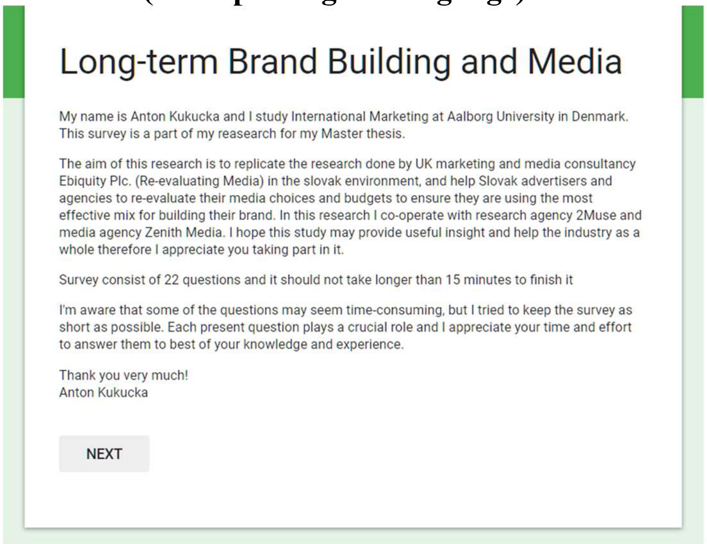
Appendix

Appendix 1a. Questionnaire (Example English language)



Long-term Brand Building and Media

My name is Anton Kukucka and I study International Marketing at Aalborg University in Denmark. This survey is a part of my reasearch for my Master thesis.

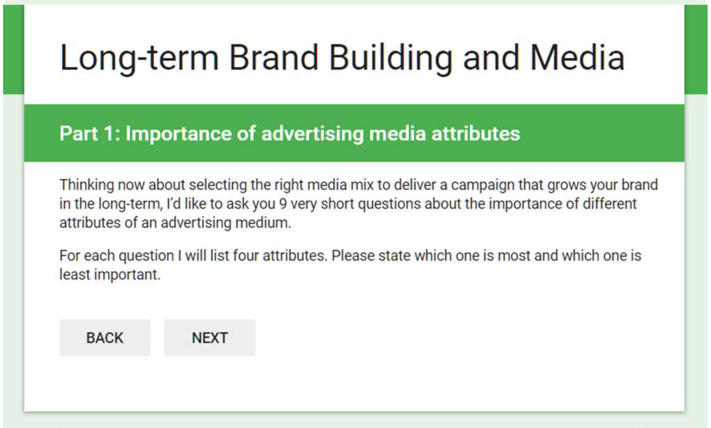
The aim of this research is to replicate the research done by UK marketing and media consultancy Ebiquity Plc. (Re-evaluating Media) in the slovak environment, and help Slovak advertisers and agencies to re-evaluate their media choices and budgets to ensure they are using the most effective mix for building their brand. In this research I co-operate with research agency 2Muse and media agency Zenith Media. I hope this study may provide useful insight and help the industry as a whole therefore I appreciate you taking part in it.

Survey consist of 22 questions and it should not take longer than 15 minutes to finish it

I'm aware that some of the questions may seem time-consuming, but I tried to keep the survey as short as possible. Each present question plays a crucial role and I appreciate your time and effort to answer them to best of your knowledge and experience.

Thank you very much!
Anton Kukucka

NEXT



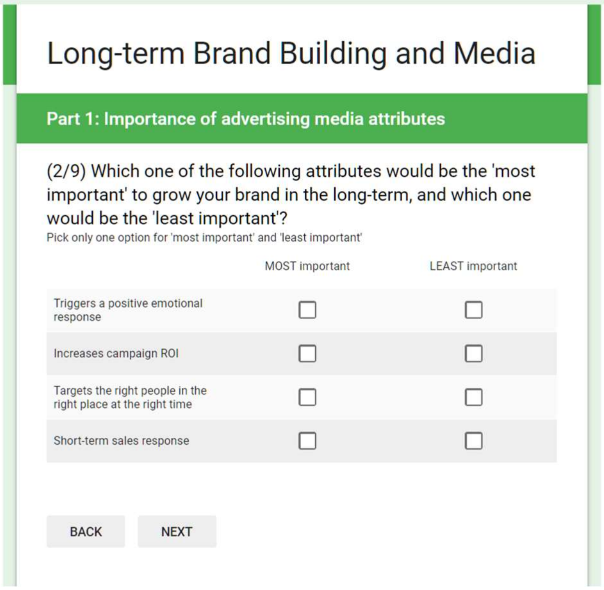
Long-term Brand Building and Media

Part 1: Importance of advertising media attributes

Thinking now about selecting the right media mix to deliver a campaign that grows your brand in the long-term, I'd like to ask you 9 very short questions about the importance of different attributes of an advertising medium.

For each question I will list four attributes. Please state which one is most and which one is least important.

BACK NEXT



Long-term Brand Building and Media

Part 1: Importance of advertising media attributes

(2/9) Which one of the following attributes would be the 'most important' to grow your brand in the long-term, and which one would be the 'least important'?
Pick only one option for 'most important' and 'least important'

	MOST important	LEAST important
Triggers a positive emotional response	☐	☐
Increases campaign ROI	☐	☐
Targets the right people in the right place at the right time	☐	☐
Short-term sales response	☐	☐

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Long-term Brand Building and Media

Part 2. Advertising media performance

(1/12) Targets the right people in the right place at the right time

Rate each medium's ability to deliver this attribute.

	5 ('very good')	4	3	2	1 ('very poor')
Cinema	○	○	○	○	○
Direct mail (direct mail and door drops)	○	○	○	○	○
Magazines (print)	○	○	○	○	○
Newspapers (print)	○	○	○	○	○
Online display (non-video display and banner ads)	○	○	○	○	○
Online video (all video formats including YouTube and broadcaster VoD)	○	○	○	○	○
Out of home (all formats - roadside, airports, rail, point of sale etc.)	○	○	○	○	○
Radio (broadcast)	○	○	○	○	○
Social Media (paid advertising on Facebook, Twitter etc.)	○	○	○	○	○
Television (all formats excluding broadcaster VoD)	○	○	○	○	○

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Long-term Brand Building and Media

How long do you work in advertising industry?

- ○ Less than 5 years
- ○ 5 to 10 years
- ○ More than 10 years

BACK SUBMIT

Appendix 1b. Questionnaire (Slovak language)

Médiá a dlhodobé budovanie značky
Moje meno je Anton Kukučka, študujem na Aalborg University v Dánsku a tento dotazník je súčasťou mojej diplomovej práce.

Cieľom môjho výskumu je v slovenskom kontexte zreplikovať štúdiu od britskej konzultačnej spoločnosti Ebiquity Plc. (Re-evaluating Media), kde hodlám porovnávať jednotlivé média typy podľa ich vplyvu na výkon kampane a dlhodobú komunikáciu značky. Rád by som tak dal slovenským zadávateľom a agentúram do ruky dáta, ktoré im môžu pomôcť prehodnotiť ich mediálne mixy a rozpočty tak, aby používali čo najefektívnejšiu kombináciu pre dlhodobé budovanie značky.

Na tomto výskume so mnou spolupracujú prieskumná agentúra 2muse a mediálna agentúra Zenith Media. Verím, že výsledok môže napomôcť celému odvetviu, a preto si veľmi vážim, že ste si našli čas sa doň zapojiť.

Dotazník pozostáva z 22 otázok a vyplnenie by vám malo zabrať približne 15 minút.

Som si vedomý, že sa niektoré otázky môžu javiť ako zdĺhavé, ale každá z nich má svoje opodstatnenie, a preto oceňujem vašu snahu ich zodpovedať ako najlepšie vám vaše vedomosti a skúsenosti dovolia.

Ďakujem.
Anton Kukučka

Časť 1. Dôležitosť mediálnych atribútov
Predtým než začneme, sa prosím zamyslite nad voľbou ideálneho mediálneho mixu pre kampaň, ktorej cieľom by bolo budovať vašu značku v dlhodobom horizonte.

Položím vám sériu 9 otázok, ktoré sa zameriavajú na dôležitosť rôznych mediálnych atribútov. Každá otázka bude kombinovať odlišné atribúty, a vašou úlohou bude zakaždým vybrať jeden atribút, ktorý považujete za najviac dôležitý a jeden atribút, ktorý považujete za najmenej dôležitý pre dlhodobé budovanie značky.

(1/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Cielenie na správnych ľudí, na správnom mieste a v správnom čase	O	O
(2)	Nízke produkčné náklady	O	O
(3)	Krátkodobá podpora predaja	O	O
(4)	Viditeľnosť reklamy	O	O

(2/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Maximalizácia zásahu kampane	O	O
(2)	Vyvolanie pozitívnej emocionálnej odozvy	O	O
(3)	Zvýšenie frekvencie zásahu	O	O
(4)	Zvýšenie mentálnej dostupnosti značky *	O	O

** Pravdepodobnosť, že si človek na značku spomenie alebo si ju všimne počas nákupnej situácie.*

(3/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Transparentné meranie výsledkov nezávislou treťou stranou	O	O
(2)	Nízke mediálne náklady (CPM)	O	O
(3)	Prostredie bezpečné pre značku *	O	O
(4)	Zvýšenie návratnosti investícií do reklamy (ROI)	O	O

** Vaša reklama sa neobjaví v neželanom kontexte (nenávistné prejavy, hoaxy, atď.)*

(4/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Nízke produkčné náklady	O	O
(2)	Vyvolanie pozitívnej emocionálnej odozvy	O	O
(3)	Zvýšenie návratnosti investícií do reklamy (ROI)	O	O
(4)	Maximalizácia zásahu kampane	O	O

(5/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Zvýšenie frekvencie zásahu	O	O
(2)	Prostredie bezpečné pre značku *	O	O
(3)	Nízke mediálne náklady (CPM)	O	O
(4)	Krátkodobá podpora predaja	O	O

** Vaša reklama sa neobjaví v neželanom kontexte (nenávistné prejavy, hoaxy, atď.)*

(6/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Cielenie na správnych ľudí, na správnom mieste a v správnom čase	O	O
(2)	Zvýšenie mentálnej dostupnosti značky *	O	O
(3)	Transparentné meranie výsledkov nezávislou treťou stranou	O	O
(4)	Viditeľnosť reklamy	O	O

** Pravdepodobnosť, že si človek na značku spomenie alebo si ju všimne počas nákupnej situácie.*

(7/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Vyvolanie pozitívnej emocionálnej odozvy	O	O
(2)	Prostredie bezpečné pre značku *	O	O
(3)	Viditeľnosť reklamy	O	O
(4)	Zvýšenie návratnosti investícií do reklamy (ROI)	O	O

** Vaša reklama sa neobjaví v neželanom kontexte (nenávistné prejavy, hoaxy, atď.)*

(8/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Maximalizácia zásahu kampane	O	O
(2)	Nízke mediálne náklady (CPM)	O	O
(3)	Zvýšenie mentálnej dostupnosti značky *	O	O
(4)	Transparentné meranie výsledkov nezávislou treťou stranou	O	O

** Pravdepodobnosť, že si človek na značku spomenie alebo si ju všimne počas nákupnej situácie.*

(9/9) Ktorý z nasledujúcich mediálnych atribútov považujete za najviac dôležitý pre dlhodobé budovanie značky, a ktorý za najmenej dôležitý?
Vždy zvolte iba jeden "Najviac dôležitý" atribút a jeden "Najmenej dôležitý" atribút.

		Najviac dôležitý	Najmenej dôležitý
(1)	Nízke produkčné náklady	O	O
(2)	Krátkodobá podpora predaja	O	O
(3)	Cielenie na správnych ľudí, na správnom mieste a v správnom čase	O	O
(4)	Zvýšenie frekvencie zásahu	O	O

Časť 2. Hodnotenie schopnosti médií

V predchádzajúcich otázkach ste hodnotili dôležitosť jednotlivých mediálnych atribútov pre dlhodobé budovanie značky.
Teraz vám položím sériu 12 otázok, v ktorých bude vašou úlohou ohodnotiť schopnosť vybraných médiatypov na základe jednotlivých atribútov.

(1/12) Cielenie na správnych ľudí, na správnom mieste a v správnom čase
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(2/12) Zvýšenie návratnosti investícií do reklamy (ROI)
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(3/12) Vyvolanie pozitívnej emocionálnej odozvy
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(4/12) Zvýšenie mentálnej dostupnosti značky *
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

** Pravdepodobnosť, že si človek na značku spomenie alebo si ju všimne počas nákupnej situácie.*

(5/12) Maximalizácia zásahu kampane
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(6/12) Viditeľnosť reklamy
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(7/12) Nízke mediálne náklady (CPM)
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(8/12) Zvýšenie frekvencie zásahu
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(9/12) Prostredie bezpečné pre značku *
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

** Vaša reklama sa neobjaví v neželanom kontexte (nenávistné prejavy, hoaxy, atď.)*

(10/12) Krátkodobá podpora predaja
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(11/12) Transparentné meranie výsledkov nezávislou treťou stranou
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

(12/12) Nízke produkčné náklady
Ohodnoťte schopnosť jednotlivých médií na základe tohto atribútu

	5 ("veľmi dobré")	4	3	2	1 ("veľmi slabé")
Kino	O	O	O	O	O
Pošta (napr. letáky)	O	O	O	O	O
Časopisy (print)	O	O	O	O	O
Noviny (print)	O	O	O	O	O
Online display (napr. banner)	O	O	O	O	O
Online video (napr. youtube pre-roll)	O	O	O	O	O
Out of home	O	O	O	O	O
Rádio	O	O	O	O	O
Sociálne siete (platená reklama)	O	O	O	O	O
Televízia	O	O	O	O	O

Počet rokov v praxi

Menej ako 5 rokov	O
5 až 10 rokov	O
Viac ako 10 rokov	O

Appendix 2: Top 120 companies by advertising media spend

Zdroj dát:	TNS SK
Stanice:	Dostupné mediatypy
TNS MI inzeráty:	všetko
Deň:	Po,Ut,St,Št,Pi,So, Ne
Obdobie:	1. 1. 2018-31. 12. 2018
Afinitná cieľová skupina:	12+
NET/RAW:	RAW
Nákupné podmienky:	Cenníkové
Hostia:	S hosťami
	TOTAL
Názov zadávateľa	Cena DB
TOTAL	2 189 952 128,00 €
LIDL SR	67 512 570,00 €
SLOVAK TELEKOM	63 409 449,00 €
ORANGE SLOVENSKO A.S.	51 232 524,00 €
FERRERO CESKA S.R.O.	50 993 772,00 €
KAUFLAND SLOVENSKA REPUBLIKA V.O.S.	49 023 513,00 €
PROCTER & GAMBLE SR	46 058 034,00 €
PRIMA BANKA SLOVENSKO A.S.	42 928 539,00 €
TESCO STORES SR	42 686 255,00 €
GLAXOSMITHKLINE	39 434 830,00 €
ALZA	39 181 738,00 €
SLOVENSKA SPORITELNA A.S.	37 085 789,00 €
COOP JEDNOTA SLOVENSKO	36 127 196,00 €
POSTOVA BANKA	34 064 772,00 €
UNILEVER SR	33 365 433,00 €
NESTLE SLOVENSKO A.S.	32 249 444,00 €
OSTATNE	31 258 107,00 €
O2 SLOVAKIA S.R.O.	30 776 150,00 €
BILLA	29 513 528,00 €
RECKITT BENCKISER	29 048 534,00 €

HENKEL SR S.R.O.	26 238 126,00 €
L'OREAL SR S.R.O.	24 118 181,00 €
VUB BANKA A.S.	23 913 377,00 €
BEIERSDORF SLOVAKIA S.R.O.	22 817 701,00 €
TIPOS	22 119 392,00 €
NATUR PRODUKT S.R.O.	21 480 361,00 €
WALMARK S.R.O.	18 945 852,00 €
SIMPLY YOU	18 902 793,00 €
JACOBS DOUWE EGBERTS SK S.R.O.	18 717 819,00 €
NAY ELEKTRODOM	18 677 925,00 €
TCHIBO SLOVENSKO	18 004 266,00 €
STORCK SLOVENSKO S.R.O.	17 468 495,00 €
DATART SLOVAKIA S.R.O.	17 062 110,00 €
SKODA AUTO SLOVENSKO	16 585 504,00 €
PLZENSKY PRAZDROJ SLOVENSKO A.S.	15 403 879,00 €
COCA COLA SLOVAKIA S.R.O.	15 230 791,00 €
INTERNET MALL SLOVAKIA S.R.O.	14 944 828,00 €
TEVA PHARMACEUTICALS SLOVAKIA S.R.O.	14 113 773,00 €
HEINEKEN SLOVENSKO A.S.	13 543 753,00 €
MONDELEZ SLOVAKIA S.R.O.	13 435 895,00 €
PEPSI - COLA SR S.R.O.	13 277 882,00 €
MIRAKL A.S.	13 233 577,00 €
CESKOSLOVENSKA OBCHODNA BANKA A.S.	12 389 270,00 €
OBI	12 059 092,00 €
RENAULT SLOVENSKO	11 732 964,00 €
PORSCHE SLOVAKIA	11 523 526,00 €
BERLIN_CHEMIE	11 514 818,00 €
ZENTIVA A.S.	11 428 391,00 €
HYUNDAI MOTOR SK	11 361 766,00 €
MARS SR K.S.	11 222 398,00 €
NEWS AND MEDIA HOLDING A.S.	11 045 755,00 €
MOUNTFIELD SK S.R.O.	11 028 432,00 €
TATRA BANKA A.S.	10 833 828,00 €
OTP BANKA SLOVENSKO A.S.	10 781 210,00 €
TOYOTA CENTRAL EUROPE - SLOVAKIA S.R.O.	10 690 298,00 €

OKAY	10 275 510,00 €
TRIVAGO GMBH	10 080 241,00 €
EUROPSKA UNIA	9 713 567,00 €
KIA MOTORS	9 649 799,00 €
PRVA STAVEBNA SPORITELNA	9 191 419,00 €
KOFOLA A.S.	8 931 606,00 €
MC DONALD'S	8 879 217,00 €
MOBELIX SK S. R. O.	8 836 469,00 €
KRKA S.R.O.	8 771 552,00 €
SWAN MOBILE A.S.	8 590 014,00 €
P AUTOMOBIL IMPORT S.R.O.	8 435 658,00 €
* UNKNOWN PRODUCER	8 267 719,00 €
MSC SUZUKI SLOVENSKO	8 096 387,00 €
J&T BANKA	7 936 251,00 €
I.D.C.HOLDING A.S.	7 813 680,00 €
SANOFI AVENTIS	7 305 457,00 €
UNION POISTOVNA A.S.	6 959 594,00 €
MINISTERSTVO DOPRAVY VYSTAVBY A REGIONALNEHO ROZVO	6 946 592,00 €
PHILIPS SLOVAKIA S.R.O.	6 756 873,00 €
IKEA BRATISLAVA	6 677 447,00 €
RINGIER AXEL SPRINGER, A.S.	6 653 647,00 €
TERNO REAL ESTATE S.R.O.	6 451 819,00 €
ALLIANZ_SLOVENSKA POISTOVNA A.S.	6 445 355,00 €
INTERSNACK SLOVENSKO	6 418 708,00 €
C AUTOMOBIL IMPORT S.R.O.	6 344 515,00 €
BAYER HEALTHCARE	6 309 926,00 €
FAST PLUS S.R.O.	6 297 934,00 €
UPC BROADBAND SLOVAKIA S.R.O.	6 262 683,00 €
HUAWEI TECHNOLOGIES SLOVAKIA S.R.O.	6 232 596,00 €
PEREX A.S.	6 105 494,00 €
UNION ZDRAVOTNA POISTOVNA A.S.	5 866 455,00 €
SANDOZ	5 610 853,00 €
KARLOVARSKE MINERALNI VODY A.S.	5 583 039,00 €
HOME CREDIT A.S.	5 418 464,00 €
JOHNSON & JOHNSON S.R.O.	5 386 176,00 €
RAIFFEISENBANK	5 326 196,00 €

ASKO NABYTOK	5 255 040,00 €
WORWAG PHARMA	5 049 955,00 €
CHIPITA SLOVAKIA S.R.O.	5 045 926,00 €
SLOVNAFT A.S.	4 960 993,00 €
ANGELINI PHARMA SLOVENSKA REPUBLIKA S.R.O.	4 956 207,00 €
MAZDA MOTOR LOGISTIC EUROPE	4 882 792,00 €
OPEL SR	4 868 389,00 €
PFIZER SPOL.S.R.O.	4 793 203,00 €
REMY COINTREAU SLOVAKIA S.R.O.	4 775 528,00 €
NISSAN SLOVAKIA S.R.O.	4 756 873,00 €
PEMAS PLUS SPOL. S.R.O.	4 575 609,00 €
LEGO	4 544 235,00 €
MBANK	4 519 908,00 €
KIK TEXTIL A NON-FOOD S.R.O.	4 378 377,00 €
CCC SLOVAKIA S.R.O.	4 360 195,00 €
PETIT PRESS A.S.	4 290 813,00 €
ACTAVIS S.R.O.	4 284 423,00 €
MULLER DAIRY CR/SR S.R.O.	4 282 737,00 €
SYRAREN BEL SLOVENSKO A.S.	4 223 816,00 €
JYSK S.R.O.	4 185 814,00 €
DEICHMANN-OBUV SK S.R.O.	3 966 928,00 €
IBSA	3 912 998,00 €
SAMSUNG ELECTRONICS	3 884 565,00 €
BOIRON S.R.O.	3 808 797,00 €
TIPSPORT	3 799 065,00 €
KOOPERATIVA POISTOVNA A.S.	3 770 570,00 €
DR.OETKER S.R.O.	3 741 200,00 €
SUMMIT MOTORS SLOVAKIA S.R.O.	3 727 881,00 €
DOVERA ZDRAVOTNA POISTOVNA	3 698 488,00 €
PHOENIX ZDRAVOTNICKE ZASOBOVANIE A.S.	3 686 565,00 €
BSH DOMACI SPOTREBICE S.R.O.	3 679 600,00 €
MASPEX SLOVAKIA S.R.O.	3 641 116,00 €
DROGERIE MARKT S.R.O.	3 610 132,00 €
PLUS LEKAREN DRUZSTVO	3 573 481,00 €
FIAT CHRYSLER AUTOMOBILES SR S.R.O.	3 520 390,00 €
COLGATE & PALMOLIVE S.R.O.	3 516 756,00 €

CALZEDONIA	3 480 397,00 €
KIKA NABYTOK SLOVENSKO S.R.O.	3 389 045,00 €
RAJO A.S.	3 370 606,00 €
FIO BANKA A.S.	3 323 502,00 €
M MOTORS SK S.R.O.	3 247 233,00 €
AAA AUTO	3 211 513,00 €
BIDFOOD SLOVAKIA S.R.O.	3 080 563,00 €
CEMIO SWITZERLAND S.R.O.	3 058 981,00 €
HAME SLOVAKIA S.R.O.	2 964 910,00 €
PEPCO SLOVAKIA S.R.O.	2 940 444,00 €
STOCK SLOVENSKO S.R.O.	2 908 113,00 €
MAFRA SLOVAKIA A.S.	2 830 730,00 €
DIGI SLOVAKIA S.R.O.	2 799 051,00 €
IKAR	2 760 124,00 €
BAYER S.R.O.	2 758 942,00 €
RAUCH SLOVENSKO S.R.O.	2 752 765,00 €
MERCEDES_BENZ SLOVAKIA S.R.O.	2 706 397,00 €
M7 GROUP S.A.	2 686 532,00 €
NIKE S.R.O.	2 681 969,00 €
MARCA SK	2 660 781,00 €
MASTERCARD EUROPE	2 660 479,00 €
DIVAPHARMA	2 651 158,00 €
SLOVENSKE PRAMENE A ZRIEDLA A.S.	2 639 338,00 €
HELL ENERGY SK S.R.O.	2 637 326,00 €
LINDT & SPRUNGLI S.R.O.	2 600 349,00 €
BMW	2 556 913,00 €
TPD EURONICS	2 542 593,00 €
EMCO S.R.O.	2 532 498,00 €
COTY SR	2 508 020,00 €
VASA LEKAREN	2 507 857,00 €
HERO SLOVAKIA S.R.O.	2 499 210,00 €
UNIQA POISTOVNA	2 499 129,00 €
PERNOD RICARD SLOVAKIA S.R.O.	2 494 473,00 €
SHELL	2 475 427,00 €
LACTALIS SLOVAKIA S.R.O.	2 467 124,00 €
CURADEN SLOVAKIA S.R.O.	2 463 338,00 €

Source: ZenithOptimedia, s.r.o.

Appendix 3: Top 10 advertising agencies by gross income

#	Advertising Agency	Gross Income
1.	Wiktor Leo Burnett, s.r.o.	3 138 168,00
2.	JANDL, marketing a reklama, s.r.o.	2 995 730,00
3.	Istropolitana Advertising, s.r.o.	2 042 968,00
4.	MADE BY VACULIK, s.r.o.	1 709 009,00
5.	MUW / SAATCHI & SAATCHI, spol. s r.o.	1 623 905,00
6.	MullenLowe GGK s.r.o.	1 065 331,00
7.	TRIAD s.r.o.	1 058 140,00
8.	Effectivity s.r.o.	862 687,00
9.	Zaraguza s.r.o.	793 910,00
10.	Apple Pie, s.r.o.	250 156,00

Source: KRAS, (2018). Po ôsmich rokoch zmena na vrchole rebríčka TAAS. [online] Available at: http://www.kras.sk/top-kras/ [Accessed 18 May. 2019].

Appendix 4: Top 16 media agencies by gross income

#	Media Agency	Gross Income
1.	Unimedia, s.r.o., Bratislava 2	50 258 000,00 €
2.	MEC Slovakia, s.r.o., Bratislava 3 (Wavemaker)	28 774 000,00 €
3.	Universal McCann Bratislava, s.r.o., Bratislava	25 249 000,00 €
4.	ZenithOptimedia, s.r.o., Bratislava	21 677 000,00 €
5.	MediaCom Bratislava, s.r.o., Bratislava	19 799 000,00 €
6.	OMD Slovakia, s.r.o., Bratislava	17 225 000,00 €
7.	Starmedia Co., s.r.o., Bratislava	15 753 000,00 €
8.	Media and Digital Services, a.s., Bratislava 4	12 706 000,00 €
9.	Mindshare Slovakia, s.r.o., Bratislava	11 442 000,00 €
10.	Dentsu Aegis Network Slovakia, s.r.o., Bratislava 5	11 200 000,00 €
11.	Médea Slovakia, s.r.o., Bratislava 2	6 334 000,00 €
12.	Panmedia Western, s.r.o., Bratislava	5 768 000,00 €
13.	PHD, s.r.o., Bratislava	2 468 000,00 €
14.	Branding, s.r.o., Bratislava	2 107 000,00 €
15.	METS Slovakia, s.r.o., Bratislava 3	1 100 000,00 €
16.	Ideamedia, s.r.o., Bratislava	1 022 000,00 €

Source: Etrend, (2017). Mediálne agentúry v SR. [online] Available at: https://www.etrend.sk/trend-archiv/rok-2017/cislo-46/medialne-agentury-v-sr-2010.html [Accessed 18 May. 2019].

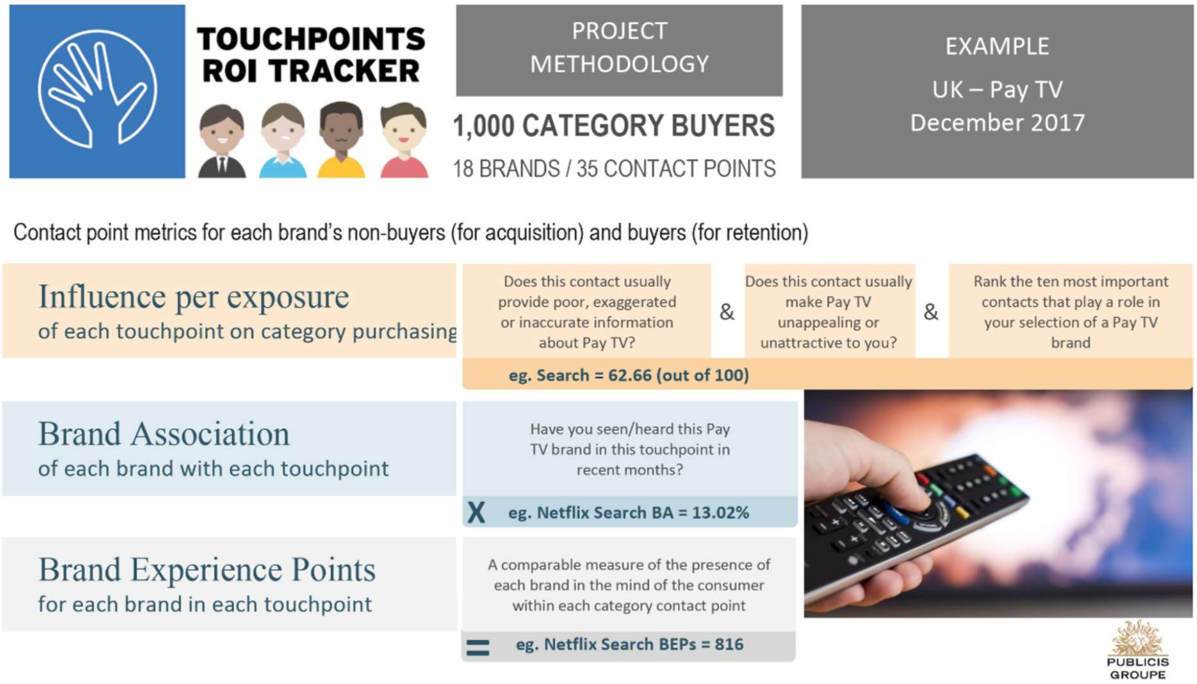
Appendix 5: Ebiquity secondary research sources

All Media	Cinema	Newspapers	Magazines	Online/social media	Direct mail	Out of home	Radio	TV
Advertising Association	Digital Cinema Media	Newsworks	Magnetic Media	IAB*	DMA*	Outsmart	Radiocentre	Thinkbox
Ad Research Foundation*	Pearl & Dean	Reuters	PPA	InSkin	Royal Mail MarketReach	Route		Channel 4
CMO Council	Global Cinema Ad. Association	News International	Conde Nast	eMarketer*	JICMAIL	OAA		ITV
IPA*	Cinema Advertising Association	Guardian Media Group	Time Inc.	AOL		Posterscope		BSkyB
ISBA*		Dow Jones	Bauer	UKAOP		Primesight		
Mediatel		Associated Press		UKOM		JCDecaux		
WARC				OFCOM		Clear Channel		
WFA*				JICWEBS		Exterion		
				Facebook				
				Twitter				
				YouTube				

* content behind a paywall could not be accessed

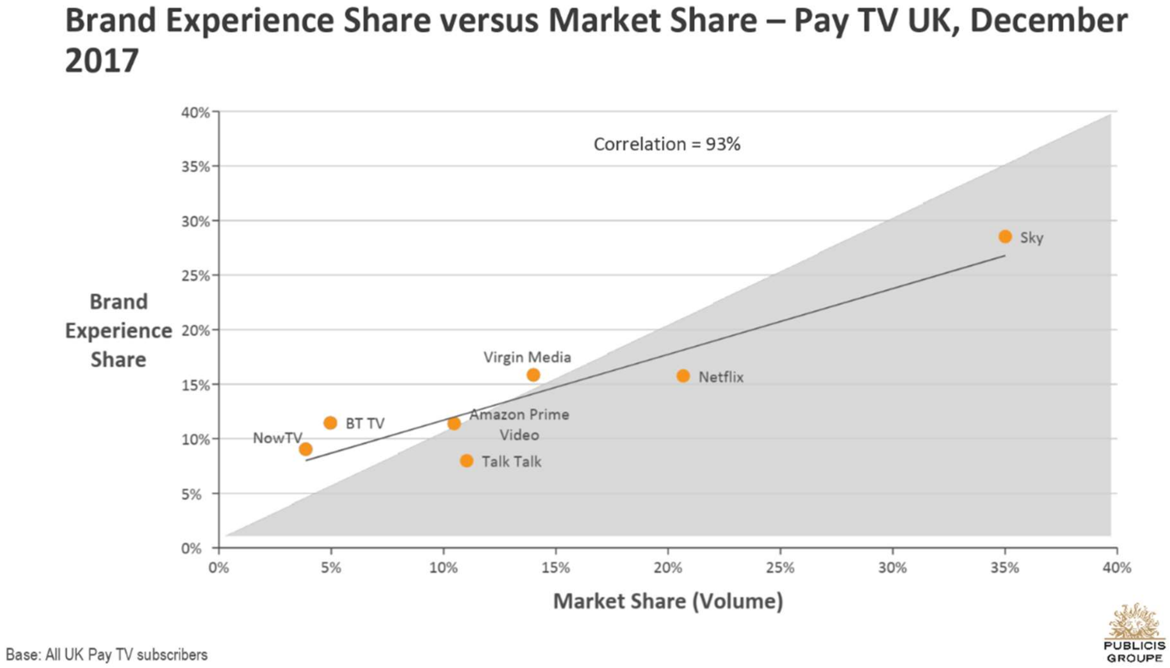
Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

Appendix 6: Touchpoints ROI Tracker measurements



Source: ZenithOptimedia, s.r.o.

Appendix 7: Brand Experience Point correlates with market share



Source: ZenithOptimedia, s.r.o.

Appendix 8: Aggregated Touchpoints studies

PROJECT DATE	GEOGRAPHIC	CATEGORY	CLIENT	SAMPLE SIZE
01/05/2018	Slovakia (Europe)	Skin Care (Beauty)		507
01/06/2017	Slovakia (Europe)	Hair Care (Beauty)		312
01/08/2015	Slovakia (Europe)	Cars (Automotive)		502
01/09/2014	Slovakia (Europe)	Chocolate (Confectionery)		521
25/08/2014	Slovakia (Europe)	Coffee Capsules (Non-alcoholic Drinks)		1517
08/10/2012	Slovakia (Europe)	Loans (Financial Services)		310
08/10/2012	Slovakia (Europe)	Current Accounts (Youth) (Financial Services)		304
23/08/2012	Slovakia (Europe)	Current Accounts (Financial Services)		303
16/07/2012	Slovakia (Europe)	Mobile Phone Networks (Telecoms)		498

Source: ZenithOptimedia, s.r.o.

Appendix 9: MaxDiff design versions

Attribute	#
Targets the right people in the right place at the right time	1
Increases campaign ROI	2
Triggers a positive emotional response	3
Increases mental availability	4
Maximises campaign reach	5
Gets your ads noticed	6
Low cost audience delivery	7
Builds campaign frequency	8
Guarantees a safe environment	9
Short-term sales response	10
Transparent third party audience measurement	11
Low production cost	12

MaxDiff_v1

	Question #								
Item	1	2	3	4	5	6	7	8	9
1	4	3	7	8	10	4	10	6	7
2	6	2	12	1	7	3	2	11	8
3	9	1	5	12	11	2	1	3	12
4	8	10	11	5	6	9	4	9	5

MaxDiff_v2

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	11	8	3	3	10	11	11	1	4
2	9	2	1	8	2	4	7	3	10
3	5	6	4	5	6	1	9	2	8
4	12	10	7	9	12	7	12	5	6

MaxDiff_v3

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	1	5	11	12	8	1	3	5	12
2	12	3	7	3	9	4	9	7	10
3	10	8	9	2	7	11	6	4	1
4	6	4	2	5	10	6	2	11	8

MaxDiff_v4

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	1	6	3	9	7	4	6	8	2
2	4	5	8	10	5	11	4	11	1
3	9	12	11	8	1	6	3	12	10
4	7	10	2	2	12	3	5	9	7

MaxDiff_v5

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	5	9	2	11	9	8	6	2	12
2	6	7	4	5	12	7	5	4	9
3	10	11	3	4	2	6	8	10	11
4	1	8	12	10	1	3	3	1	7

MaxDiff_v6

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	12	11	6	7	2	1	4	2	3
2	10	7	3	3	4	9	6	5	10
3	1	2	5	12	8	5	12	8	7
4	9	4	8	11	10	6	1	9	11

MaxDiff_v7

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	3	4	1	1	7	12	11	6	7
2	2	6	9	2	5	6	5	10	4
3	10	12	7	11	3	4	3	8	9
4	8	11	5	9	10	8	1	2	12

MaxDiff_v8

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	10	3	12	4	11	2	9	12	1
2	5	11	6	6	10	5	5	7	10
3	4	1	8	3	1	12	3	6	8
4	7	9	2	8	7	9	2	4	11

MaxDiff_v9

	Set #								
Item	1	2	3	4	5	6	7	8	9
1	7	11	2	3	5	4	6	11	3
2	10	6	8	9	11	12	7	12	10
3	1	3	4	2	6	1	9	4	8
4	9	12	5	10	8	7	5	1	2

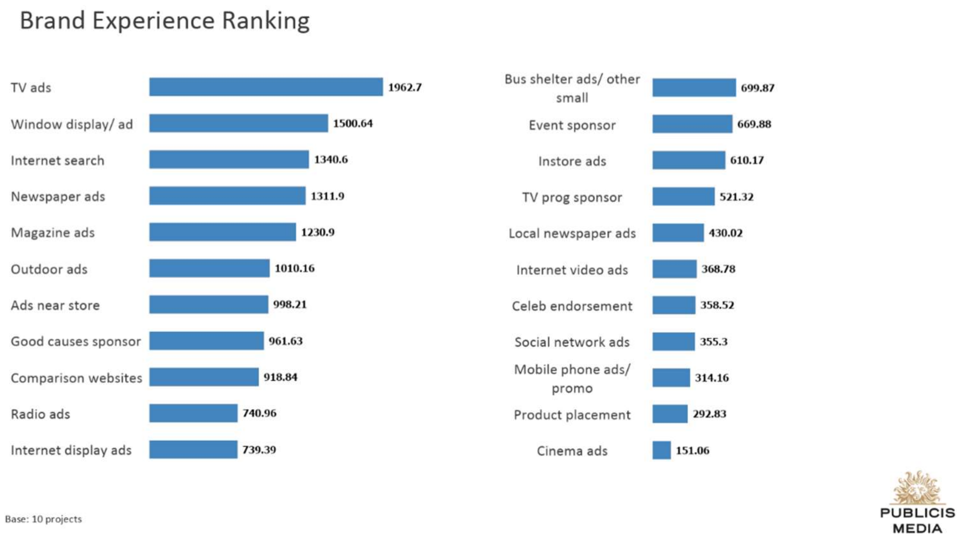
Source: (own making)

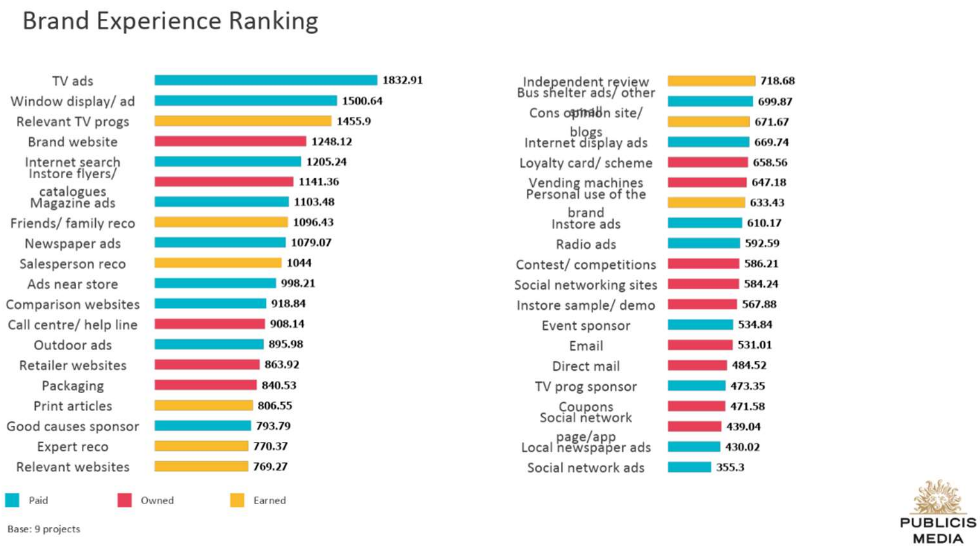
Appendix 10: Secondary Research Evidence: Targets the right people in the right place at the right time

Medium	Evidence						Score	Weighted Score
	Geography	Demographics	Day of week	Time of day	Contextual	Addressable		
Cinema	2	2	2	1	2	0	8	5,52
Direct Mail	2	0	1	0	0	2	4	2,76
Magazines	1	1	0	0	2	0	3	2,07
Newspapers	1	1	2	0	1	0	4	2,76
Online Display	2	2	2	2	2	1	9	6,21
Online Video	2	2	2	2	2	1	9	6,21
OOH	2	1	0	0	1	1	4	2,76
Radio	2	1	2	2	1	1	8	5,52
Social media	2	2	2	2	2	2	10	6,9
TV	0	1	2	2	1	0	5	3,45

Source: (own making)

Appendix 11: Secondary Research Evidence: Increases mental availability





Source: ZenithOptimedia, s.r.o.

	Brand Experience Points	Score	Weighted Score
Cinema	151.06	1	0,66
Direct Mail	484.52	3	1,98
Magazines	1230.9	7	3,96
Newspapers	1311.9	7	4,62
Online Display	739.39	4	2,64
Online Video	368.78	2	1,32
OOH*	963,80	5	3,30
Radio	740.96	4	2,64
Social media	355.3	2	1,32
TV	1962.7	10	6,60

*OOH (1500,64+1010,16+998,21+699,87+610,17)/5

Source: (own making)

Appendix 12: Secondary Research Evidence: Triggers a positive emotional response

Triggers a positive emotional response

Definition:	Scoring criteria:	Evidence:
Emotional connection. Ability to trigger a positive emotional response (mood)	0–5 where 5 is strong evidence of the ad triggering a positive emotional response and 0 where there is least emotional response	Published research
Seamless experience Non-interruptive seamless part of the media experience	0–5, where 5 is most seamless and least interruptive and 0 is least seamless and most interruptive	Published research/ Ebiquity knowledge

Emotional connection

Medium	Evidence	Score
Cinema	Reel Happiness: Understanding the emotions of cinemagoers (2015) • People are consistently happier in the cinema than when consuming other media (2011–15). Depending on time of day, cinema goers can be up to 50% happier than the average population at the same time DCM: The Bigger Picture (2014) • Cinema audiences are four times more likely to be emotionally engaged than a television audience	5
Direct mail	Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015) • People place value on things they can touch. 57% of respondents claim that receiving mail makes them feel more valued. 38% of respondents say that the physical properties of mail influence how they feel about the sender Royal Mail MarketReach: This Time It's Personal (2015) • Valued mail creates internal feelings ('better informed' 66%) directly transactional (tempted by product/service 48%) and some related to the relationship with the sender. 20% of respondents associated 9 or more emotional responses to their item Outsmart: The Customer Journey (2012) • 51% of DM and door drop ad encounters generated a 'feel response' – 360 out of 710 (6th place)	3
Magazines	Magnetic: Moments that matter (2015) • Magazines make people happy. At the moment of magazine consumption, subjective wellbeing measure (based on Paul Dolan's Pleasure/Purpose principle) moves up by +6%. Magazine media satisfies both 'pleasure' and 'purpose' Thinkbox: Killer Charts (2017) • 2% of people said magazine ads 'made you feel emotional' (5th place) and 4% of ads make you laugh (4th place) Outsmart: The Customer Journey (2012) 57% of magazine ad encounters generated a 'feel response' – 312 out of 547 (4th place)	4
Newspapers	Thinkbox: Killer Charts (2017) • 6% of people said newspaper ads 'made you feel emotional' (2nd place) and 5% make you laugh (3rd place) Outsmart: The Customer Journey (2012) • 60% of newspaper ad encounters generated a 'feel response' – 316 out of 531 (3rd place)	3
Online display	Outsmart: The Customer Journey (2012) • 49% of online ad encounters generated a 'feel response' – 382 out of 775 (last place)	1
Online video	Outsmart: The Customer Journey (2012) • 49% of online ad encounters generated a 'feel response' – 382 out of 775 (last place)	2
Out of home	Outsmart: The Customer Journey (2012) • 62% of OOH ad encounters generated a 'feel response' – 1,195 out of 1,914 (2nd place) Thinkbox: Killer Charts (2017) • 1% of people said OOH ads 'made you feel emotional' (last place) and 3% make you laugh (last place)	3
Radio	Radiocentre: The Emotional Multiplier (2011) • Vs TV and online, radio has the biggest influence on people's happiness and energy, and on more occasions • Mood-boosting effect of radio extends into the ad break generating 30% higher levels of positive engagement Thinkbox: Killer Charts (2017) • 5% of people agreed you are most likely to find ads that 'made you feel emotional' on radio (4th place) and 7% 'make you laugh' (5th place) Outsmart: The Customer Journey (2012) • 80% of radio ad encounters generated a 'feel' response – 214 out of 267 (1st place)	5
Social media	No published secondary research specific to social media. Score based on Ebiquity view that emotional connection with social media ads is better than online display or video	3
TV	Thinkbox: Killer Charts (2017) and TV Ad Nation (2016) • TV ads are most likely to make you feel emotional (58%) (1st place) and most likely to make you laugh (1st place) Outsmart: The Customer Journey (2012) • 52% of TV ad encounters generated a 'feel' response – 1191 out of 2293 (5th place)	5

Seamless experience

Medium	Evidence	Score
Cinema	No specific evidence but advertising is a seamless part of the cinema experience	5
Direct mail	No specific evidence but Royal Mail research shows that mail is valued and kept, implying that mail is not considered intrusive or interruptive (Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015))	4
Magazines	Magnetic: Moments that Matter (2015) • 80% of people believe advertising in magazines doesn't distract from the experience • 35% of people believe ads are welcomed in magazines	5
Newspapers	Magnetic: Moments that Matter (2015) • 82% of people believe advertising in newsbrands doesn't distract from the experience • 21% of people believe ads are welcomed in newsbrands	5
Online display	Teads: Why People Block Ads (2016) • Over 3 in 4 people say that intrusive ads were the largest motivator for installing ad blockers CMO Council: How Brands Annoy Fans (2017) • When asked does brand advertising detract from your enjoyment of the content you consume online – 43% said yes • Intrusive pop up ads were the digital ad format found most irritating (22%) • 'Text only ads that ask you to click through to something' and 'ads that come up before the page you wanted' were rated the third most irritating digital format (10%)	2
Online video	Teads: Why People Block Ads (2016) • Over 3 in 4 people say that intrusive ads were the largest motivator for installing ad blockers • Pre-roll is the most intrusive video format 52% of people who have ad blockers installed rate pre-roll as the most intrusive video format (vs. 24% for native video) CMO Council: How Brands Annoy Fans (2017) • When asked does brand advertising detract from your enjoyment of the content you consume online – 43% said yes • Auto-playing video ads were rated as the second most irritating digital format (17%)	1
Out of home	Does not interrupt every day activities	5
Radio	Radiocentre: Getting Vocal (2017) • 27% of Amazon Echo users say the ads feel very natural vs. 10% say they feel very interruptive	4
Social media	CMO Council: How Brands Annoy Fans (2017) • When asked does brand advertising detract from your enjoyment of the content you consume online – 43% said yes No research evidence specific to social media	3
TV	Relatively seamless but ad breaks do interrupt the programme	4

Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

Appendix 13: Secondary Research Evidence: Maximizes campaign reach

OA 11. 4. 2019 9:49:04		CS Všetci	CS Všetci
MML-TGI rozšírené dáta 3.- 4. kvartál 2018 (25.6.2018 - 16.12.2018)			
		CS Všetci	CS Všetci
CS: CS Všetci		s.%	Prj 000
Projekcia na jednotlivcov, Vážené			
Televízia včera	TV	73.7	3,296
Rádiá včera	radio	59.8	2,675
Denníky včera	denníky	27.1	1,210
WWW stránky navštívili včera			
adam.sk, aktuality.sk, aktualne.sk [3], alza.sk, amazon.com, andreashop.sk, apple.com, atlas.sk, autobazar.sk, autobild.sk, avizo.sk, azet.sk, azet.sk/katalog, bazar.sk, bing.com / maps, bistro.sk, byty.sk, cas.sk, casprezeny.sk, centrum.sk, datart.sk, dennikn.sk, diva.sk, dobruchut.sk, ebay.com, edelia.sk, etrend.sk, eva.sk, expedia.com, forbes.sk, foursquare.com, google+, hej.sk, hnonline.sk, huste.tv, instagram.com, joj.sk, korzar.sk, linkedin.com, mall.sk, maps.google.com, markiza.sk, martinus.sk, msn.com, myspace.com, najmama.sk, napizzu.sme.sk, nasenovinky.sk, nay.sk, nehnutelnosti.sk, ning.com, notino.sk, noviny.sk, orangeportal.sk, ostatné e-shopy, ostatné online média, ostatné sociálne siete, ostatné stránky o produktoch a službách, ostatné vyhľadávače, paypal.com, pinterest.com, pluska.sk, pobox.sk, pokec.sk, post.sk, pravda.sk, profesia.sk, sme.sk, spoluziaci.sk, sport.sk, svetbedniciek.sk, szm.sk / superzoznam.sk, tesco.sk, tchibo.sk, tiscali.cz, tivi.sk, topky.sk, tpd.sk, tvnoviny.sk, twitter.com, ujszo.com, voyo.sk, wikipedia.org (rôzne jazykové mutácie), yahoo.com, zdravie.sk, zive.sk, zivot.sk, zlatestranky.sk, zoot.sk, zoznam.sk, iná	display	51.5	2,305
WWW stránky navštívili včera			
facebook.com, google+, instagram.com, linkedin.com, ostatné sociálne siete, twitter.com	sociálne siete	43.1	1,927
WWW stránky navštívili včera			
huste.tv, joj.sk, markiza.sk, youtube.com	video	22.1	990
1a. Videli ste nejakú z nasledujúcich typov vonkajšej reklamy včera?	OOH	56.8	2,538
magazíny	magazíny	64.2	2,871
Celkom		100.0	4,472

OA 11. 4. 2019 11:26:47	CS Všetci	CS Všetci	CS Všetci	CS Všetci
MML-TGI rozšírené dáta 3.- 4. kvartál 2018 (25.6.2018 - 16.12.2018)			Súhrny	Súhrny
	CS Všetci	CS Všetci	Celkom	Celkom
CS: CS Všetci	s.%	Prj 000	s.%	Prj 000
Projekcia na jednotlivcov, Vážené				
3. KINÁ Kedy naposledy ste navštívili kino?				
v posledných 7 dňoch	4.3	190	4.3	190
Súhrny				
Celkom	100.0	4,472	100.0	4,472

Source: ZenithOptimedia, s.r.o.

	%	Proportion of the population ,000	Score	Weighted Score
Cinema	4,30%	190	1	0,58
Direct Mail	44,40%	1986	6	3,48
Magazines	64,20%	2871	9	5,22
Newspapers	27,10%	1210	4	2,32
Online Display	51,50%	2305	7	1,74
Online Video	22,10%	990	3	4,06
OOH	56,80%	2538	8	4,64
Radio	58,80%	2675	8	4,64
Social media	43,10%	1927	6	3,48
TV	73,70%	3296	10	5,80

Source: (own making)

Appendix 14: Secondary Research Evidence: Gets your ads noticed

Gets your ads noticed

Definition:	Scoring criteria:	Evidence:
Level of ad avoidance Extent to which consumers can deliberately ignore or avoid seeing the ads	0–3 where 3 is evidence to show lowest level of ad avoidance and 0 where there is the highest ad avoidance	Secondary research/ Ebiquity knowledge
Stature and stand out Medium's sheer physical size, scale and viewability	0–2 where 2 is biggest size and scale and 0 is minimal size or standout during ad exposure	Secondary research/ Ebiquity knowledge
Memorability Medium's ability to make ad/brand message, audio, or visual memorable and easy to recall	0–3 where 3 is the best memorability and 0 is the lowest	Secondary research/ Ebiquity proprietary data
Amplification Medium's ability to get audience talking and sharing your message on and offline	0–2 where 2 is strongest evidence of amplification and 0 where there is little or no amplification	Secondary research

Ad avoidance

Medium	Evidence	Score
Cinema	Radiocentre: You Can't Close Your Ears (2006) • Cinema (and radio) has the joint lowest hard avoid levels (18%), cinema has the highest engagement score (33). Reinforces the theory that the ads are part of the cinema experience	3
Direct mail	Royal Mail MarketReach, Door Drop Stats Refresh, Illuminas (2014) • 92% of all people say they read door drops that get delivered to their homes Royal Mail MarketReach, Ethnographic Quant, Trinity McQueen (2014) • Mail open rates range from 71% for a brochure purchased from before, 60% for an addressed letter about a product/service to 54% for a brochure they have not purchased from before or an unaddressed leaflet	1
Magazines	Radiocentre: You Can't Close Your Ears (2006) At 34%, magazine hard avoidance levels are higher than average but will vary widely according to the relationship between reader and magazine	1
Newspapers	Radiocentre: You Can't Close Your Ears (2006) • Newspapers have the highest hard avoidance levels (37%) and lowest engagement score (15)	1
Online display	IAB: Ad blocking software – consumer usage and attitudes (2017) • 22.1% of total online population are using ad blocking software Teads: Why People Block Ads (2016) • When asked which type of ads do you use your ad blocker to remove – 84% said pop-up, 45% said display ads	1
Online video	IAB: Ad blocking software – consumer usage and attitudes (2017) • 22.1% of total online population are using ad blocking software Teads: Why People Block Ads (2016) • When asked which type of ads do you use your ad blocker to remove – 84% said pop-up, 40% said pre-roll	1
Out of home	No published research but it is extremely difficult to deliberately avoid outdoor ads	2
Radio	Radiocentre: You Can't Close Your Ears (2006) • Radio has the joint lowest hard avoid levels (18%) and an "inattentiveness" score of 64%	2
Social media	No published research, ad blockers don't block social media ads but social media ads can be scrolled past very quickly	1
TV	Radiocentre: You Can't Close Your ears (2006) • 31% hard avoid levels – 3rd highest after newspapers and magazines Thinkbox/BARB (2016) • People skip the majority of ads in playback viewing (which are not counted and hence free to advertisers), but there's no sign that people are deliberately recording TV in order to skip ads. Levels of playback on equivalent BBC content are very similar to commercial TV	1

Stature and standout

Medium	Evidence	Score
Cinema	DCM: Engagement Study – The Bigger Picture (2014) • A digital quality screen the size of two double-decker buses and Dolby surround sound – audiences take more in	2
Direct mail	Ebiquity opinion	1
Magazines	Ebiquity opinion	1
Newspapers	Ebiquity opinion	1
Online display	Meetrics: viewability report (Q3 2017) • 52% of UK online ad impressions met the definition of Viewability from the Media Rating Council and IAB (at least 50% of the surface of an online ad has to appear in the visible area of the browser for at least 1 second)	0
Online video	Meetrics: viewability report (Q3 2017) • As above	1
Out of home	Ebiquity opinion	2
Radio	Ebiquity opinion	1
Social media	Ebiquity opinion	1
TV	Ebiquity opinion	1

Memorability

Medium	Evidence	Score
Cinema	DCM: Engagement Study – The Bigger Picture (2014) • 13% of the cinema cell spontaneously recalled seeing advertising vs 1.6% on TV. Cinema 8 times the ad recall of TV alone • From an unbranded creative still 71% of cinema respondents recognised the ads vs. 35% of the TV sample. Cinema delivered twice the ad recognition of TV alone Ebiquity database: retention rates circa 80% (top tier)	3
Direct mail	Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015) • 80% of respondents said they could remember seeing or reading some mail sent to them in the last four weeks Ebiquity database: retention rates 30–50% (3rd tier)	1
Magazines	No published research Ebiquity database: retention rates circa 50–70% (2nd tier)	2
Newspapers	No published research Ebiquity database: retention rates circa 50–70% (2nd tier)	2
Online display	No published research Ebiquity database: retention rates circa 30% (4th tier)	1
Online video	No published research Ebiquity database: retention rates circa 50–70% (2nd tier)	2
Out of home	No published research Ebiquity database: retention rates circa 50–70% (2nd tier)	2
Radio	Radiocentre Multiplier Study Ad Awareness (2000) • Radio was, on average, three-fifths as efficient as TV at driving advertising awareness Ebiquity database: retention rates circa 50–70% (2nd tier)	2
Social media	No published research Ebiquity database: retention rates circa 30% (4th tier)	1
TV	No published research Ebiquity database: retention rates circa 80% (top tier)	3

Amplification

Medium	Evidence	Score
Cinema	Clear Channel: The Power of OOH on Consideration (2016) • Cinema is 2nd most effective media in driving conversation	1
Direct mail	Royal Mail MarketReach: The Private Life of Mail (2015) • An average of 23% of all mail is shared between people in a household Royal Mail MarketReach: This Time it's Personal (2015) • As a result of receiving mail 18% of people recommended their product/service to friends/family and 33% talk to others/discussed it	1
Magazines	Clear Channel: The Power of OOH on Consideration (2016) • Press is third most effective media in driving conversation Thinkbox: Killer Charts (2017) • 7% of people said they are likely to find ads that they talk about (face to face or on the phone) in magazines (5th place) Magnetic: Rules of Attraction (2015) 1 in 2 magazine readers often share adverts with friends and family	1
Newspapers	Clear Channel: The Power of OOH on Consideration (2016) • Press is 3rd most effective media in driving conversation Thinkbox: Killer Charts (2017) • 8% of people said they are likely to find ads that they talk about (face to face or on the phone) in newspapers (4th place)	1
Online display	Clear Channel: The Power of OOH on Consideration (2016) • Online is the 4th most effective media in driving conversation	1
Online video	Clear Channel: The Power of OOH on Consideration (2016) • Online is 4th most effective media in driving conversation	1
Out of home	Thinkbox: Killer Charts (2017) • 3% of people said they are likely to find ads that they talk about (face to face or on the phone) out of home (7th place)	0
Radio	Radiocentre: Audio Now (2014) • Brand fame – extent to which people have talked about the brand, campaigns that had used radio had a far stronger fame effect than those which did not Thinkbox: Killer Charts (2017) • 7% of people said they are likely to find ads that they talk about (face to face or on the phone) on the radio (6th place)	1
Social media	No published research but social media is designed for consumers to share and amplify	2
TV	Clear Channel: The Power of OOH on Consideration (2016) • TV is the most effective media in driving conversation Thinkbox: Killer Charts (2017) • 53% of people said they are likely to find ads that they talk about (face to face or on the phone) on TV (1st place) Thinkbox: TV Ad Effectiveness: A Brand's Best Friend (2014); and Killer Charts (2017). • TV advertising drives 51% of marketing-generated conversations (1st place) • TV drives word of mouth for a number of weeks after initial activity	2

Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

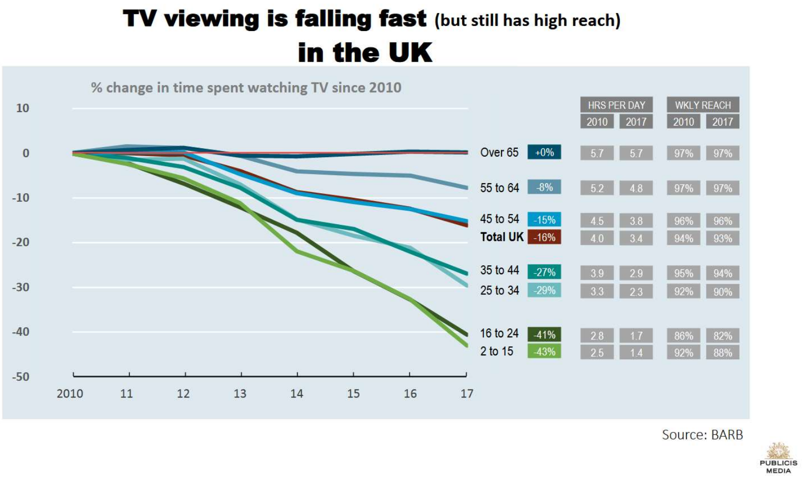
Appendix 15a: Secondary Research Evidence: Builds campaign frequency

Builds campaign frequency

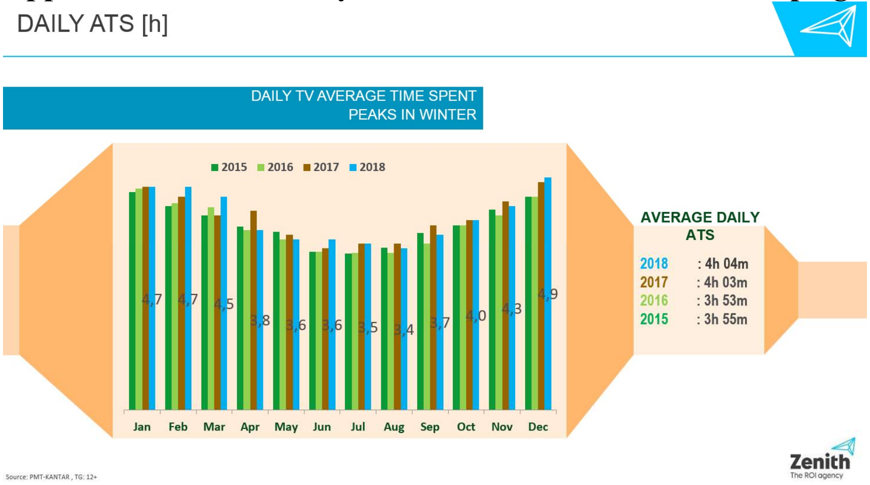
Medium	Solus freq.	Incremental freq. (A)	Incremental freq. (B)	Score
Cinema	1.2	5.4	5.9	2
Direct mail	1.0	5.2	4.5	1
Magazines	2.0	6.3	6.6	5
Newspapers	11.0	6.8	6.7	8
Online display	3.3	5.9	6.3	5
Online video	1.5	5.5	5.9	3
Out of home	21.2	6.8	6.7	10
Radio	12.0	8.5	10.5*	9
Social media	4.8	6.4	6.9	6
TV	13.0	6.6*	5.7	7

Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

Appendix 15b: Secondary Research Evidence: Builds campaign frequency



Appendix 15c: Secondary Research Evidence: Builds campaign frequency



Source: ZenithOptimedia, s.r.o.

Appendix 16: Secondary Research Evidence: Guarantees a safe environment

Medium	Evidence	Score	Weighted Score
Cinema	**Editorial:** Self-regulated, Audiovision Act, Slovak Trade Inspection **Advetising:** Self-regulated, Audiovision Act, Slovak Trade Inspection, ASC Code of Ethics, APR SK Code of Ethics (members only)	4 5	1,17
Direct Mail	**Editorial:** Self-regulated, Context completely under advertiser's control **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	5 3	1,04
Magazines	**Editorial:** Independant Press Standards Organisations (Slovak Syndicate of Journalists, Slovak Press Publishers' Association, The Print-Digital Council Slovakia, Association for Protection of Journalistic Ethics) **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	4 3	0,91
Newspapers	**Editorial:** Independant Press Standards Organisations (Slovak Syndicate of Journalists, Slovak Press Publishers' Association, The Print-Digital Council Slovakia, Association for Protection of Journalistic Ethics) **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	4 3	0,91
Online Display	**Editorial:** Konspiratori.sk (monitors for conspiracy and hate-speech websites), IAB Code of Ethics for Electronic Media (IAB members only) **Advertising:** Self-regulated, IAB Code of Ethics for Electronic Media (IAB members only), ASC Code of Ethics, APR SK Code of Ethics (members only), CMO Council, Brand protection from digital content infection (2017) • A quarter of the world's marketers have reported specific examples of where their digital advertising appeared alongside offensive and compromising content • 72% of brand advertisers engaged in programmatic buying are concerned about brand integrity and digital display placement	1 2	0,39
Online Video	**Editorial:** The Council for Broadcasting and Retransmission regulates broadcaster video on demand (does not include YouTube, Facebook, etc.) **Advertising:** *see online display above*	1 2	0,39
Out of Home	Editorial: Local Government and local planning controls **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	3 3	0,78
Radio	**Editorial:** The Council for Broadcasting and Retransmission **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	5 5	1,30
Social media	**Editorial:** Self-moderated, providers are under increasing criticism for failing to moderate content **Advertising:** *see online display above*	0 2	0,26
Television	**Editorial:** The Council for Broadcasting and Retransmission **Advertising:** Self-regulated, Advertisement Act, ASC Code of Ethics, APR SK Code of Ethics (members only)	5 5	1,30

Source: (own making)

Appendix 17: Secondary Research Evidence: Increases campaign ROI

Increases campaign ROI

Definition:	Scoring criteria:	Evidence:
Proven to increase overall campaign ROI (return on media investment)	0–10, where 10 is the highest ROI and 0 the lowest	Published research/Ebiquity norms

Medium	Evidence	Score
Cinema	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) is between £2–3 – 5th place **DCM: Building Box Office Brands Volume II (2016)** • By increasing spend to the recommended level of 2.7%, campaigns could deliver £3.70 RROI for every £1 spent on the overall media campaign	1
Direct mail	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • Campaigns including mail were 27% more likely to deliver top-ranking sales performance and 40% more likely to deliver top-level acquisition levels • When mail was included, the total comms ROI jumped 12% – from £4.22 to £4.73 • RROI (revenue return on investment) for direct mail is over £4 – 2nd place (equal to TV) • RROI (revenue return on investment) for door drops is £3 – 4th place	5
Magazines	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) for print is over £6 – 1st place **Radiocentre: Radio the ROI Multiplier (2013)** • Average RROI (revenue return on investment) for magazines is £5.80 – 3rd place **Ebiquity database (2014–17): £1.44 Profit ROI (print combined) – 3rd place**	8
Newspapers	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) for print is over £6 – 1st place **Radiocentre: Radio the ROI Multiplier (2013)** • Average RROI (revenue return on investment) for press is £5.80 – 3rd place **Newsworks: The ROI Study (2016)** • Print newsbrands boost total campaign ROI by 2.8 times (retail sector) 70% (automotive sector) and by up to 5.7 times (finance) **Ebiquity database (2014–17): £1.44 Profit ROI (print combined) – 3rd place**	8
Online display	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) is less than £2 – 6th place **Radiocentre: Radio the ROI Multiplier (2013)** • Average RROI (revenue return on investment) for online is £4.90 – 4th place **Ebiquity database (2014–17):- £0.82 Profit ROI – 6th place**	3
Online video	• No published secondary data **Ebiquity database (2014–17): £1.21 Profit ROI – 4th place**	6
Out of home	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) is £3 – 4th place **Radiocentre: Radio the ROI Multiplier (2013)** • Average RROI (revenue return on investment) for OOH is £2.00 – 5th place **Ebiquity database (2014–17): £0.57 Profit ROI – 7th place**	2
Radio	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) for radio is £4 – 3rd place **Radiocentre: Radio the ROI Multiplier (2013)** • Average campaign RROI (revenue return on investment) is £7.70 – 2nd place • When radio's % share of media budget rises to over 20% campaign RROI rises to £8.20 **Ebiquity database (2014–17): £1.61 Profit ROI – 2nd place**	9
Social media	**Facebook Consumer Mix Model, Kantar WorldPanel (2017)** • On average, the return on pounds spent on Facebook was £1.79 **Ebiquity database (2014–17): £1.14 (based on <50 data points) – 5th place**	4
TV	**Royal Mail MarketReach: The Private Life of Mail – Mail In The Home, Heart & Head (2015)** • RROI (revenue return on investment) is over £4 – 2nd place (equal to DM) **Radiocentre: Radio the ROI Multiplier (2013)** • Average RROI (revenue return on investment) for TV is £8.70 – 1st place **Ebiquity database (2014–17): £1.73 Profit ROI – 1st place**	10

Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

Appendix 18: Secondary Research Evidence: Transparent third party audience measurement

Medium	Evidence	Score	Weighted Score
Cinema	TGI MML - very limited information No relevant measurement or audit	2	0,22
Direct Mail	TGI MML - very limited information No relevant measurement or audit	3	0,33
Magazines	ABC - print circulation monitoring TGI MML - print readership Kantar Ad intelligence - advertisment monitoring	5	0,55
Newspapers	ABC - print circulation monitoring TGI MML - print readership Kantar Ad intelligence - advertisment monitoring	5	0,55
Online Display	TGI MML - very limited information IABmonitor - 3rd party measurement of slovak websites, site-centric. Google, youtube, facebook are not included. Possibility to measure campaigns performance via 3rd party systems like Gemius, Adform etc.	9	0,99
Online video	TGI MML - very limited information IABmonitor - 3rd party measurement of slovak websites, site-centric. Youtube is not included. Possibility to measure campaigns performance via 3rd party systems like Gemius, Adform etc. (Youtube only via Adwords)	8	0,88
Out of Home	TGI MML - very limited information No relevant measurement or audit	1	0,11
Radio	TGI MML - radio listenership (15-minute split) Kantar Ad intelligence - advertisment monitoring	6	0,66
Social Media	TGI MML - very limited information No relevant 3rd party measurement or audit Possibility to measure campaigns performance via providers systems (e.g. facebook business manager)	7	0,77
Television	PMT - independent association to control peoplemetric measurement, very high stadards. Media agencies and TV providers are members. PMT Kantar - peoplemetric measurement of TV, tools for planning and evaluation as well PMT Kantar provides post-campaign delivery reports Kantar Ad intelligence - advertisment monitoring	10	1,1

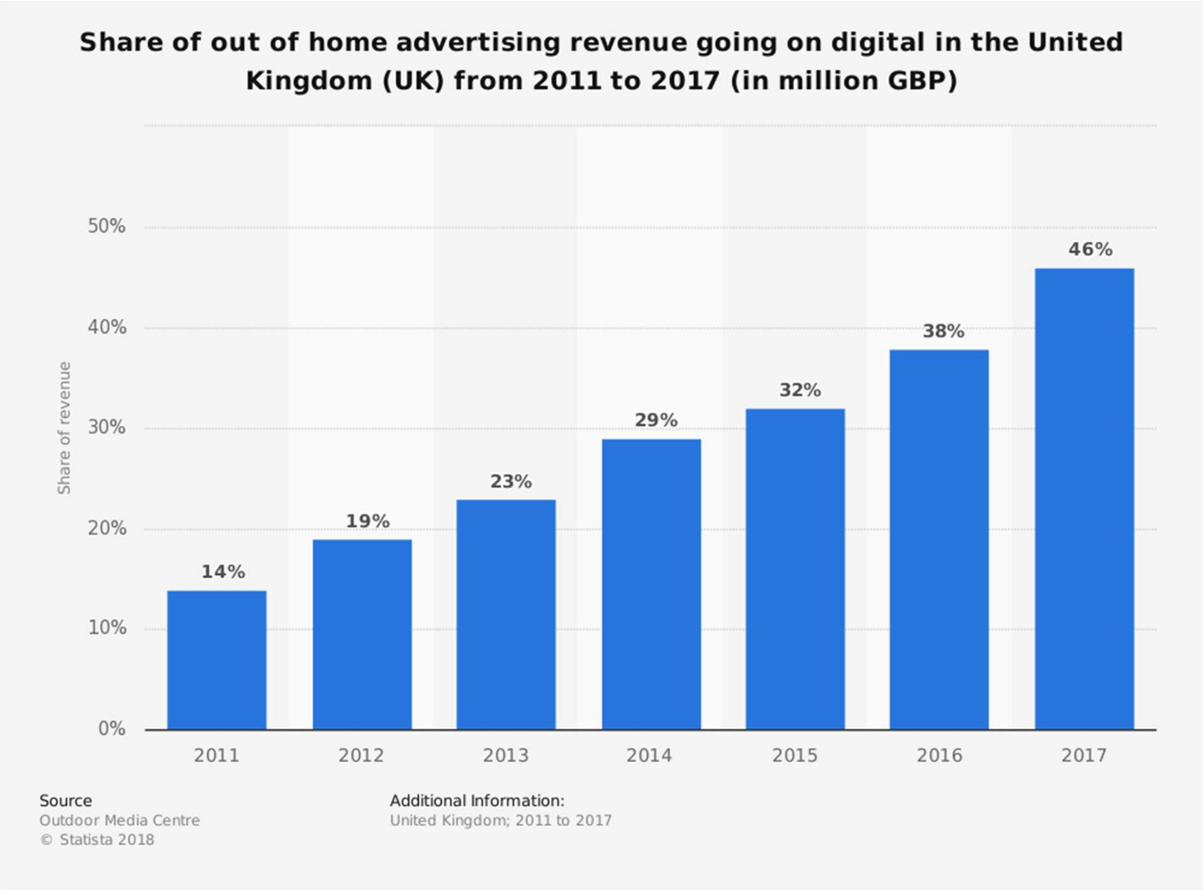
Source: ZenithOptimedia, s.r.o.

Appendix 19: Secondary Research Evidence: Low cost audience delivery

Medium	CPM	Score	Weighted Score
Cinema	250,00 €	1	0,07
Direct Mail	5,30 €	5	0,35
Magazines	17,90 €	2	0,14
Newspapers	6,20 €	4	0,28
Online Display	2,15 €	10	0,70
Online Video	15,57 €	3	0,21
Out of Home	no data	7	0,49
Radio	2,80 €	8	0,56
Social media	2,48 €	9	0,63
TV	4,55 €	6	0,42

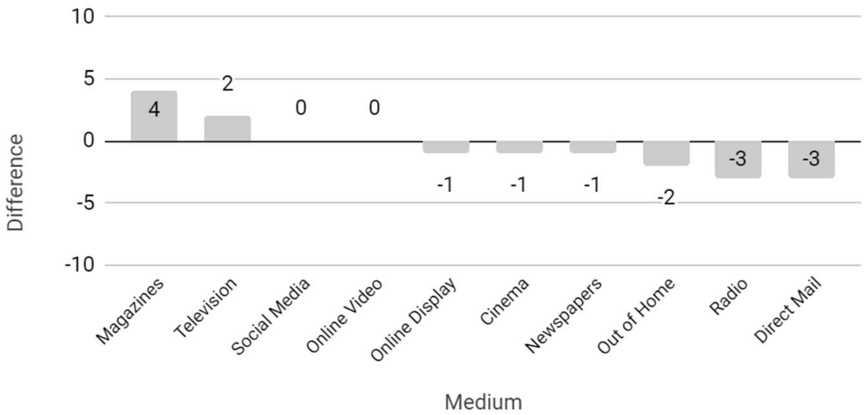
Source: ZenithOptimedia, s.r.o.

Appendix 20: Share of out of home advertising revenue going on digital in the United Kingdom (UK) from 2011 to 2017 (in million GBP)

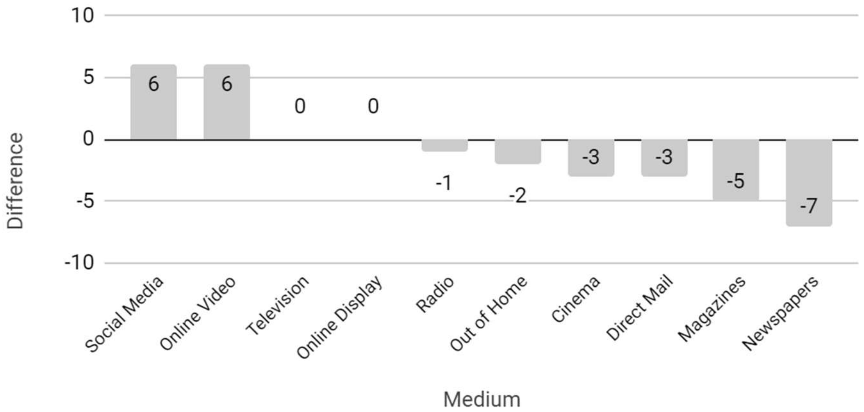


Source: Outdoor Media Centre. n.d. Share of out of home advertising revenue going on digital in the United Kingdom (UK) from 2011 to 2017 (in million GBP). Statista. Accessed May 18, 2019. Available from https://www-statista-com.zorac.aub.aau.dk/statistics/535387/digital-outdoor-advertising-revenue-in-the-uk/.

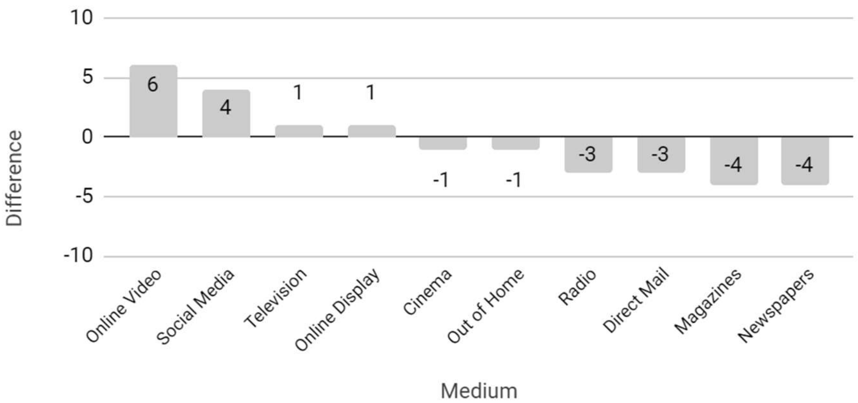
Appendix 21a: Perception vs. Evidence media ranking comparison (Targets the right people in the right place at the right time)



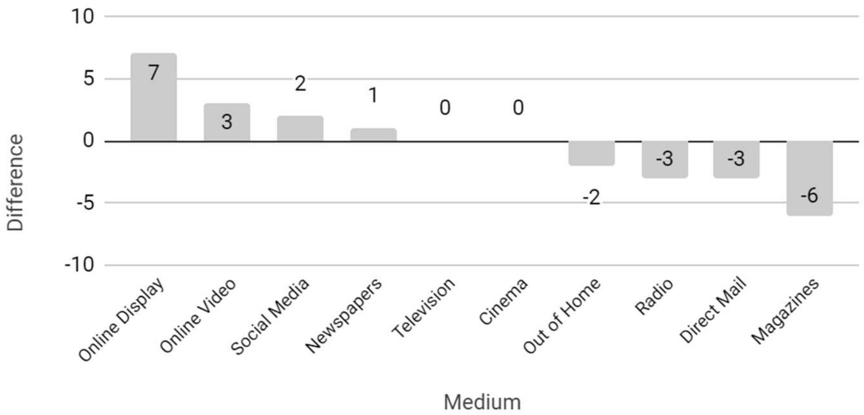
Appendix 21b: Perception vs. Evidence media ranking comparison (Increases mental availability)



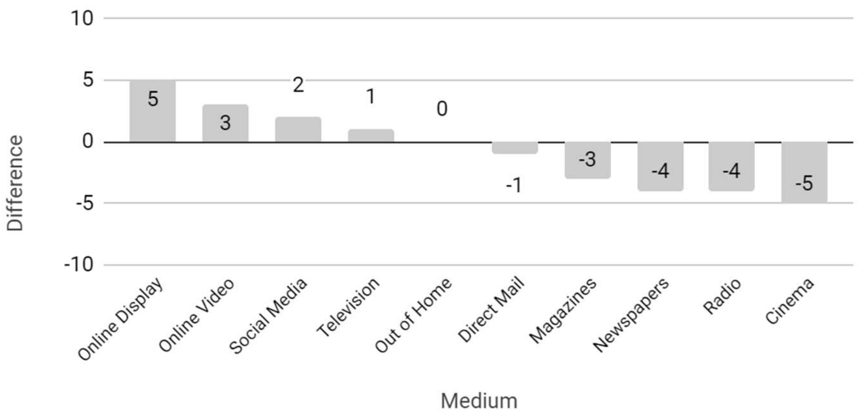
Appendix 21c: Perception vs. Evidence media ranking comparison (Triggers a positive emotional response)



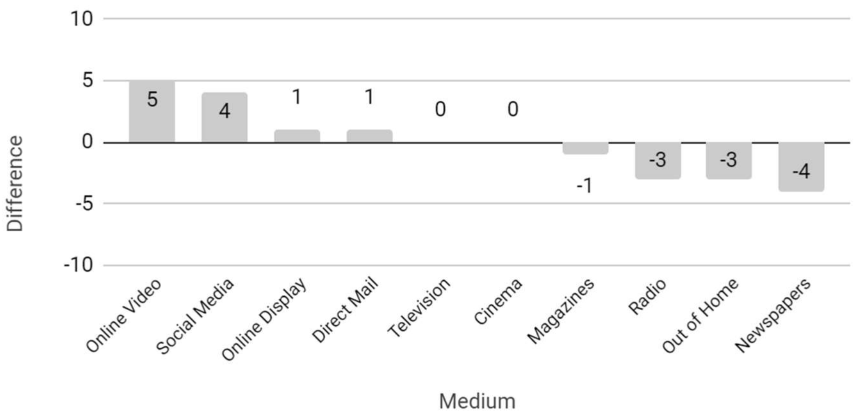
Appendix 21d: Perception vs. Evidence media ranking comparison (Maximises campaign reach)



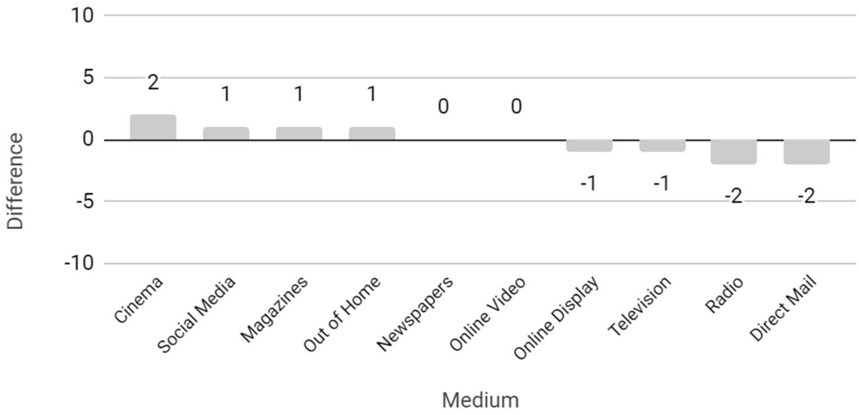
Appendix 21e: Perception vs. Evidence media ranking comparison (Gets your ads noticed)



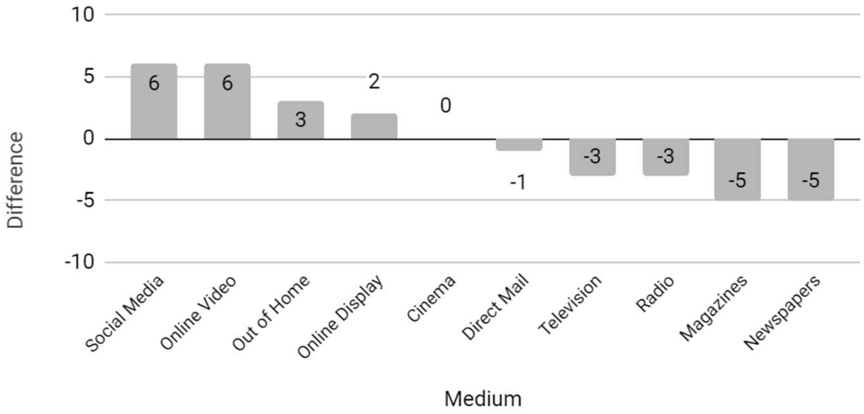
Appendix 21f: Perception vs. Evidence media ranking comparison (Builds campaign frequency)



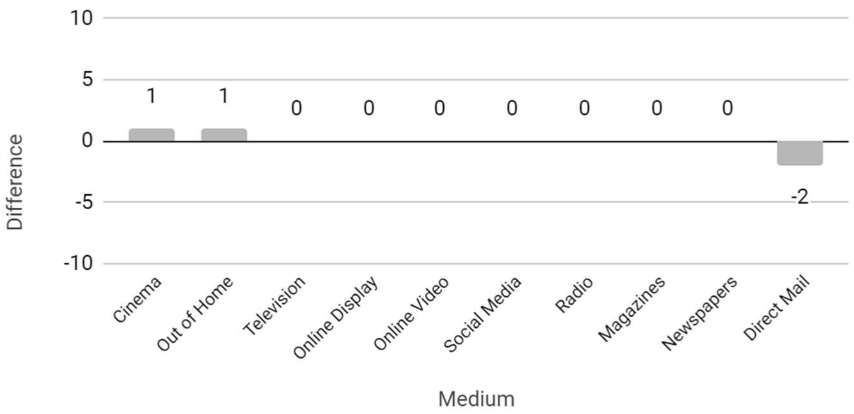
Appendix 21g: Perception vs. Evidence media ranking comparison (Guarantees a safe environment)



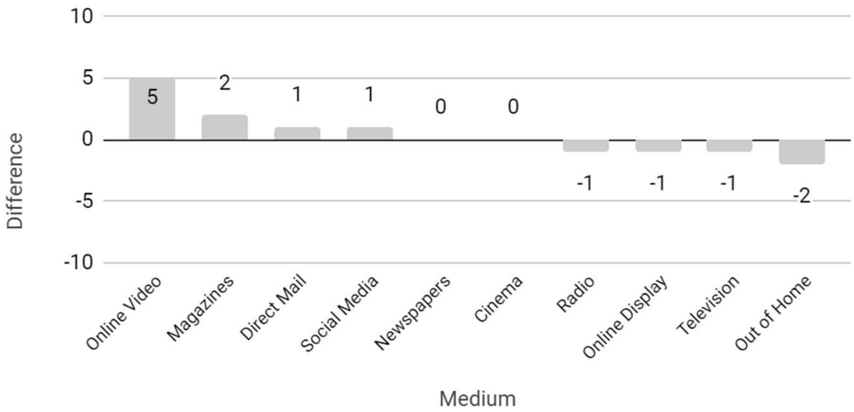
Appendix 21h: Perception vs. Evidence media ranking comparison (Increases campaign ROI)



Appendix 21i: Perception vs. Evidence media ranking comparison (Transparent third party audience measurement)



Appendix 21j: Perception vs. Evidence media ranking comparison (Low cost audience delivery)



Appendix 22: Media channels

Medium
Cinema
Direct mail (direct mail and door drops)
Magazines (print)
Newspapers (print)
Online display (non-video display and banner ads)
Online video (all video formats including YouTube and broadcaster VoD)
Out of home (all formats - roadside, airports, rail, point of sale etc.)
Radio (broadcast)
Social Media (paid advertising on Facebook, Twitter etc.)
Television (all formats excluding broadcaster VoD)

Source: Ebiquity, Plc., (2018). Re-evaluating media. [online] London: Ebiquity, Plc., Available at: https://www.atresmediapublicidad.com/documents/2018/03/09/B4153124-FFEF-4610-9F36-2FCC2F06CD6B/ebiquity-radiocentre-report-a4-web-singles-1.pdf [Accessed 18 May. 2019].

Appendix 23: Overview of the literature review

Year	Authors	Title	Source Type	Aim	Methods	Findings / Media Selection Criteria
1993	Nowak, G.J., Cameron, G.T. & Krugman, D.M.	How Local Advertisers Choose and Use Advertising Media. Journal of Advertising Research	Journal Article	Study examines decision-making among local advertisers in order to determine their advertising media, budgeting, and evaluation practices.	Structured telephone interviews	**Media decision-making factors:** Number of people who will see your ad, Ability to target/reach specific audiences, Total cost to produce and purchase the ad, Number of times your ad will appear, Number of times your ad will appear, Ability to generate immediate store traffic, Ability to reach the entire market, Program or editorial environment the ad will appear in, Cost per thousand people reached, Advertising rate discounts or incentives, Quality of media sales representatives, Availability of audience research, Extent your competitors use the medium
1995	Kanso, A.	Factors of media selection for international markets: a study of US-based advertising executives	Journal Article	This research examines factors that affect media selection decisions for foreign markets as perceived by advertising executives of U.S. multinational corporations.	Structured telephone interviews	**General factors:** Product type, Target market, Reach and frequency, Cost efficiency, Budget size, Competition
2001	Pelsmacker, P.D., Geuens, M. and J.V.D. Bergh	Marketing communications	Book		Compilation	**Quantitative criteria:** Reach, Frequency, Selectivity, Geographical flexibility, Speed of reach, Message life, Seasonal influence. **Qualitative criteria:** Image-building capability, Emotional impact, Medium involvement, Active or passive medium, Attention devoted to the medium, Quality of reproduction, Adding value to the message, Amount of information that can be conveyed, Demonstration capability, Extent of memorisation of the message, Clutter. **Technical criteria:** Production cost, Media buying characteristics, Media availability
2003	Katz, H.E.	The media handbook: a complete guide to advertising media selection, planning, research, and buying	Handbook		Compilation	**Television benefits / drawbacks:** True to life, Reaches masses / High cost, Brief exposure, Ad clutter **Radio benefits / drawbacks:** Local appeal. Targeted audiences. Low cost. High frequency. Close to point-purchase. Flexible messages / Background message. Audio only. Brief message life. Fragmented audiences **Newspapers benefits / drawbacks:** Timely. Desirable audience. Editorial impact. Local/regional flexibility / Brief message life. Active readers. Weaker colour capabilities **Magazines benefits / drawbacks:** Upscale audiences. Reader involvement. Long issue life / Long lead time. Higher CPMs

						Outdoor benefits / drawbacks: Larger than life. Ethnic targeting. Supporting medium / Brief message exposure. Environmental impact **Internet benefits / drawbacks:** Flexibility. Targeted message. Reach. Measurability / Consumer irritation. Confusion. Non-standard metrics
2004	King, K.W., Reid, L.N. and W. Macias	Selecting Media for National Advertising Revisited: Criteria of Importance to Large-Company Advertising Managers	Journal Article	This research examines top 100 U.S. large-company advertising managers on their judgments and opinions of importance of selection criteria used to evaluate media for national advertising programs.	Mail survey and factor analysis	**Medium effectiveness and efficiency:** Increase sales and market share, Contribution to marketing program, Deliver of adequate frequency, Reach specific audience effectively, Reproduction/Presentation quality, Program/Editorial environment, Entire target audience reach, CPM of target effectively reached, Promotion/ad timing coordination **Medium based extras:** Promotion tie-in opportunities, Value-added opportunities, Education of agency/client personnel, Sales representative competence, Ad placement/billing standardization **Medium-generated enthusiasm:** Produce enthusiasm among creatives, Ability to sell against other media, Produce enthusiasm among clients **Medium self-bolstering:** Provides audience research, Willingness to negotiate, Delivery of creative impact
2005	Coulter, K. & Sarkis, J.	Development of a media selection model using the analytic network process	Journal Article	The authors develop and test a comprehensive model for media selection that integrates different measures (both qualitative/intangible and quantitative/tangible) into a single overall score for ranking decision alternatives.	Analytic Network Process method	**Quality:** Attention-getting capability, Stimulating emotions, Information content and detail, Credibility/prestige/image, Clutter **Time:** Short lead time, Long exposure time **Flexibility:** Appeal to multiple senses, Personalisation, Interactivity **Coverage:** Selectivity, Pass-along audience, Frequency/repeat exposure, Average media reach **Cost:** Development/production cost, Average media delivery cost
2005	Peach, S.	Understanding media planning practice	Thesis	This thesis seeks to provide a base for future media research by providing an up-to-date and comprehensive account of the media planning process from a multi-dimensional industry perspective.	In-depth interviews	**Quantitative factors:** Ability to reach targeted audience, The reach potential, Speed of total audience accumulation, Geographical flexibility, Demand, Availability and lead time to buy advertising space, Cost efficiency, Cost per thousand, Gross rating points **Qualitative factors:** Involvement, Programme liking/enjoyment, Clutter, Attention devoted to the medium
2010	Dahlén, M., Lange, F. and T. Smith	Marketing Communications : a Brand Narrative Approach	Book		Compilation	**Media selection criteria:** Audience selectivity, Reach potential, Speed of audience accumulation, Geographical flexibility, Advertising exposure control, Lead time to buy
2011	Rademaker, C.	Media Selection for Marketing Communication - an	Journal Article	This exploratory study examines the	Semi-structured interviews	**Factors guiding media selection for ad campaigns:** Previous experience, Rules of thumb, Target market, Costs, Suitability of

		exploratory study among marketing managers		factors that guide and influence marketing managers when selecting media for their ad campaigns.		medium, Budget, Reach, Special offers, Models, Environmental consideration/issues
2014	Michael. E.J., Ajilore, K., Oloyede, D.B. and O.K. Oladayo	Determinants of Media Selection among Advertising Practitioners in Nigeria	Journal Article	This study examined the factors that advertising practitioners in Nigeria consider when selecting media for advertising campaigns.	Structured questionnaire	**Media selection factors:** Reach, Cost, Available budget, Prestige and image, Rating and share, Cost efficiency, Accessibility, Entertainment value, Audio visual impact, Flexibility, Creative flexibility
2016	Fill, C. and S. Turnbull	Marketing communications: Discovery, creation and conversations	Book		Compilation	**Interactive media Strengths / Weaknesses:** High level of interaction, Immediate response possible, Tight targeting, Low absolute and relative costs, Flexible and easy to update, Measurable / Segment specific, Slow development of infrastructure, High user set-up costs, Transaction security issues, Privacy issues **Newspapers Strengths / Weaknesses:** Wide reach, High coverage, Low costs, Very flexible, Short leading times, Speed of consumption controlled by reader / Short lifespan, Advertisement get little exposure, Relatively poor reproduction, Gives poor impact, Low attention-getting properties **Magazines Strengths / Weaknesses:** High-quality reproduction that allows high impact, Specific and specialised target audiences, High readership levels, Longevity, High levels of information can be delivered / Long lead times, Visual dimension only, Slow build-up of impact, Moderate costs **Television Strengths / Weaknesses:** Flexible format, uses sight, movement and sound, High prestige, High reach, Mass coverage, Low relative cost, so very efficient / High level of repetition necessary, Short message life, High absolute costs, Clutter, Increasing level of fragmentation (potentially) **Radio Strengths / Weaknesses:** Selective audience, e.g. local, Low costs (absolute, relative and production), Flexible, Can involve listeners / Lacks impact, Audio dimension only, Difficult to get audience attention, Low prestige **Outdoor Strengths / Weaknesses:** High reach, High frequency, Low relative costs, Good coverage as a support medium, Location-oriented / Poor image, Long production time, Difficult to measure **Transport Strengths /Weaknesses:** High length of exposure, Low costs, Local orientation / Poor coverage, Segment-specific (travellers), Clutter
2017	Khan, M.	Influence of advertising media attributes on	Journal Article	The objective of the study is to measure the influence of	Structured questionnaire &	**Advertising media attributes:** Clarity of message, Capacity to depict the product, Display of maximum information, Ease of describing, Deliberate repetition is possible, Carries maximum

		preference for media while buying of consumer durables: an empirical study		advertising media attributes on preference for media during the buying of consumer durables.	Rank analysis using weighted average mean.	promotional offers, Can know the place of availability, Provides comparative advertising, Provides referential evidence
2018	Ebiquity Plc.	Re-evaluating Media: What evidence reveals about the true worth of media for brand advertisers	Public Domain Research Study	Re-evaluation of the value of online and offline media and re-assess what qualities are required from an advertising medium to deliver a campaign that grows the brand in the long term.	Structured telephone interviews & Secondary research using scoring criteria	**Attributes of advertising medium:** Targets the right people in the right place at the right time, Increase campaign ROI, Triggers a positive emotional response, Increase brand salience, Maximise campaign reach, Gets your ads noticed, Low cost audience delivery cost, Builds campaign frequency, Guarantees a safe environment, Short-term sales response, Transparent third party audience measurement, Low production cost

Source: (own making)