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Efficiency of TV Advertising Spots Promoting Non-alcoholic Drink Kofola

The main objective of the submitted paper is to investigate the impact of emotional appeals used in advertisements of traditional soft drink Kofola on consumers. Kofola beverage advertising strategy is based on tradition, history and quality. Within the article the most successful advertising campaigns and commercials are characterized that provides a basis for the assessment of emotional appeals in Kofola advertising. Evaluation of the impact of advertising on consumers was based on the information obtained from a questionnaire survey on a random sample of 203 respondents in the select district. The questionnaire survey was focused on the analysis of relationships, attitudes, and consumer associations with successful advertising campaigns and TV spots of Kofola drink. The intention was also to determine the factors influencing consumer perception through statistical testing of the existence and the intensity of dependence of observed responses from consumers' characteristics.

¹Marketing communication is focused on the systematic use of principles, elements and marketing practices in order to deepen and strengthen relations between producers, distributors and customers. The result is not only better mutual awareness but especially greater customer satisfaction.

²A significant advantage of marketing communication is two-way communication of the seller and the buyer (consumer) what means that it does not only inform consumers about the product but also responds to their respective stimuli.

³The total communication program consists of a specific combination of the following 5 components of marketing communication:

1. Advertising - any paid form of impersonal presentation and promotion of products, services, ideas or of certain business;
2. Sales promotion - short-term stimulus serving to support the purchase or sale of products or services;
3. Public relations - the effort to build positive relations between the public and company, creating a good image and attempt to minimize the consequences of adverse events or negative information and rumors that spread about the company;
4. Personal selling - personal presentation of an offer to sell a product or service and create a good relationship with customers;
5. Direct marketing – process of interactive marketing communication using available communication media and allowing a measurable response with the intention of creating long-term relationships with customers.

¹ DUDINSKÁ, E. et al, 2000: *Základy marketingu*. Bratislava: EKONÓM, 2000. s. 127.

² NÍZKA, H., 2007: *Aplikovaný marketing*. Bratislava: Iura Edition, 2007. s. 52.

³ KOTLER, P., ARMSTRONG, G., 2003. *Marketing*. 6. vydanie. Praha: Grada Publishing, 2003. s. 630.

⁴Each of these components of marketing communications performs a specific function but also complements each other. Any combination thereof shall be designated as a communication mix (or communication).

In following text, attention will be paid to the most discussed tool of marketing communication and it is advertising.

There are many definitions of advertisement that can be summarized as follow complex characteristic of this instrument of communication mix. ⁵Advertising is impersonal form of communication of companies, other organizations or individuals who through advertising messages try to inform or convince the target audience about their products or services. They are paid messages actuating through various communication media.

There are other definitions of advertising that may not sound flatteringly:

⁶ "Advertising is intentional or negligent influencing of buyer in favor of the advertiser" or ⁷"advertising is perfumed carrion. Advertising does not sell products or ideas, but false, intoxicating idea of happiness."

Submitted contribution deals with assessment of efficiency of TV ads advertised by Kofola Company that produces nonalcoholic drink. ⁸Production in the agri-food businesses has its specifics therefore these businesses use mainly two types of advertising:

- a) advertising for certain kinds, respectively for group of products, including branded products

For example, it is increasing of sales of milk not sales of dairy company. The success of advertising depends crucially on how close is the normal level of consumption per capita to the saturation point, how much information has a consumer about the product, the extent to which is sustained quality of promoted product, how significant is the identification of the product in sales compared with competing products, and what utility value has the product for consumer.

- b) Company advertisement of specific products of certain company

It is financed and ordered by company that tries to inform public about its brand and offer. The main purpose is sales and market share increase.

⁹To be successful, advertisement must be carried out by own or external experts, must use all relevant knowledge to be able operate on the proper segments and must be able to overcome all market barriers whether rational or psychological.

¹⁰Generally, the effect of advertising is considered in two aspects; the effect of communication and the effect of sales.

By measuring the effect of communication advertisement ability to communicate is determined. Assessment of ad efficiency can be carried out before the ad campaign introduction, during its realization (pre-test), as well as after its completion (post-test). The sales effect can be measured by comparing the revenues from the last sale and

⁴ BOUČKOVÁ, J. et al, 2003: *Marketing*. Praha: C. H. Beck, 2003. s. 223.

⁵ PELSMACKER, P. de, GEUENS, M., BERGH J. Van den, 2003: *Marketingová komunikace*.

⁶ HANULÁKOVÁ, E., 1996: *Etika v marketingu*.

⁷ TOSCANI, O., 1996: *Reklama je navoňaná zdochlina*.

⁸ NÍZKA, H., 2007: *Aplikovaný marketing*. Bratislava: Iura Edition, 2007. s. 52.

⁹ BOUČKOVÁ, J. et al, 2003: *Marketing*. Praha: C. H. Beck, 2003. s. 224.

¹⁰ ŠTARCHOŇ, P., 2004: *Vademecum reklamy: Vybrané teoretické aspekty*. Bratislava: Univerzita Komenského, 2004. s. 54.

previous advertising costs with the current ones. If the effect of advertising is not present in increased sales, advertising did not meet expectations and thus it is unsatisfactory.

Material and methods

The main objective of the submitted paper is to evaluate the impact of emotional appeals used in advertisements of traditional soft drink Kofola on consumer perception. It focuses on exploration of emotions, impressions and associations those were left in consumers' mind by exposing the consumer to commercials of the drink. Therefore, the questionnaire research was held in the select district on sample of 203 respondents. Its main aim was to gain information needed for evaluation of impressions those ads left in consumers' concessions. For better visualization, questions were accompanied by pictures. Four well known Kofola ad spots were selected for this survey. The first one carries naked features, second one uses love appeal, third one is Christmas ad shot and the last one was introduced at the occasion of 50th anniversary of Kofola drink and its specific feature is black and white color performance. For evaluation of observed data nonparametric χ^2 test and Cramer coefficient were used.

Results and discussion

„Kofola provides authenticity of experience, a piece of history. We want to sell positive emotions and love.”
Janis Samaras, joint owner of Kofola¹¹

Advertising strategy of Kofola Company aimed at favorite domestic drink is represented by the number of successful and award winning commercials whose memorable slogans, catchy melodies, emotionally charged moments, but also funny situations from everyday life resonate and stay long time in thoughts, memories and colloquial style of consumers. Imaginative slogans are remembered by consumers and when they hear them they are able to connect slogan with the brand or product alone. The key emotional appeal appearing in advertising campaigns of Kofola is love that represents the fact that consumers buy it because they love it.

The main appeal is combined and filled by many others, for example friendship and humor, in order to induce in consumers a pleasant atmosphere, relax and quiet. Ads also points experience of the drink taste. Since 2001, the entire advertising strategy of beverage is carried under the slogan: "If you love it, there is nothing to deal with." With suitably chosen communication strategy and tradition Kofola successfully holds its position in the soft drinks market after 50 years since its launch.

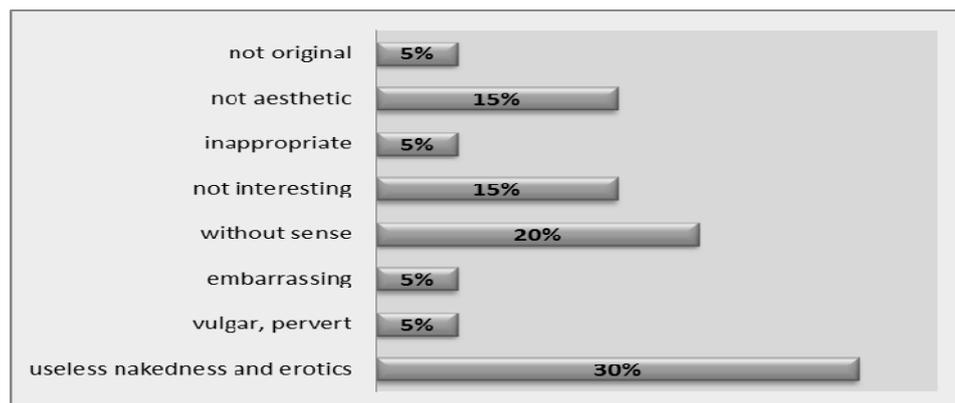
"If you love it, there is nothing to deal with."

The most discussed and provoking advertising campaign for Kofola is "Nude beach". TV spot introduced in the summer of 2006 is based on the previous lines of communication of Kofola and shows two friends. Spot ends by view at Kofola logo and by the main campaign slogan "If you love it, there is nothing to deal with." Key aspects of the spot are love and humor but also imagination and originality. The main intention is to evoke in consumers a pleasant atmosphere, comfort and friendship. Spot tells the

¹¹ POLAKOVIČ, I., 2006: *Muž, ktorý vzkriesil Kofolu*.

story of love between two young people and expresses willingness to do anything for love. Although nudity appears - not just two friends but also people on nude beach – it is not vulgar because nudity is pictured very decently. Nudity is not supposed to be irritating but humorous and it should evoke memories of the consumers' first love. TV spot „Nude beach“ divided fans of Kofola into two groups - the advocates and opponents of the spot. On the one hand, spot was awarded in category of TV spots and was given a price „Dúhové kuličky“ at the 46th spot International Festival of Films for Children and Youth in Zlín (Czech Republic) also, it won the first place at the national competition of effectiveness of marketing communication EFFIE Slovakia in category of fast moving consumer goods. On the other hand, spot was dealt with by the Council for advertising because of big number of received complaints due to nakedness. Complaints were found to be unfounded.

From the total number of respondents, 70% state that they like the spot, 20% do not and 10% do not know this ad. Reasons why respondents do not like the spot are pictured at Figure 1. The largest part of them (30%) considers nudity and eroticism to be unnecessary. Another respondents regard spot as obscure, with lack of sense or uninteresting. There were also the assessments as inappropriate, distasteful, even vulgar and perverted.



1: Reasons for unpopularity of ad spot „Nude beach“

Source: own data and processing

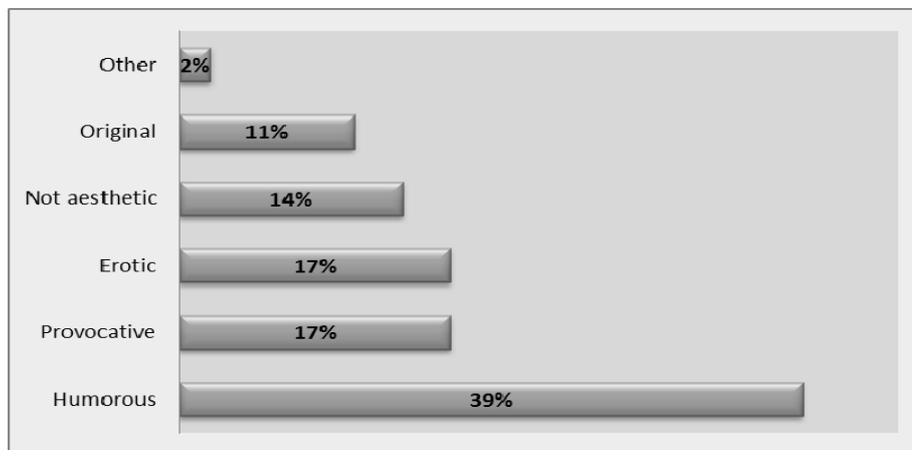
At the level of statistical significance differences in preferences between the sexes were confirmed. Cramer coefficient subsequently determined that it is a weak dependence. At other examined classification data, namely age and residence, the dependence was not confirmed. Confirmed dependency is presented in Table I.

Those respondents who know advertisement spot "Nude beach" were asked to state how they consider this spot. Responses are presented in Picture 2. It shows that 39% of respondents consider it to be humorous and entertaining, 17% provocative, 17% erotic, It has no aesthetic value for 14% of respondents and 11% of asked people consider it to be original. 2% of respondents chose possibility „Other“ and according to them spot is perverse, incomprehensible and predictable.

I: Table of contingency; dependence between gender and popularity of ad spot "Nude beach"

Do you like spot "Nude beach"?			χ^2	CHIINV	V
	women	men			
YES	61	79	12,99	5,99	0,25
NO	33	12			
I DO NOT KNOW IT	7	11			

Source: own data and processing



2: How do you consider the ad spot „Nude beach“?

Source: own data and processing

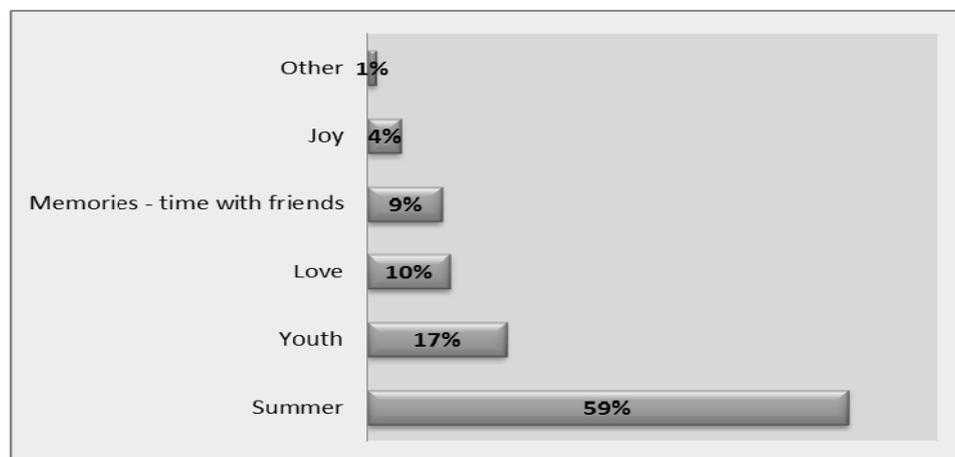
Interestingly, men and women consider the spot to be provocative in the same level while more men perceive it to be erotic a more likely is perceived as not aesthetic by women. However, dependence from the point of gender was not confirmed. Dependence was found out in terms of age of respondents (Table II). While younger generation, respectively respondents under the age of 35 years perceive ad spot as entertaining and funny. Asked people over the age of 36 found it to be provocative and not aesthetic.

Respondents' associations connected with advertisement spot „Nude beach“ are presented in Figure 3. More than half of asked connected ad with summer, summer relaxing, 17% of respondents connected it with youth and the rest with love. It means that the „Nude beach“ ad raised associations consistent with message of this campaign.

II: Table of contingency; Perception of ad spot "Nude beach" and age

Perception of ad spot "Nude beach"	< 25 y.	26 - 35 y.	36 - 45 y.	46 - 55 y.	56 - 65 y.	> 66 y.	χ^2	CHIINV	V
Humorous	22	22	13	13	3	1			
Provocative	8	7	11	1	1	3	40,59	37,65	0,19
Erotic	5	11	8	6	0	1			
Not aesthetic	2	3	9	8	3	1			
Original	5	8	7	0	0	0			
Other	2	0	0	1	0	0			

Source: own data and processing



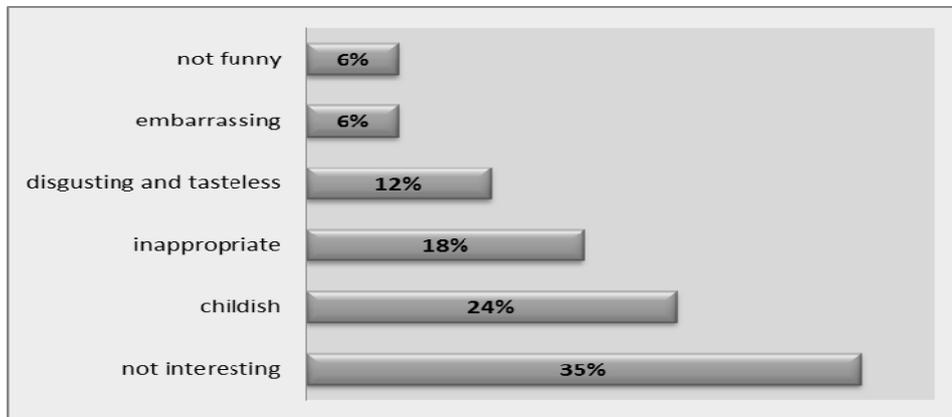
3: Associations connected with advertisement spot „Nude beach“

Source: own data and processing

„Simply, she is not made from sugar“

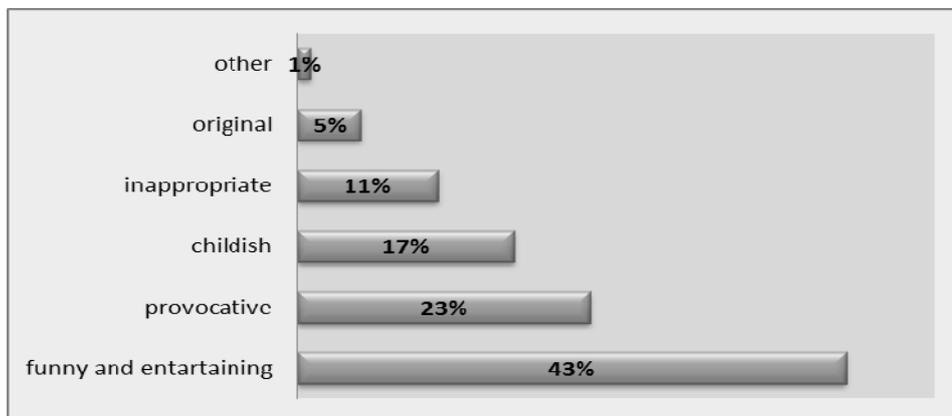
At the launch of sugar-free drink, Kofola brought new advertising campaign in spring 2008. TV spot shows two dating young people. The main message is, traditionally, love between two young people. In this case, first love which is proved by chosen music (Elán - Ulica). The main aim of this campaign was a demonstration of the fundamental characteristic of the new variant of Kofola - without sugar.

From the total number of respondents, 69% like this spot, 20% of them do not and the rest does not know this spot. The reasons of spot unpopularity are stated in figure 4. Most respondents reported that they delivered (6%), it is childish (4%), inappropriate (3%), but also disgusting and distasteful (2%). Dependence of responses by gender, age or residence of the respondents confirmed.



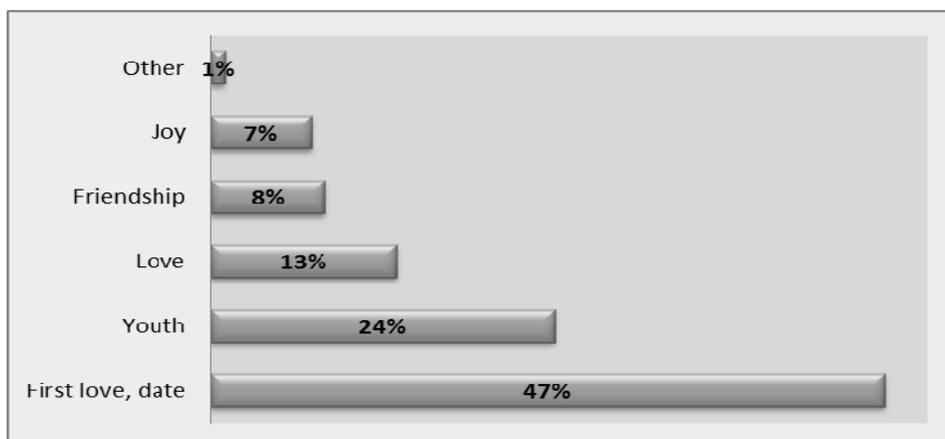
4: Reasons for unpopularity of ad spot „Simply, she is not made from sugar“
 Source: own data and processing

How do respondents consider Sugar – free ad spot is presented in figure 5. Almost half of respondents (43%) thinks the spot is funny and entertaining, 23% of asked consider ad to be provocative, 17% of respondents see this spot as a childish. Then, 11% of asked think spot is inappropriate, 5% consider it to be original and the rest chose the possibility ‚other‘ and stated that spot was perfect but also tasteless and boring. In generally, this advertisement was evaluated by women more negatively than by men but no statistical dependency was confirmed.



5: How do you consider the ad spot „Simply, she is not made from sugar“
 Source: own data and processing

Consequently, associations with sugar-free ad spot were evaluated. Figure 6 shows that almost half of respondents connect spot with first love or first date, 24% associate it with youth, 13% with love, 8% with friendship, 7 % joy and the rest stated that there is no symbolism for them. Due to the obtained results it can be said that the respondents correctly recognized key appeals used in the commercial.



6: Associations connected with ad spot „Simply, she is not made from sugar“

Source: own data and processing

"Still Together"

At the occasion of 50-th anniversary in March 2010 Kofola Company came with a new advertising campaign, logo and label Kofola in retro style. Retro logo accompanied by the slogan "Still Together" points to a long tradition and history of Kofola.

Promotional spot presents symbolic return to Czechoslovakia in the 60s of last century, when Kofola was founded. The key aspect of the spot but also of whole campaign is again love but also tradition and origin of Kofola. A theme of love has become a key for beverage labels that are directly related to television spot and complement it. On the occasion of the anniversary 3 different visuals were created; they show three phases of relationship development - introducing, meeting and wedding.

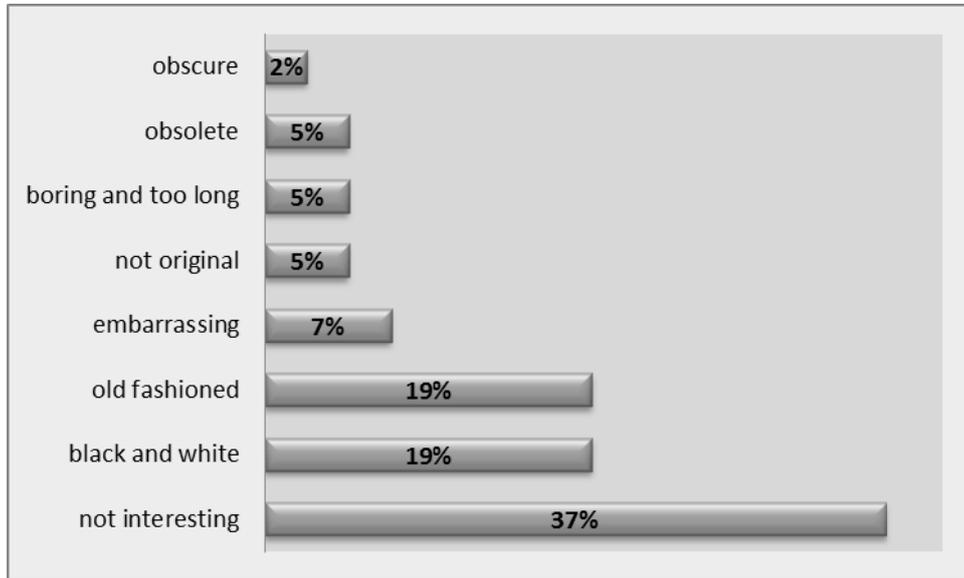
From the total number of respondents, 62,1% likes retro spot, 20,7% do not and the rest do not know this advertisement. At the level of statistical significance differences in preferences between the genders were confirmed. Cramer coefficient subsequently determined that it is a weak dependence. At other examined classification data, namely age, economic activity residence, the dependence was not confirmed. Confirmed dependency is presented in Table III.

III: Table of contingency; dependency between the gender and popularity of ad spot "Love is no science"

Do you like spot "Love is no science"?	women	men	χ^2	CHIINV	V
YES	73	53			
NO	13	29	9,98	5,99	0,15
I DO NOT KNOW IT	15	20			

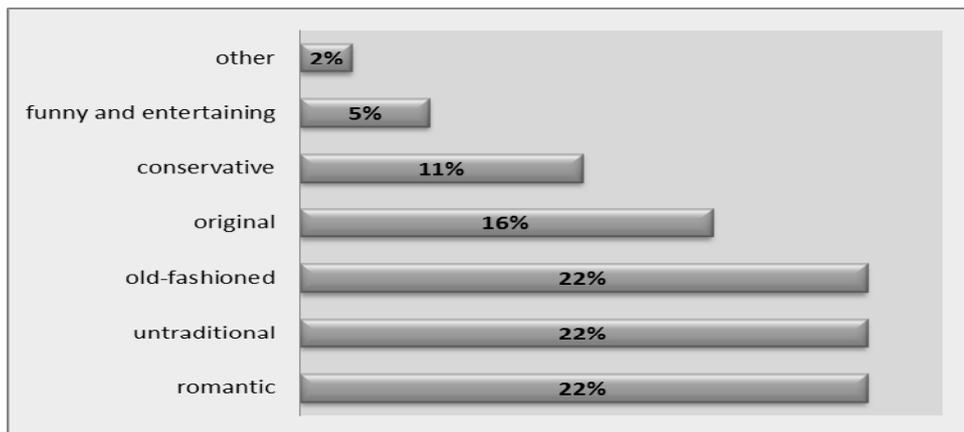
Source: own data and processing

From respondents who stated they did not like the ad 37% of asked perceive the spot to be not interesting. Other reasons for unpopularity of the advertisement are illustrated on figure 7.



7: Reasons for unpopularity of ad spot „Love is no science“
Source: own data and processing

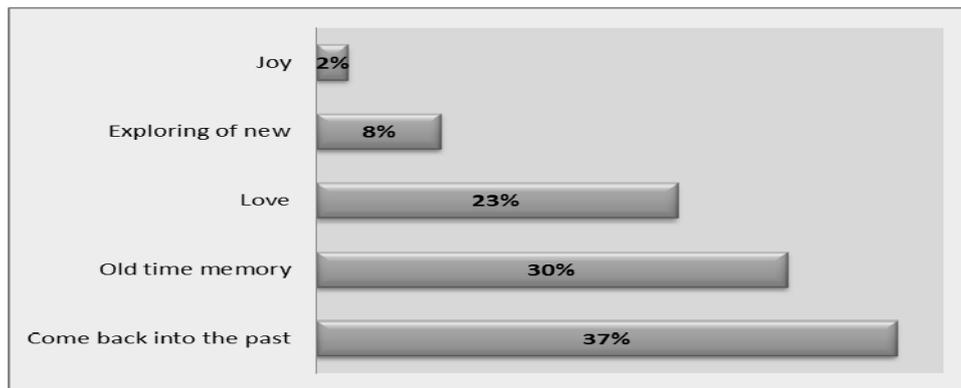
Following figure represents the respondents' statements – how they consider ad spot „Love is no science“ to be. Major part of respondents consider it as a romantic (22%), untraditional (22%), but also old-fashioned (22%). 2% of respondents consider it as an incomprehensible.



8: How do you consider ad spot „Love is no science“?
Source: own data and processing

Statistical dependency was confirmed in terms of gender. Women perceive this advertisement more positively than men. Women stated that the spot was romantic and original, for men it was old-fashioned. Cramer coefficient confirmed that the dependency was weak.

Consequently, respondents' associations connected with this advertisement were surveyed. Following chart shows that 37% of respondents understood the spot as comeback into the past, 30% as an old time memory and 23% correctly connected this spot with love. Recipients correctly understood the main idea of this campaign in spite of some negative attitudes. The dependency in terms of gender was confirmed (Table IV.).



9: Associations connected with ad spot „Love is no science“

Source: own data and processing

IV: Table of contingency; dependency between the gender and associations with ad spot "Love is no science"

Associations with the spot "Love is no science"	women	men	χ^2	CHIINV	V
Come back into the past	21	40			
Old time memory	32	19			
Love	28	11	19,48	9,49	0,15
Exploring of new	4	9			
Joy	1	3			

Source: own data and processing

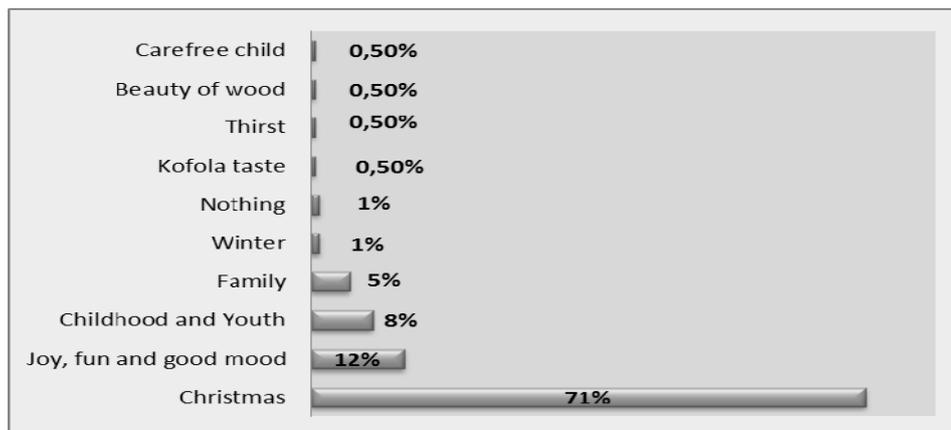
Real Slovak Christmas with Kofola

Christmas is a time when all consumers are more open and accessible for advertising. This fact is also used by Kofola which means that its promotional activities are the most intensive just before Christmas time.

The basis for the annual Christmas campaign is advertising spot "golden pig". This spot has been successfully entering the Slovak households through television screens every Christmas since 2003 and became the most popular and longest broadcasted in history of Kofola drink.

Prove of popularity of Christmas spot was provided by campaign launched before Christmas in 2007 under which all consumers could via SMS, or Web site decide about advertisement destiny. The results confirmed the Slovak consumers liked the spot and kept advertising continuing. In addition, consumers could buy a limited cinnamon flavor drink and had opportunity to send their loved ones through the interactive website Christmas greeting in the form of an angel with the face of sender. Slovaks and Czechs sent 1.5 million wishes what by far exceeded the expectations of society.

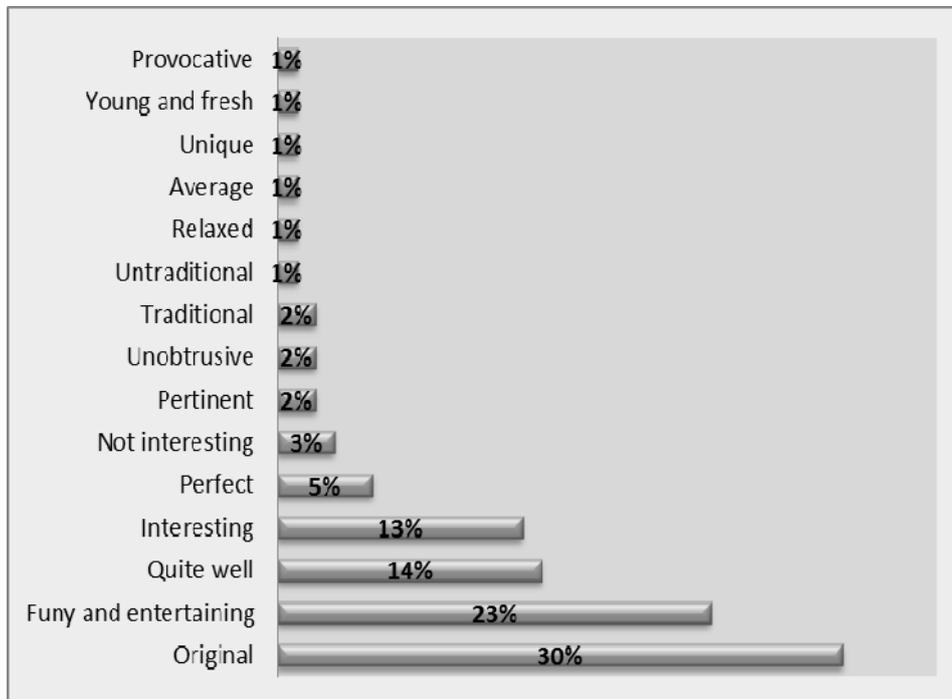
Then attitude of recipients to Christmas spot was surveyed. Results were very positive, 99% of respondents like this commercial. The rest states that they saw the spot too many times. As it is visible on figure 10, respondents mostly associate this ad spot with Christmas (71%). There are also other associations like joy, fun, good mood (12%), childhood and youth (8%), family (5%). It is obvious that the advertisement evokes pleasant feelings in respondents.



10: Associations connected with ad spot „Real Slovak Christmas with Kofola“

Source: own data and processing

Discussing perception of Kofola TV ads in generally, the majority of respondents stated that these campaigns were original (30%), funny and entertaining (23%), quite well (14%) and interesting (13%). Evaluations like excellent, pertinent, unobtrusive, unique, or young and fresh occurred as well. As it is visible, respondents evaluated ads very positively but 5% of them stated that ads were not interesting, average and provocative (Figure 11).

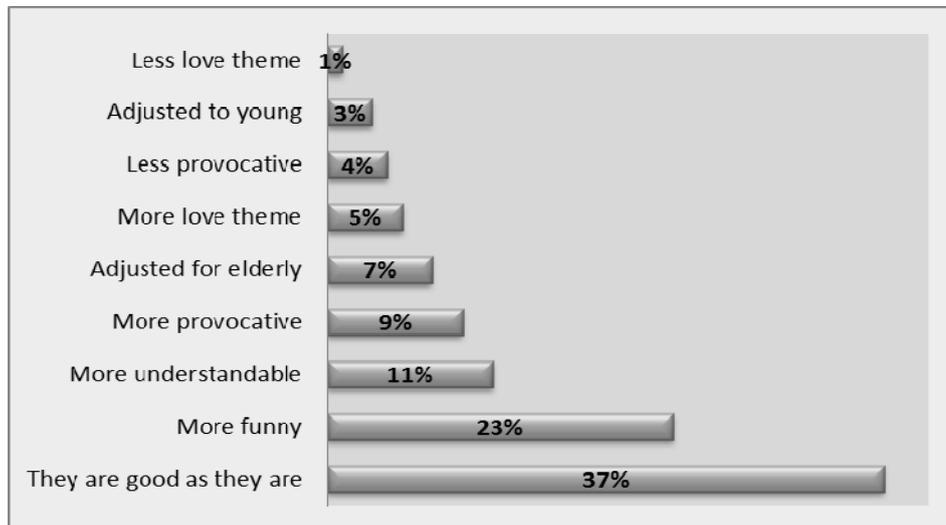


11: Evaluation of Kofola advertisements in generally

Source: own data and processing

Surprisingly, more than a third of respondents think that the ads are good as they are. 23% would like them to be more funny and entertaining, 11% would prefer if they are clearer, 9% would prefer more provocative ads, 7% would like to see greater scope for the older generation and even 5% could imagine more love theme. On this basis it can be said that advertising strategy is well set up, consumers like humor in Kofola campaigns. But it is desirable to modify the message of these campaigns to make them understandable for all consumers. On the other hand, more provocativeness would also hurt the brand because it is an appeal which is not very popular among women in particular, but also elderly people and children. Kofola could thus lose the sympathy and loyalty of certain groups of consumers.

Responses are dependable from gender and age of respondents. The intensity of dependency is weak. Women would prefer less provocative ads but provocativeness is popular among men. Spots regarding elderly would prefer more men than women. Older generation prefers funny, entertaining, understandable and less provocative advertisements. Younger respondents do not have a problem with provocativeness and they are more likely satisfied with Kofola commercials as they are.



12: Evaluation of Kofola advertisements in generally

Source: own data and processing

At the end, respondents had a possibility to express their willingness to change something about Kofola commercials. Majority (94%) would not change anything. The rest 6% would welcome:

- more meaningfulness, better main idea (3 %),
- more nakedness (1 %),
- less nakedness (0,5 %),
- new motive, not only love one (0,5 %),
- significant music (0,5 %),
- focusing on Kofola origin, where it came from and how it was produced (0,5 %).

In these answers, there are again differences between opinions on nakedness. Valuable findings that consumers would appreciate use of new appeal not just Love appeal. It is worthy to mention completion of TV spot by significant music background that would contribute to better memorability of product and brand as well.

Summary

In this contribution psychological appeals of TV advertisement spots of Kofola were evaluated. Into the consideration four ad spots were taken: “Nude beach”, “Simply, she is not made from sugar”, “Love is no science” and “Right Slovak Christmas with Kofola”. Individual appeals were evaluated using data gathered from questionnaire survey made in the select district. In generally, respondents perceive commercials positively, there are just some differences between opinions of men and women as well as between young and older people.

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