

**COVENANT UNIVERSITY
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*TUTORIAL KIT
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**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 325

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PRE325: PR AND ADVERTISING RESEARCH

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1. What is research?
2. What is advertising research?
3. What is public relations research?
4. Why is research important in PR
5. State the importance of research in advertising?
6. Discuss and illustrate with the aid of a diagram the advertising research process
7. Discuss and illustrate with the aid of a diagram the advertising plan
8. Present and explain the advertising objective pyramid
9. Present and describe the creative pyramid
10. List with examples from an existing product the checklist for a television ad copy
11. List with examples from an existing product the checklist for a newspaper ad copy
12. What is situation analysis in advertising?
13. List with examples from an existing product the checklist for a radio ad copy
14. Using an existing product, write a TV ad copy that complies with the tv checklist
15. Using an existing product, write a radio ad copy that complies with the radio checklist
16. Using an existing product, write a newspaper ad copy that complies with the print checklist
17. What are the suitable methods for pretesting and post testing?
18. Briefly explain the check list for preparing and drafting a questionnaire
19. What are the six key differences between qualitative and quantitative research method?
20. What research method (s) is/are suitable for copy testing
21. List the processes involved in a successful media strategy
22. List the processes involved in a successful creative and message strategy

ANSWERS

1. QUESTION ONE

WHAT IS RESEARCH?

Research is a systematic inquiry that investigates hypotheses, suggests new interpretations of data or texts, and poses new questions for future research to explore. Research consists of:

- Asking a question that nobody has asked before;
- Doing the necessary work to find the answer; and
- Communicating the knowledge you have acquired to a larger audience.

In practice, research methods vary widely, depending upon the academic discipline's accepted standards, the individual researcher's preferences, or a particular study's needs. Research in science and engineering often involves conducting experiments in the lab or in the field. Research in the arts, humanities, and social sciences may include archival work in the library or on the internet, conducting surveys or in-depth interviews, and a wide range of creative and artistic projects- from costume design to playwriting to curating a fine arts exhibit.

Research is not a solitary activity –but an act of community. As a member of the research community, you are building on the knowledge that others have acquired before you and providing a road map for those who come after you. You are adding to a body of work that will never be complete. Research is an ongoing, collaborative process with no finish line in sight.

2. QUESTION TWO

ADVERTISING RESEARCH

Research carried out to assist with the development of effective advertising, whether for TV, radio, press, poster or internet. This research may be carried out at an early stage, to help determine strategy, and/or at later stages of the development of specific advertising ideas. It can also include forms of advertising evaluation and diagnostic research carried out after an ad or campaign has appeared.

3. QUESTION THREE

PR RESEARCH

Public Relations Research involves: Gathering information needed to develop and carry out a PR plan. Research in PR also entails

- Describing and understanding the PR topic at hand.
- Checking assumptions about the understanding and perceptions of the publics.
- Determining the consequences of carrying out the public relations project.

4. QUESTION FOUR

IMPORTANCE OF PR RESEARCH

Research makes communication *two-way* by collecting information from publics rather than one-way, which is a simple dissemination of information. Research allows us to engage in dialogue with publics, understanding their beliefs and values, and working to build understanding on their part of the internal workings and policies of the organization. Scholars find that two-way communication is generally more effective than one-way communication, especially in instances in which the organization is heavily regulated by government or confronts a turbulent environment in the form of changing industry trends or of activist groups

Research makes public relations activities *strategic* by ensuring that communication is specifically targeted to publics who want, need, or care about the information. Without conducting research, public relations is based on experience or instinct, neither of which play large roles in strategic management. This type of research prevents us from wasting money on communications that are not reaching intended publics or not doing the job that we had designed them to do.

Research allows us to *show results*, to measure impact, and to refocus our efforts based on those numbers. For example, if an initiative is not working with a certain public we can show that ineffectiveness statistically, and the communication can be redesigned or eliminated. Thus, we can direct funds toward more successful elements of the public relations initiative.

Without research, public relations would not be a true *management function*. It would not be strategic or a part of executive strategic planning, but would regress to the days of simple press agent, following hunches and instinct to create publicity. As a true management function, public relations uses research to identify issues and engage in problem solving, to prevent and manage crises, to make organizations responsive and responsible to their publics, to create better organizational policy, and to build and maintain long-term relationships with publics. A thorough knowledge of research methods and extensive

analyses of data also allow public relations practitioners a seat in the dominant coalition and a way to illustrate the value and worth of their activities. In this manner, research is the **strategic foundation** of modern public relations management

5. QUESTION FIVE

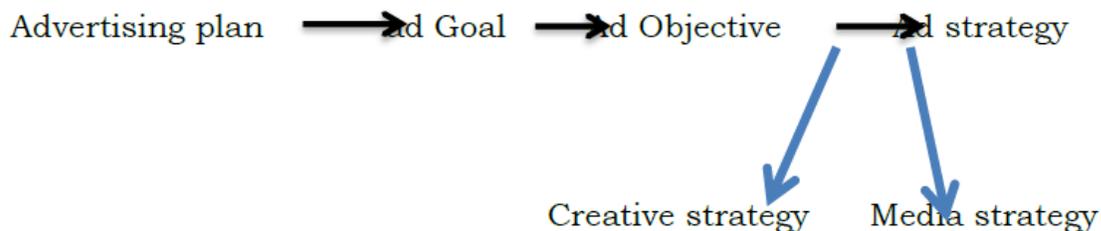
THE IMPORTANCE OF ADVERTISING RESEARCH

Advertising Research is essential for an advertising campaign to achieve maximum success. Advertising Research allows advertising agencies to understand and interpret the behavioural patterns of people and their thought process. Research tactics may consist of:

- Qualitative analysis and interpretation.
- Quantitative analysis and interpretation.
- Focus Groups.
- Ambush Interviews.
- Market Research.
- Statistical Interpretation.
- Brand Identification of strengths and weaknesses.
- Target audience analysis
- Interpretation of insights from consumers.

Without quality research, a quality campaign will not exist for any agency. Without a quality researcher, the campaign will struggle in demonstrating factual statistics that can attract the target audience.

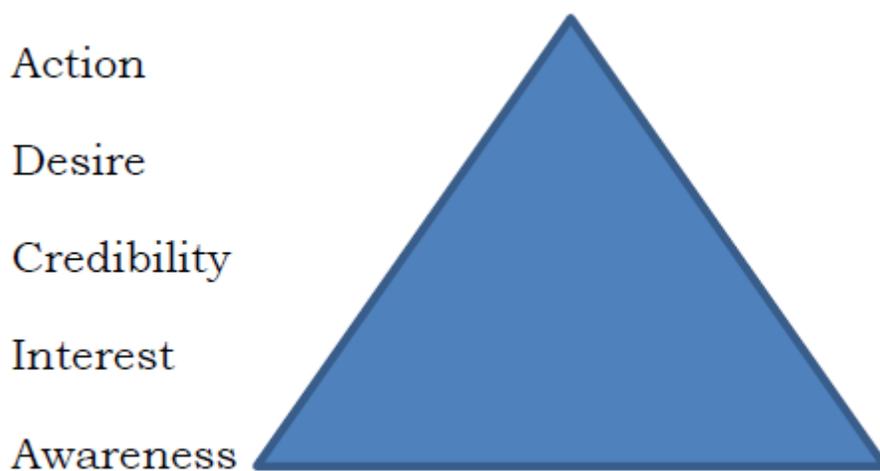
6. QUESTION SEVEN



7. QUESTION EIGHT

Action
Desire Conviction
Comprehension
Awareness

8. QUESTION NINE



9. QUESTION TWELVE

WHAT IS SITUATION ANALYSIS IN ADVERTISING?

An advertising situation analysis provides an overview of a company's image in comparison with similar organizations in the marketplace. A situation analysis is usually created before an advertising campaign. This piece of research provides executives with an accurate picture of consumer' perception of both the company and its competitors. By assessing a company's strengths and weaknesses, advertisers can focus on issues and messages that will resonate strongly with their clients' target audience.

10. QUESTION EIGHTEEN

CHECKLIST FOR DRAFTING A QUESTIONNAIRE

Write a short questionnaire

Above all, your questionnaire should be as short as possible. When drafting your questionnaire, make a mental distinction between what is essential to know, what would be useful to know and what is unnecessary. Retain the

former, keep the useful to a minimum and discard the rest. If the question is not important enough to include in your questionnaire, it should be eliminated.

Use simple words

Questionnaire recipients may have a variety of backgrounds so use simple language. For example, "What is the frequency of travel to your local

Relax your grammar

Relax your grammatical standards if the questions sound too formal. For example, the word "who" is appropriate in many instances when "whom" is technical correct.

A common understanding

Write questions that everyone will understand. Don't assume that everyone has the same understanding of the facts or a common basis of knowledge. Identify even commonly used abbreviations and be certain that everyone understands. For example, SMS could be misunderstood, instead refer to SMS as a text messages.

Start with interesting questions

Start the questionnaire with questions that are likely to sound interesting and attract the respondent's attention. Save the questions that might be difficult for later.

Don't write leading questions

Leading questions demand a specific response. For example: 'Would you say that X is a good brand of Y?' this can be misleading. Instead it should read 'What brand name comes to mind when you think of Y?'

Avoid double negatives

'Did you not visit your local supermarket in the last 30 days?' is better understood as, 'Roughly how many times have you visited your local supermarket in the last month?'

Respondents can easily be confused deciphering the meaning of a question that uses two negative words. 'If you don't take the bus to work why don't you take the train?'

Balance rating scales

When the question requires respondents to rate a product or service, make sure that there is room for both extremes.

1. Fair
2. Good
3. Very good
4. Excellent

Don't make the list of choices too long

If the list of answer categories is long and unfamiliar, it is difficult for respondents to evaluate all of them. Keep the list of choices short.

Avoid difficult recall questions

People's memories are increasingly unreliable as you ask them to recall events farther and farther back in time. You will get far more accurate information from people if you ask, "How many times in the last month did you go to the cinema?" rather than, "How many times last year did you go to the cinema?"

Use Closed-ended questions rather than Open-ended ones

Most questionnaires rely on questions with a fixed number of response categories from which respondents select their answers. These are useful because the respondents know clearly the purpose of the question and are limited to a set of choices where one answer is right for them.

An open-ended question is a written response. For example: "Why don't you like public transport?" the response to this could go on for pages instead offer the respondent a few short questions that would give you the same information with more accurate answers. For example, 'Do you travel to work by car? How far to you travel? How long does it take you? When is the last time you used public transport? Was it for business or pleasure? The respondent's answers will be clear-cut and easy to understand and analyse.

Put your questions in a logic order

The issues raised in one question can influence how people think about subsequent questions. It is good to ask a general question and then ask more specific questions. For example: Male or Female? What age group? Do you have Internet access at home? Do you use online banking?

Pre-test your questionnaire

It is better to identify a problem during the pretest than after you have published the questionnaire. Before sending the questionnaire to a target audience, test it on a small group of family and friends. After they have completed the questionnaire, brainstorm with them to see if they had problems answering any questions. It would help if they explained what the questions meant to them and whether it was valid to the questionnaire or not.

Identifying your customer

It is necessary to find the right balance when defining a target market in a way that causes your audience to recognise that you are talking specifically to them. This requires streamlining a target market. This is done by research and questionnaires. The information gathered by these methods will help you identify a target audience's needs and wants. A target market must be clearly defined. It's not uncommon to refocus and revisit targeting, especially if it was not clearly identified in the beginning.

What to do

Consider the various categories of audiences you wish to target and then prioritise them. The more specific you can be the more useful will be the result. The following list is a useful starting point:

- Existing clients/customers

- New clients/customers
- General public
- Managers/executives
- Staff
- "Friends"/ members

When the priorities have been considered then think where each of them is located. What age – group are you targeting and is there any common characteristic?