

VIDEO NINE

Samsung (Product Commercial Ads)

These teaching notes are prepared by Lau Geok Theng

Video Content

- Video 9A – 15 seconds commercial ad of Samsung HD Series 6.
- Video 9B – 30 seconds commercial ad of Samsung HD Series 6.
- Video 9C – Commercial ad of Samsung HD Series 6 sponsorship of TV premier of Van Helsing.
- Video 9D – 15 seconds commercial ad of Samsung Series 8.
- Video 9E – 30 seconds commercial ad of Samsung Series 8.

Video Use

- One of the videos can be played (Video 9C would not be preferred) before introducing the opening story on Samsung in Chapter 3 (pages 73–74) in the text.
- The video can be used to examine some aspects of marketing communications strategy.

Some Possible Video Questions

Question 1

What is the likely and reasonable marketing communications objective for commercials represented in Videos 9A, 9B, 9D and 9E?

- The students can discuss if the commercials were only to create awareness of these new products or should it be much deeper?
- If the commercials are used to provide information, what useful information is provided in the 15-second and 30-second ads? Are television commercials effective in providing information? Generally the conclusion should be that print or Web is more effective in provision of information.

- Can the commercials be used to arouse interest? What kinds of interest?
Answer: The commercials can be used to arouse interest in finding out more about the two new products – Series 6 and Series 8.

Question 2

What kinds of advertisements are featured in the videos?

- Videos 9A, 9B, 9D, and 9E are product advertisements, particularly the pioneering product advertisement type. They are used to create awareness, provide brief information, and arouse interest in new products.
- Video 9C is an announcement advertisement for Samsung's sponsorship of the TV premiere of Van Helsing. This advertisement shows a trailer of the TV movie but features Samsung Series 6 products before and after the trailer. It provides effective association of the product (high definition television) with increased pleasure of watching the types of television program (action and drama) being featured.

Question 3

Compare the 15-second and 30-second commercials. What are the pros and cons of each of these?

- Students should be asked to compare Video 9A and 9B as well 9D and 9E carefully. They will conclude that the 30-second commercials do not provide significant additional information over the 15-second commercials.
- Should the 30 seconds commercials be preferred over the 15 seconds ones? Even though the 30 seconds commercials do not provide significant additional information over those 15 seconds ones, the information is provided at a slower pace, especially at the beginning. This helps the audience to get into the ad and to absorb the information more effectively (countering the problems of selective attention and selective retention).
- Air and media time for a 30-second commercials are more expensive, so a tradeoff has to be made. 30-second commercials are still relatively short, so there is no issue of fatigue or boredom in the audience.

NOTE: The videos are the property of Samsung. Instructors are given permission only to screen the videos in class for students. They are not allowed to transfer or forward the videos to other individuals such as students and other instructors without written

permission from McGraw Hill or Samsung. It is forbidden to upload and feature the videos online and in any website or mobile facilities including YouTube and Twitter.