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Supervisor: Angelina Sundström

Examiner: Ole Liljetors

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ADVERTISING AS A MARKETING COMMUNICATION TOOL

*DIFFERENCES AND SIMILARITIES BETWEEN CUSTOMERS' PERCEPTION
AND COMPANY'S EXPECTATIONS*

Case study of Swedish telecommunications operator Tele2 AB

AUTHORS:

ANASTASIYA BOCHKAREVA (870208)

KARINA PETROVA(880613)

ABSTRACT

Title:	Advertising as a marketing communication tool. Differences and similarities between customer's perception and company's expectations. Case study of Swedish telecommunications operator Tele2 AB	
Authors:	Anastasiya Bochkareva - 870208 Engelbrektsgatan 8A 72216 Västerås Sweden aba07001@student.mdh.se	Karina Petrova - 880613 Smedjegatan 3 72213 Västerås Sweden kpa07001@student.mdh.se
Supervisor:	Angelina Sundström	
Examiner:	Ole Liljetors	
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Institution:	Mälardalen University Sweden, School of Sustainable Development of Society and Technology, Box 883, 721 23 Västerås	
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Problem:	What are the differences and similarities between public attitudes and responses towards the series of Tele2 commercials and actual Tele2's expectations of customers' attitudes towards their commercials?	
Purpose:	The aim of this study is to describe the correspondence between the feelings and reactions customers poses towards the advertisements and the company's expectations embodied in the commercial appeal and the communicated message	
Method:	Method includes collection of the information concerning theories, models and Tele2 from different sources; interview with the company to figure out details about the advertising campaign, particularly TV commercials and the survey with a sample of respondents in order to investigate their perception of TV commercials. The retrieved data was analyzed statistically and theoretically according to the selected theoretical framework.	
Results:	The three steps sequence analysis (cognition-affect-conation) revealed that Tele2 was absolutely successful on the middle stage, where the company managed to make people remember and like their commercials. However, the more effort needs to be embodied into the first and the last stages, where the company seems not to understand customers' perceptions and expectations fully, according the survey results. It was found out that the advertising campaign was perceived by TV watchers neither informative, nor persuasive.	

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Karina Petrova

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1 INTRODUCTION

This chapter introduces the reader to the field of interest for the research, presents the problem background and problem specification as well as states the aim of the study and the research questions

1.2 PROBLEM BACKGROUND

There is no concrete definition of marketing communication in literature, Fill (2005, p.17) says that marketing communication “*is a management process through which an organization engages with its various audience. By understanding the audience’s communication environment, organizations seek to develop and present messages for its undefined stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioral responses*”. Therefore, the purpose of marketing communications could be stated as to make the organization and its offerings known for the public and to get the response in form of behaviors and attitudes from the customers.

Marketing communication process can be viewed from two perspectives – internal and external marketing, it also includes different marketing activities performed in order to fulfill the purpose.

Joseph (as cited in Bansal et al., 2001) suggests that internal marketing is the appliance of marketing, human resource management, with related theories and principles to motivate, manage and cooperate employees in the organization in order to improve the way they serve external customers and also each other. Grönroos (1990, p.221) sees internal marketing as the “umbrella” concept for internal activities where the starting point is that the employees are the first (internal) market for the organization. Thus, internal marketing could be defined as a tool of promoting the organization and its products to its own employees; it includes marketing activities within the organization.

External marketing, on the other hand, covers the traditional marketing activities of the organization. They could be categorized into activities of product development, price setting, communication, and distribution, which provide a connection between organization and its customers. In other words, the external marketing contains activities outside the company, those visible to the customers. It involves traditional marketing efforts, such as performing market research; personal selling; sales promotion; public relations; advertising, etc. External marketing activities of the organization are intended to satisfy the consumers’ needs. (Tansuhaj et. al., 1987)

In order to satisfy the consumer needs and demands, organizations should first understand its target group. Marketers need to understand what makes potential customers behave the way they do - the consumer behavior. Proctor et al. (1982) (as cited in Ayanwale et al, 2005) noted that the major objective of consumer behavior analysis is to explain why consumers proceed in a specific ways under certain circumstances. Consumer behavior analysis tries to

determine the factors (e.g. economic, social and psychological) that affect the consumer behavior; these factors, consequently, can designate the most favored marketing mix that should be selected. Consumer behavior analysis can also be useful in determining the direction that consumer behavior is likely to take and to suggest possible trends in product development, implementation and communication methods.

Consumer behavior analysis considers consumers as additional variable in the marketing sequence, the one which is difficult to control and that will interpret the product/service not only in terms of its physical characteristics, but also in the context with the image in relation to the social and psychological background of each individual consumer. (Ayanwale et al, 2005)

1.3 PROBLEM SPECIFICATION

Advertising as one of the activities of external marketing *“whether it is on an international, national, local or direct basis, is important, as it can influence audiences by informing or reminding them of the existence of the brand, or alternatively by persuading them or helping to differentiate a product or organization from others in the market”*. (Fill, 2005, p.508)

Advertising, especially TV advertising, plays a very important role in organizations' communication with its customers. From consumers' perspective, Fill (2005, p.511) says that advertising is viewed together with customers' experience and also recollection of the brand. It means that the role of feeling that customers get from advertising is essential for building brand awareness and brand strength. The good (in its emotional and informative context) advertising will not leave viewers indifferent. It will stir up feelings and inspire purchases, and will be beneficial for both producers and consumers.

In order to create the effective advertisement, it is important to understand target audience's behavior during the whole decision-making process (Kotler & Keller, 2006, pp. 191-199), which can be summarized in the following sequence:



Figure 1: Consumer Decision Making Process (inspired by Kotler & Keller, 2006, p.191)

While rational (functional) customer behavior is not complicated for understanding as it is driven by logic and purpose, the emotional component is sometimes not so easy to explain and evaluate (Stout & Rust, 1993). Recognition of the motives that drive customers' decisions is important for the company that seeks the ideas for the new commercials. Evans et al. (2006, p.7) distinguish between external and internal motivation. The internal motivation comes from the customer and is related to his/her needs, demands, and emotions, and is often accompanied with the “physiological base” (hunger, thirst, etc.). The external motivation comes from the surroundings and is based on an attractiveness of products/services; it often develops into internal motivation in form of preference for certain products/services, situations. Advertising can be seen as an external motivator that through its attractiveness and

stimulation forces is able to influence the customers' attitudes toward the product/service, and encourages the consumer-producer relationships: purchase and post-purchase interactions.

Consequently, advertising is said to have an impact on the consumers' behavior and personal attitudes towards the product/service. The interest stimulated by the commercials will determine the level of customers' involvement in purchasing process: high or low. (Evans et al., 2006, p.98)

The advertisement content and appeal can be stimuli for the watchers to pay attention to the message, process the information, compare it with what the other companies in the same marketing niche are saying, and finally make a decision concerning the product/service. The advertisement involves customers in the learning process and the depth of the involvement will depend on both, watchers' personal needs as well as the effectiveness of the advertisement. (Evans et al., 2006, p.99)

Given all the nuances associated with the advertising influential power on the consumer behavior, it was interesting to analyze the particular company, Tele2 AB advertising campaign (see Appendix A), and to see the telecommunication company understanding of the advertising process and its impact on consumers.

1.4 RESEARCH QUESTION

Main Question:

‘What are the differences and similarities between public attitudes and responses towards the series of Tele2 commercials and actual Tele2's expectations of customers' attitudes towards their commercials?’

Sub-Questions:

‘How did customers' perceive TV commercials and responded to them?’

‘What were company's expectations of customer perception of the campaign?’

1.5 THE AIM OF THE THESIS

The aim of this study is to describe the correspondence between the feelings and attitudes customers poses towards the advertisements and the company's expectations embodied in the commercial appeal and the communicated message.

2 METHODOLOGY

In this part, the method used while performing the research is described as well as the reasons for choosing the particular method; the reasoning behind and the choice of the study objects. Also, authors discuss validity and reliability of the paper as well as data analysis techniques.

2.1 SCIENTIFIC METHODOLOGY

There are various types of research strategies, which are different in the way of collecting and analyzing information. Each strategy could be used for different purposes: exploratory, descriptive and explanatory. According to Yin (2003, p.5) there are three conditions that distinguish the research strategies, one of them is the form of research question asked. Types of questions could be categorized into 'who?', 'what?', 'where?', 'how?', 'why?' ones. 'How' and 'why' questions are more explanatory and most possibly will lead to the use of case studies, histories and experiments as the favorable research strategies (Yin, 2003, p.6). But which one of the three is preferable? This question could be answered by looking on the other two distinguished conditions. In examining contemporary events, but when the relevant behaviors can't be manipulated, the case study is preferred (Yin, 2003, p.7). Therefore, for this paper a case study was chosen as the most suitable strategy for analyzing the field of interest and finding the competent answers to the stated questions.

Following Yin's (2003, p.40) theory of different designs of case study research based on 2*2 matrix (Appendix B), embedded single-case study was decided to be performed. The focus was on one company (Tele2) which represents a typical case among many others, but the study involved two units of analysis: company itself and the corresponding group of respondents, since advertising as the communication tool, requires at least two parties as any communication process. In order to understand the effectiveness of the advertising message, the feedback is required. Further, it will lead the sender to the assessment of how well the information was understood and accepted and whether the receivers had the need in this information.

The research method for this case study is summarized in the following figure (Figure 2) - conceptual framework.

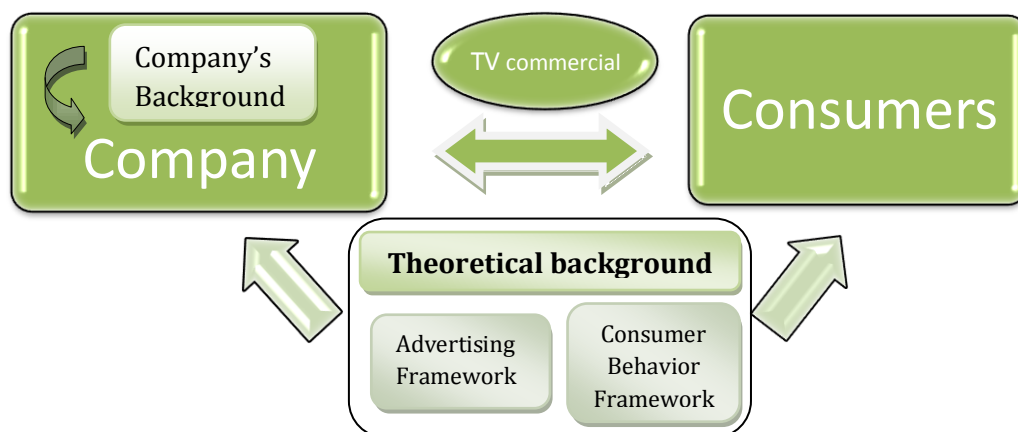


Figure 2: Conceptual framework for the research (own)

The conceptual framework describes the steps that the authors followed in their research process. Firstly, the theoretical framework was built. The theoretical background was needed as the base for conducting the analysis and correctly interpret the results. To achieve the insights on the advertisements and the consumers' behavior in the marketing communication process, the theories consolidating both perspectives were applied and studied carefully. Further, the company background information, including marketing activities, was collected. The company activities were of the authors' interest, since they got the idea of the Tele2 corporate nature, perspectives, ideologies, which helped during the next step in the research. The next step was the interview and survey composition and conduction, relying on the information achieved during the preceding steps. The interview of the company representative got the insights on the Tele2 ideas, aims, and expectations embodied in the commercials. The survey was expected to show the TV watchers' perceptions and attitudes towards the ads, as well as the advertised service-mobile network. The main topic of the interview and the survey was the Tele2 "Frank" TV commercials accompanied with a few general questions concerning marketing communications. This helped to get the deeper idea of the respondents' knowledge and attitudes when it comes to the overall marketing communication activities. Final step was to analyze the received results relying on the theoretical background simultaneously with research findings.

The analysis was performed accordingly to the interview and the survey answers and is described further in the chapter. The authors were aiming to see the link between customers' actual perception of the TV commercials and the company's understanding of these perceptions with the help of theories and models existing on the subject and actual research performed especially for this study.

2.2 CHOICE OF THE TOPIC AND THE CASE STUDY OBJECT

2.2.1 CHOICE OF THE TOPIC

Several criteria for choosing the topic for the research were suggested by different authors. As Fisher (2007, pp.31-32) states, a topic has to be interesting, for the person who is doing the report and also for an external audience. The topic of this research was focused on one of the aspects of external marketing communication – advertisement. The field of advertisement was narrowed down to Broadcast (Mass-media) advertisement, specifically TV-commercials. Precisely, the Tele2 (telecommunication) company ads were of the authors' interest to analyze. These allowed the authors not to spread focus over the whole advertising subject and just emphasize a particular sphere. TV commercials are watched by millions of people everywhere. Thus, in authors' opinions, the study was regarded to be interesting for the external reader.

Fisher (2007, p.32) states that the topic should be relevant in a year's time, meaning that the conditions of the research and the information (data) collected did not experience a rapid change during the length of the research. Accessibility of the information including both literatures written on the field of advertising and people who helped in answering the research question has been taken into account while deciding on the topic of the research.

2.2.2 CHOICE OF ORGANIZATION

The paper is based on the study of the Swedish telecommunication operator - Tele2, AB (see Appendix A). An important reason for choice of this particular company was the fact that Tele2 has launched a new advertising campaign in 2008: TV commercials were aired in November 2008, and are still showed on the Swedish television. Commercials are in English language and they show the black sheep named Frank, whom the audience follows through his life journey from being a student and getting the first job at Tele2, and later on in different life episodes (see tele2 website, 2010).

“Frank is fascinating as a phenomenon. Though I worked a long time with both advertising and marketing, I have never experienced such a demand for merchandise that is right now...” says Thomas Ekman marketing chief executive (marknadschef för Tele2’s privatmarknad) at Tele2 AB (freely translated, Willebrand, 2009). The fact that the organization’s marketing representative pointed on the uniqueness of the particular advertising campaign and distinguished it from the previous experiences contributes to the interest in overall campaign and the TV ads. Furthermore, the uniqueness of the approach marketers used was a factor to the selection of the particular organization.

The obvious humor appeal of the commercials (talking sheep in the big corporation), was supposed to have the diversified impact on the watchers as it emphasizes on the emotional rather than rational attitude to the advertisement. As Alden et al. (2000) stated, humor is supposed to reduce criticism, trigger comprehension with the other ads, and transform positive emotions enhanced by the commercial into positive attitudes towards brand.

One more contributing factor was the personal connection within the Tele2: a friend of the authors is working as a roaming coordinator in Tele2 from august 2008, which provided the access to the potential interviewee.

The research was limited only to Tele2’s operations in the Swedish market, even though Frank campaign was also launched in Netherlands and Norway. Sweden is a domestic market for Tele2, and the headquarters of the company are located in Stockholm (Sweden), which facilitates the access to the desired for research information. Frank came into view by means of many communication channels: from store materials to store movies, prints and online, it appeared on buses, bus shelters, internet, various newspapers and magazines (freely translated Tele2-campagne met black sheep Frank, 2008). But the focus of this research paper was on the television advertising campaign because Frank character was introduced to the public for the first time by means of TV commercials.

2.2.3 CHOICE OF RESPONDENTS

Due to the fact that the overall customers’ perception of the Tele2 commercials was investigated, the choice of sample for survey was random and was decided to be out of the people studying, working or attending Mälardalen University. These people were chosen as respondents because they are mature, with certain life experience and ability to make their

own decisions and conclusions about daily life activities. Therefore, age of the sample size was between 19 and 50 years old. Moreover, the choice of the Mälardalens University audience enabled the authors to hand in the surveys personally and afterwards collect the precise amount of the given out and filled in questionnaires.

According to Fisher (2007, p. 189), the size of the sample the researchers need, partly depends on the size of the margin of error they are prepared to accept and the size of the population from which the sample is going to be taken. For this research the authors accepted the margin of error of $\pm 5\%$, in other words 95% level of confidence; the total size of the population is more than 14,000 (Mdh, 2010) people who are working, attending or studying at Mälardalen University. Using Table 4.4 (Appendix C) in Fisher book (2007, p. 190) it was possible to calculate the number of completed questionnaires required for the survey, which equaled to 370 people.

However, the size of the sample for the survey was decided to be 100 respondents due to the chosen research method and developed conceptual framework. This sample size was considered to be enough in order to make the study valid and provide representative results. Gender belongings were supposed to be important for this research, so the sample was divided into two groups: 50 female and 50 male respondents, in order to investigate if there was a difference in TV commercial perception according to the gender. Other important criteria was if respondents were Swedish speaking. Since the commercials were made in English language, it was important to evaluate differences in perceptions of respondents, who did and did not understand Swedish.

Ideally, the interview was supposed to be conducted with someone at Tele2, who is familiar with the subject of the research and, the most important, is involved in the marketing activities of the company, for example, the executive of marketing department. The person, who was chosen for the interview, has been working in Tele2 for the past couple of years, which indicated that he/she has insights to the company and its activities. Also the interviewed person has background within the marketing field and is familiar with the topic of discussion, which provided the authors with reliable information.

2.3 DATA COLLECTION

The research was based on the data collected from surveys, an interview and other sources like documents (newspaper clippings, articles in the mass media and Internet), organizational records including annual reports and archive records together with the literature review.

2.3.1 LITERATURE REVIEW

The study began with a collection of theories and models on advertising processes and consumer behavior in advertising, which were used and applied during the research. Different books and articles were chosen as sources for the literature review. The authors made sure that the information provided as theoretical framework was relevant and reliable, because it was connected to the actual research topic and was collected from trustworthy sources

described further. Even though a lot of advertising and consumer behavior theories were created long time ago, they are still considered to be useful and relevant nowadays, since many authors in their publications rely on them.

The books were collected mainly from the Mälardalen University's library in Västerås and also from personal book collections of the authors. They included marketing books, which were used during studies of business courses in the university and also new ones, specially selected for the current research. Both general books on marketing; marketing communication and particular ones on advertising and consumer behavior were reviewed in order to select appropriate theoretical background for the study.

The articles were retrieved from different marketing and advertising magazines as well as from the online databases and library catalogues available at Mälardalen University's library. Databases used include ELIN@Mälardalen, Emerald and ABI/INFORM Global (ProQuest); also Google search engine and other webpages were useful while looking for pertinent publications on the topic. Key words as "marketing communication", "advertising models", "consumer behavior models", "advertising and consumer behavior", and "media advertising" were used to find both books and articles.

The official webpage of Tele2 - www.tele2.com - was one of the main sources of collecting information about the company's activities, but it did not contain all the data that was needed for the research, therefore, additional recourses were used. The authors looked for information in English, Swedish and in some cases Dutch languages. Since Tele2 is the Swedish company, some of the company's own publications and information about the company are in Swedish language only. Information retrieved was freely translated into English with the help of dictionaries and electronic translators and was presented as empirical data.

Internet based/online sources were employed in order to collect complete data about Tele2, its marketing strategies and Frank TV commercials. The authors used search engines like Google and Yahoo! to find mostly interviews and articles from the newspapers as well as the other publications essential for the research. Key words were: "Frank Tele2", "Tele2 commercials", "Tele2 marketing".

After reviewing the retrieved material with the help of the chosen theoretical framework, the authors formulated their own opinions and opening conclusions about Tele2 activities mainly concerning TV commercials with the black sheep Frank; how they were created, managed and what were expected customers' perceptions of them. Based on these estimations authors further conducted the interview questions.

2.3.2 CHOICE OF THEORIES

The choice of theories was made through the detailed literature review. The criteria in constructing the theoretical framework for the current research were conditioned by theories and models that in authors' opinion were suitable for understanding the particular TV commercials and their impact on viewers.

First, theories on marketing communication were introduced in order to give readers and authors deeper knowledge into the problem area and general field of interest – these theories included marketing communication mix, Shannon-Weaver communication model, and general points on advertising, particularly TV advertising.

Since the research presupposed the involvement of both, producers and customers, into the advertising process, the theoretical background was chosen in such way, that it was possible to investigate the advertising concepts together with the consumer behavior. Particularly, the choice of models was made, so that it could help to analyze how the advertisements' creating process depends on the consumers' decision-making process. Lavidge and Steiner model; Holbrook and Hirschman model; Rossiter-Percy model were applied to investigate the TV commercials' aims and perceptions from perspectives, company and customers, and became a starting point for further steps of the analysis.

2.3.3 INTERVIEW

Interviews are stated to be one of the most important sources of information for a case study (Yin, 2003, p.89). For this research the authors conducted an interview in English with a representative of the Tele2, who decided to stay anonymous. The respondent was contacted via e-mail, in which authors introduced themselves; presented the aim and the research questions of the study; and asked if the person could give the interview. The response was positive, but the interviewee couldn't find time for the personal meeting, therefore he/she suggested the interview questions to be sent via e-mail.

Interview questions (see Appendix D) were e-mailed to the interviewee's e-mail address on April 26, 2010. Interview contained certain set of questions reflecting authors' opinions that have been previously established by means of chosen theoretical framework and additional information obtained online. The interview was pre-coded, prepared in advance; it contained open answer questions, grouped into three parts – general questions; questions concerning target customers; and concrete questions about Frank TV commercials. The main interest was to get interviewer's opinion about the certain events as well as his/her own insights into the problem. (Yin, 2003, p.90)

Answered interview was e-mailed back to the authors on 28 of April, 2010. The interview draft was prepared and has been reviewed and approved by the person who gave interview on April 30, 2010. This draft was presented as empirical data for the interview.

2.3.4 SURVEY

In addition to the interview, the survey questions were prepared. The survey was expected to reveal the consumers' roles and opinions in the investigated research field: how they percept the Tele2 commercials. A pre-structured survey (presented in Appendix E) was completed by a sample of 100 respondents from the Mälardalen University. The authors attempted to make the survey relatively short and presentable, so the respondents wouldn't spend too much time filling it in. It was logically structured, starting with simple and general questions and moving

on to more difficult and complicated ones. Personal questions were put in the end of the survey.

Several formats of questions were used while structuring the survey, which consisted of total of 20 questions. Dichotomous questions (6 questions) which had simply two alternatives to choose from; multiple-choice questions (6 questions) and checklists (2 questions) which had 3 to 5 answer alternatives depending on the format; respondents were required to tick one or several answers. Rating scales (2 questions) as well as one of their forms – Likert (4 questions) scales were used to find respondents' points of view and attitudes by asking them to choose a point which reflects their opinion about certain statement on provided scale, where the spread of answers was between strongly agree and strongly disagree. The allocations of question formats were according to the importance of the answers for the research. (Fisher, 2007, pp. 193-199)

Each question was formed according to the theories. The base for the survey questions was in constructed theoretical framework, mostly aiming to measure classical behavioral components “learn-feel-do” (in other words: cognitive, affective and conative nature of advertisements) as well as the level of consumers' involvement, nature of motivation and popularity of communication channels. A detailed description of what each survey question was aimed to measure is shown in Appendix G.

Data collected from the survey was mainly categorical (qualitative) data; it didn't include any numeric variables except for the total number of respondents and gender belongings of them. (Fisher, 2007, pp. 209-210)

2.4 DATA ANALYSIS

In order to find the answers to the stated research question, the authors had to analyze empirical data. Interview and Survey data were analyzed together to attain answer to the main research questions and achieve the aim. A framework for data analysis was summarized in the following figure:

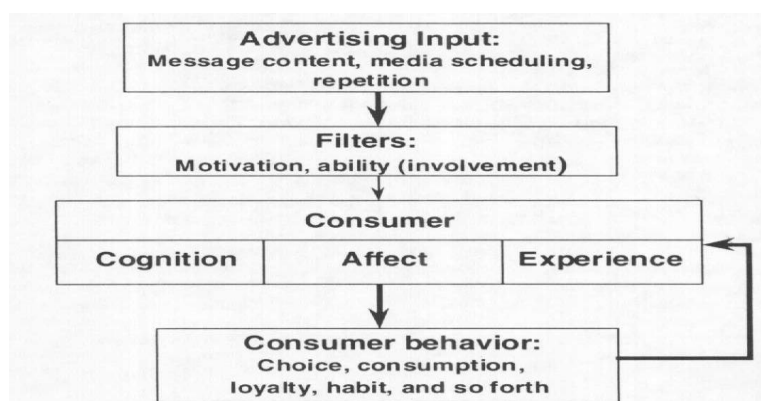


Figure 3: A Framework for studying how Advertising Works (Vakratsas & Ambler, 1999)

‘Advertising Input’ and ‘Filters’ include company’s side of the analysis and were seen through interview; ‘Consumer’ and ‘Consumer behavior’ are analyzed with conducted survey.

2.4.1 INTERVIEW

Interview data basically revealed the same information that authors have retrieved additionally from the Internet (tele2 webpage, resume.se, etc.) , with some extensional facts not covered in Internet discussions as well as the interviewee's personal opinions that gave a possibility to compare the information from different sources. Combined with this additional information, interview data was analyzed according to selected theoretical framework. Lavidge and Steiner model, Holbrook and Hirschman model and Rossiter-Percy model – “cognition”, “affect” and “conation” sequences - were of the main focus while making conclusions about how Tele2 expects customers to perceive the commercials and company itself.

2.4.2 SURVEY

The survey data was presented and analyzed with the help of statistical software – Minitab, which was chosen because it is easy to use and understand. Moreover, Minitab displays the results of statistical operations in presentable, easy to interpret way (Minitab, 2010). The data was entered and edited in Minitab and then copied and presented in Appendix F and H of the research. Each question was coded in order to make the data entry easier; decode is shown in Appendix G.

Pies as well as Bar charts were the main way of depicting the research material results. They were constructed in Minitab software and copied to the study paper. Pie and Bar charts slices were labeled with percentages and category names.

A statistical technique such as the cross-tabulation of the results was applied in order to compare the respondents' answers to the questions in relation to gender belongings. Gender cross-tabulation allowed authors to identify if there were any differences in TV commercials perception of male and female respondents. It was performed on 13 out of 20 questions: check-list questions, ranking scales and 3 questions with personal information about age, gender and the ability to speak Swedish were left out. In addition, cross-tabulation was used to investigate the respondents' answers on question 15 depending on their ability to speak and understand Swedish language.

Ranking scales and Check-lists (in total 4 questions) were analyzed with use of Tally for Discrete Variables, which displayed counts and percent for each specified variable in different columns.

Chi-squared test was used in association with cross-tabulation. Chi-squared is normally performed to test for presence/absence of association between two variables in contingency table; to compare concrete variable observations with the theoretically expected ones (Barrow, 1996, p. 191). The use of Chi-squared began with the construction of the null hypothesis: there is no association (difference) between responses to the questions according to the gender of respondents, and the other null hypothesis: there is no association between response to question 15 and respondents' ability to speak Swedish language. Contingency

Table labeled “Tabulated Statistics” with chi-squared statistics (Appendix H) either rejected or accepted the null hypotheses.

Contingency Table which “*provides two-way classification of observations*” (Barrow, 1996, p. 198), produced in Minitab, contained cells labeled Count, % of Row, Expected count and Contribution to Chi-square.

Count cell showed the actual number of respondents in accordance to the gender and chosen answers to the questions. Percentage of Row cell showed the percentage of Count Number from whole sample size for each gender; in case of current research - which percent out of 50 females and males have chosen particular answer.

Expected Count is the theoretically expected values which are calculated by formula: (row total*column total)/grand total. Chi-squared test is valid only if the expected value in each cell is greater or equal to 5 (Barrow, 1996, p. 199).

Contribution to Chi-square is based on the difference between actual and expected values for the cell and calculated as: difference squared/ expected value. (Fisher, 2007, p. 235)

Interpreting Chi- Squared Statistics

The Pearson Chi-Squared is an aggregate value which is calculated as difference between Count and Expected Count for all the cells in the contingency table. The larger the value of Pearson Chi-Squared is, the more evidence there is of existences of associations between the variables. (Fisher, 2007, p. 236)

The significance level is the probability that the null hypothesis is true. It is measured with P-value for Pearson Chi-Square, which is probability value of getting those sample results if there is no association between the variables. Basically, if P-value is large, it means absence of association between the variables and no rejection of null hypothesis. In order to reject the null hypothesis, the level of significance is expected to be no more than 5% ($p > 0,05$). (Fisher, 2007, pp. 220, 236)

2.4.3 INTERVIEW AND SURVEY

The analysis summarized the results achieved by means of the interview and survey and was conducted simultaneously for both sources of information with the help of the theoretical base. In addition the summary table was created. It showed the differences and similarities between customers’ perception of TV commercials and Tele2’s understanding of this perception according to the analysis of both interviews and survey and also theoretical framework.

2.5 METHODOLOGICAL ISSUES

There were several methodological problems that occurred during the research. To begin with, they were connected to the research strategy chosen. Case study method is criticized

because it does not have strict, systematic procedures which researches can follow. Thus, authors have designed their own conceptual framework for performing the case study. It is also said that there may take place a confusion regarding case study “teaching” or “research” nature. For this study authors did not use the material to demonstrate a particular point of view, instead material was exploited to make an accurate analysis. Even though, case studies are known to present not enough base for scientific generalization, in particular research case study was generalized to theoretical background chosen by authors (Yin, 2003, p.10). Since single-case study was a preferable research strategy in this paper, the problems connected with possible alternative choice of multi-case design arouse (Yin, 2003, p. 10, 53). Authors were aware of them, but still concentrated on a single case, since there were no similar and comparable commercials on the Swedish television that could be studied in the particular field of interest. The choice of research strategy – case study - made it possible to use the two research methods together. Authors conducted the interview with the representative of Tele 2 as well as the survey for the sample size of 100 respondents. Combination of two research methods allowed authors to get deeper into the problem and investigate it from two perspectives: Tele2 (the company) and corresponding respondents (customers).

Different factors might have affected/influenced the results: literature review and, therefore, applied theories: it is possible that with the different theoretical background and additional or other literature sources the conclusions could be slightly different. When it comes to the interview then, if a different person has been interviewed, authors could have gathered distinct answers. If the questions asked were constructed in another way or changed in general, drawn opinions and results might have varied. However, the authors attempted to construct the research in such a way, so that to receive the most precise and only possible information, and avoid biases.

The interview was conducted via e-mail, which might have caused some loss of information. Authors were not able to ask additional questions, besides the prepared ones, or take notes during the interview as in face-to-face interview. Nevertheless, the loss of information was considered to be minimum, since authors used two different channels (interview together with Internet-based sources) to collect the data about Tele2.

Statistical problems were also taken into account; the sample size for the survey was 100 respondents, which is not an optimal amount - 370- suggested by Fisher (2007). That might have led to certain errors and uncertainties in the results. It was still believed that the sample size of 100 respondents was enough to receive the statistically significant results and draw the conclusions.

The choice of research strategy – case study - made it possible to use the two research methods together. Authors conducted the interview with the representative of Tele 2 as well as the survey for the sample size of 100 respondents. Combination of two research methods allowed authors to get deeper into the problem and investigate it from two perspectives: Tele2 (the company) and corresponding respondents (customers).

2.6 VALIDITY AND RELIABILITY

The design quality of every research could be judged since it supposed to represent a logical set of statements. Several criteria of the research deserve attention while constructing conceptual framework, collecting and analyzing empirical data. (Yin, 2003, pp. 34-35)

The information provided in the research should be meaningful; this is a subject of validity. Concepts employed in particular study represent research material; conclusions and interpretations were drawn carefully and logically from the research empirical data. Appropriate research techniques – survey, interview - were employed, so that authors as well as readers were sure that results and conclusions reliably and fairly represent subject being investigated. (Fisher, 2007, pp. 294-295)

Yin (2003, pp. 35-37) pointed out three types of validity: construct, internal and external. He also suggested tactics to improve them. Construct validity has to do with criticism concerning that *“case studies investigator fails to develop a sufficiently operational set of measures and those subjective judgments are used to collect data”* (Yin, 2003, p 35). In order to increase construct validity authors used multiple sources of evidence during data collection; established a chain of evidence and had interview draft reviewed by the person who gave interview, which helped to verify the collected data and correct the misunderstanding mistakes. Internal validity was not of the concern in this research since it has to do with explanatory case studies, where researcher is aiming to see if one event led to another. While external validity is said to be one of the major barriers in doing case studies. It deals with generalization of the study findings, which are relevant just for the particular research and can not be applied to larger sample. Since particular research was dealing with qualitative and not numeric data from both interview and survey, the questions of whether findings could be generalized could not be answered by calculations and should be resolved by judgments (Fisher, 2007, p.298).

The main objective of reliability is to reduce the errors and biases in the study. The other researcher should be able to achieve the same results if he/she followed the same procedures and if he/she applied the same research method as authors. To make that possible, authors documented and wrote down the procedures and steps that they followed during the research process. Case study protocol was not constructed, but authors were clear on all the steps of the research process, which were presented in the preceding paragraphs. (Yin, 2003, pp. 37-38)

3 THEORETICAL FRAMEWORK

Following part includes theories and models which were used during the research

3.1 MARKETING COMMUNICATION MIX

Marketing communication mix is a part of the overall marketing mix known as the 4 Ps (product, price, place, and promotion). It is actually the “promotion” part of the traditional 4P’s mix. External marketing communication enables exchange between customers and company: the information flows out from the producers, reaches the target consumers, who respond in turn. In order to get the positive feedback in form of achieved objectives that were behind the communication strategy, the message should be clear, adequate and timely appropriate. (Patluri, 1993)

To achieve the desirable results company has to choose the right form of presentation of the particular message (Mai & Schoeller, 2009). According to Kotler & Keller (2006, p. 536) those forms can be presented as the marketing communication mix, which consists of:

1. Advertising - any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
2. Sales promotion - a variety of short-term incentives to encourage trial or purchase of a product or service.
3. Events and experiences - company-sponsored activities and programs designed to create daily or special brand-related interactions.
4. Public relations and publicity - a variety of programs designed to promote or protect a company’s image or its individual products.
5. Direct marketing - use mail, telephone, fax, e-mail, or Internet to communicate directly with or solicit response or dialogue from specific customers and prospects
6. Personal selling - face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

This classification allowed the authors to distinguish different ways of sending the message to the customers. The choice of the communication mix element is dependent on the objectives and aims of the producer: whether the goal is to build awareness about the product/service features indirectly or get into more close relationship by means of direct/personal persuasive tactics to purchase this product/service. The company’s decision-making process will, therefore, start from the advertising- the most impersonal communication tool, and end up in personal selling- the most personal communication tool. (Fill, 2005, p.25)

3.2 SHANNON-WEAVER COMMUNICATION MODEL

The simple linear model, nowadays known as the Shannon-Weaver model (1949) was firstly introduced by Claude Elwood Shannon as a mathematical communication model in 1948. In modern literature Kotler & Keller (2006, p. 539) present it as the “Macromodel of the communication process”, which has nine components in the communication process: sender

and receiver - major parties in communication; message and media - major communication tools; encoding, decoding, response and feedback - major communication functions; and noise. All of them are connected in the following way:

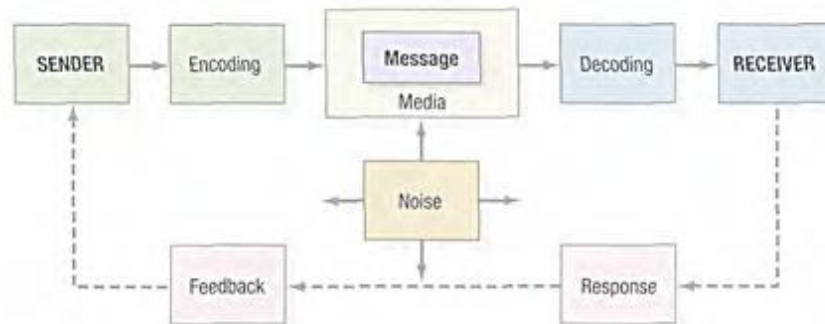


Figure 4: Macromodel of the communication process’ (Kotler & Keller, 2006. P. 539)

The model describes how the encoded message sent by the company, for example, reaches the receiver (customer) by means of the communication channels. The customer decodes the message and responds to it by accepting or rejecting the advertised product/service, or just staying indifferent.

3.3 ADVERTISING / TELEVISION ADVERTISING

In the product/service development advertising plays a significant role. TV messages include both auditory and visual stimuli, which lead to “listening” and “viewing” as ways of auditory processing (Buchholz & Smith, 1991). Furthermore, the prestige associated with TV advertising is higher than that of other media: TV advertising presence sometimes can significantly improve the status of a certain product/service or organization (Fill, 2005, p. 562).

When launching the advertising campaign, it is important for the company to clearly state the objectives the company is eager to achieve and then develop strategies to achieve them. A useful way of summarizing some of the main considerations in setting advertising objectives is under the system: What? Why? Who? How? When?. (cf. Corkindale, 2007)

According to Fill (2005, p. 25) advertising is the most effective mean to build the awareness among the target audience. Here, producers send the message to consumers about the product/service. This message can be of different functional contexts depending on the aim of the producer. It can be either completely introductory, if the product/service is new in the market, or just partially introductory, if the already existing brand has been expanded with new value-added features or completely changed. The message can also be used as a tool to remind customers about the product/service existence. In all the cases, without the communication customers would hardly know anything about the product/service competences. Consequently, the lack of awareness among customers will be an obstacle for the company to achieve its objectives. (Fill, 2005, pp.508-510)

According to the Bagozzi et al. (1999), the other way to subdivide the advertisements by their contribution to the emotional or rational attributes. The first subgroup is “thinking ads”, which have the informative nature, i.e. introduction of the new product/service and its qualities; introduction of the new value-added features and competences, like time or money savings. The second subgroup is “feeling ads”, where the main focus is on the emotional attributes of the advertisement, i.e. the feelings one gets from the advertisement and, consequently, from the use of the product/service.

Combination of the knowledge about the marketplace nature and consumer behavior allows looking at the advertising core from two perspectives: it is either used as a strong persuasive tool or as the tool for competition. The strong persuading force is rather arguable since consumers act unpredictably and sometimes unexpectedly, therefore, making it difficult to apply one strategy for the mass audience. It is also difficult to make customers purchase product/service they do not want or need. After all, competing force behind the advertising needs to be carefully managed in nowadays highly competitive marketplace with the array of substitute offerings. In the mature market, advertising affects the size of the market share belonging to the particular company. (Advertising and Consumer behavior, 2004)

So, depending on the producers’ aims and objectives, advertising can be used to fulfill different roles: inform, explain, remind, encourage, build the brand image in consumers’ minds, generate repurchase of the product/service, and as the consequence, build loyalty. (Advertising and Consumer behavior, 2004)

Even though TV advertising is costly for the companies, the television is very rich with the commercials because, as the consequence, effectively managed advertising is supposed to cover the costs and be stimuli for the revenue generation from the purchases. Kotler and Keller (2006, p.571) emphasize the two major advantages of the TV advertising from the brand building perspective: first, TV advertising can be effective in demonstrating products/services and its characteristics as well as in explaining their matching benefits for the customers. Second, it can be a convincing tool for dramatically depicting brand personality as well as other brand attributes.

Kotler and Keller (2006, p. 571), however, point out some weaknesses of the TV advertising as a communication tool:

- the possibility that the brand itself can be overlooked because of the fleeting nature of the message and distracting creative elements
- the large number of ads on the TV creates clutter that leads consumers to ignore or forget the ads
- the high cost of production and placement

However, all the disadvantages can be overcome if the advertising is properly designed. To have a success and impact on the audience, TV commercial needs to be laconic, bright, inspiring, with the clearly defined message-the unique selling proposition. Moreover, it has to generate emotions in people. Reeves (as cited in Lancaster & Reynolds, 2002, p.76)

claimed that the customer is most likely to keep in mind just one strong claim or concept from the advertisement. Each advertisement must formulate a proposition to the customer, which should be the one that rivals don't or either cannot offer. It must be so strong in order to move audience over to advertised product/service. Accordingly, for product/service to be successful in the market, it has to have the unique selling proposition.

Following Wells et al. (2003), the unique selling proposition (USP) can be explained as “*a benefit statement that is both unique to the product and important to the user. The USP is a promise that consumers will get this unique benefit by using this product only*”.

3.4 THE HIERARCHY OF EFFECTS TYPE OF MODELS

From the consumer behavior perspective, Evans et al (2006, pp. 29-39) suggest the sequential role of marketing communication process. The advertising starts from the “exposure” where the marketers according to their knowledge and beliefs decide the properties of the campaign, including target audience, form of advertising, frequency, etc. The sequence continues with the attention stage, where the producer's task is to gain and hold the attention of the target group. After the attention was gained, starts the perception stage. It is important that the message coded in the advertisement is perceived by the customers in the intended way, where the role of senses is substantial. Moving further and supposing that the marketing message was perceived and interpreted in the expected way, the main concern now is to make customers remember the offering by learning them about the unique features inside the product/service. If the company was successful in its efforts then the favorable attitude towards the advertisement and the offering will come in form action (purchase). Effective advertising is supposed to be beneficial for both, producers and customers, if the sequential 6 stages in the communication process were managed efficiently. Then, after all, the post-purchase, final, stage is reached, where the customers express their loyalty to the company by repeating purchases.

Any advertising campaign has informative as well as emotional context and is aimed to inspire the actions-purchases of the product/service. The process can be presented as “learn-feel-do” sequence (Bartels & Nelissen, 2003, p. 247).

The traditional communication model AIDA (Awareness-Interest-Desire-Action) introduced by Elmo Lewis (1920) emphasizes four important issues that the good advertising must take into account (Figure 5):

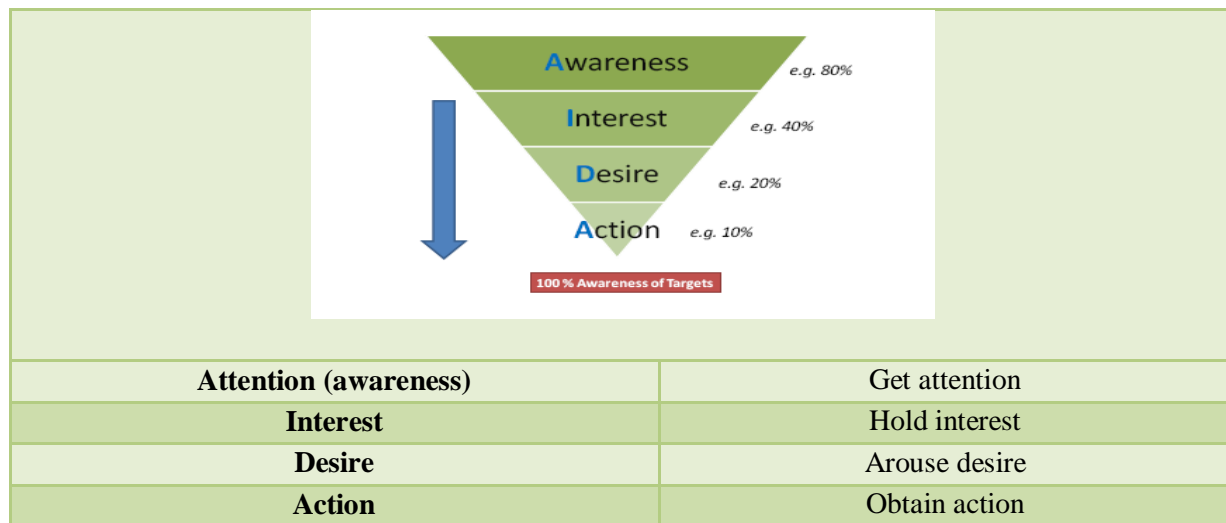


Figure 5: The AIDA Hierarchical Decision Making Model (Inspired by www.b2binternational.com, n.d.)

3.4.1 LAVIDGE AND STEINER MODEL

The other hierarchy-of-effects model is Lavidge and Steiner Model (1961). This model is broader, but as the AIDA model is based on the connected series of responses to the advertisement and their interconnection. The model has the deep inside on the consumer behavior process in response to the advertising and, therefore, looks at the advertising from the customer rather other than company angle (AIDA model angle) (Figure 6). (Evans et al., 2006, pp. 28, 247)

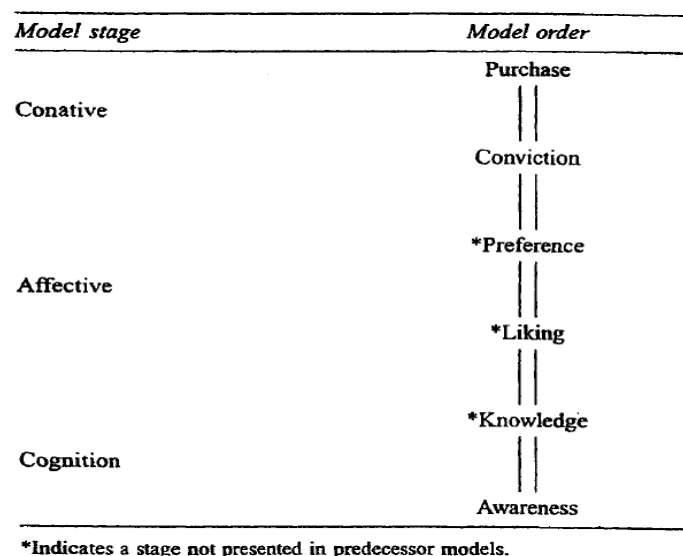


Figure 6: The Lavidge-Steiner traditional order hierarchy of effects (Barry & Howard, 1990)

Lavidge and Steiner, 1961 (as cited in Park et al., 2008) proposed six steps of the model which are subdivided into three components of the advertising nature: awareness and knowledge represent the information part, liking and preference can be called attitudes or

feelings, and conviction and purchase are the action. The authors related these stages to the classical behavioral components: cognitive, affective and conative (see Figure 6) - in other words 'learn', 'feel', 'do' dimensions.

Both AIDA and Lavidge and Steiner Model give the overlook on the complete advertising process and its consequences from the two perspectives: supplier understanding of the customer perceptions and the customer real behavior in forms of response to the particular advertisement or advertising campaign. (Evans et al., 2006, p. 28)

The cognition stage that involves awareness and knowledge that the advertisement brings to the customer is the first major element and is considered to be of the great importance (Healey, 1974, Romaniuk et al., 2004). That is the informative stage, where the customers hear of the product/service or of the new features for the first time. Bagozzi et al. (1999), Madden and Weinberger, stressed out the emotional power of the commercials at this stage. People are more easily and willingly perceive the information when it is presented in the emotional/humorous manner. Moreover, Mai and Schoeller (2009) stated that the memorability of the ads' scenes and the overall selling proposition strengthens when the commercials trigger feelings in the watchers.

The affective stage or "*the attitude measure link*" (Healey, 1974) between cognition and conation (action) is the second major element. If the cognitive element refers to the informative stage, the affective element is the emotional phase. From the consumers' perspective, who liked the commercial, the cognitive response can be positive because they found out the desired information from the ad and were persuaded by the reliable reason (price reduction for example). The affective or emotional response is supposed to reflect the preference of the consumer towards commercial due to the positive feelings it arouses in him/her. The advantage of the commercials at this stage may be the humorous context, which is directly linked to positive emotions' arousal (Alden et al., 2000)

Conative, final, stage refers to the conviction and actions (purchases) aroused by means of the effective and well-managed two previous stages. This stage can be characterized is the "behavior of interest" that aroused by means of marketing communication. (Pluzinski & Qualls, 1986, Vakratsas & Ambler, 1999)

3.5 HOLBROOK AND HIRSCHMAN MODEL

By integrating several consumer behavior models, Holbrook and Hirschman (1982) conceptualized a comprehensive model of the consumer response system (Park et al., 2008). It describes how consumer responds to products/services or marketing outputs (Figure 7). The response system consists of cognition, affect, and behavior, mentioned previously in the hierarchy of effects models. Each of these dimensions includes the traditional information-processing variables and each is supplemented with experiential phenomena. (Park et al., 2008)

Cognitive response involves not only the elements of memory, knowledge structure, beliefs, thoughts, and protocols, typically measured by perceived information, but also includes sensory elements of imagery, fantasies, and associations. Affective response involves information processing-attitudes, emotions, feelings and preferences. The behavior responses include pre-purchase experiences with the product in the marketplace as well as post-purchase product usage. (Holbrook & Hirschman, 1982)

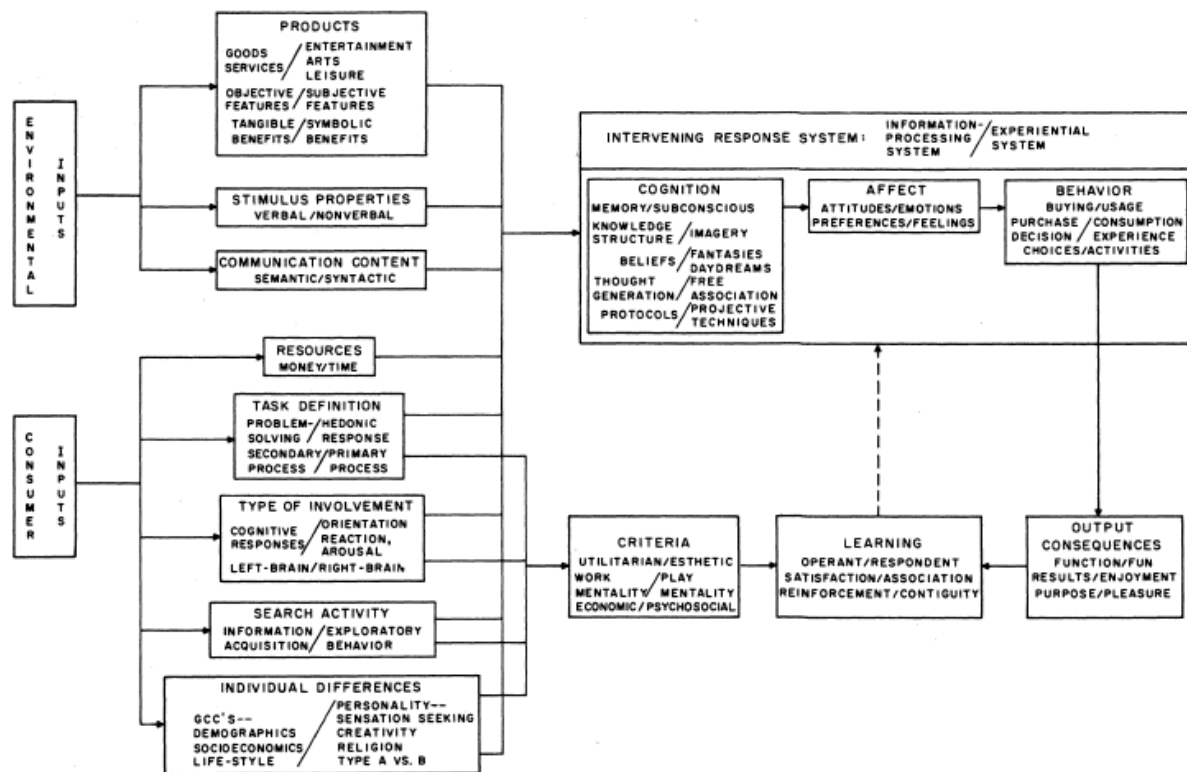


Figure 7: Holbrook and Hirschman Model (Holbrook & Hirschman, 1982)

Holbrook and Hirschman (1982) also included environmental inputs that have influence on consumer response system. The importance of product attributes (entertainment, subjective and symbolic), marketing stimulus properties (verbal/non-verbal), and communication content (semantic/syntactic) has been proven in influencing the behavioral responses of consumers - cognitions, affect, and conation.

The model also summarizes the consumer input in the external marketing communication, which can be viewed as the information search after the need recognition. The consumer input is rather self-motivation process, where the consumer is not influenced by the advertisement at the first place, but by his/her needs at the moment (the situation is the main influential motive). (Park et al., 2008)

3.6 ROSSITER-PERCY MODEL

The other model of correlation of the communication and the consumer behavior theories is the Rossiter-Percy grid model, named after its inventors. The model, is aimed to the effectiveness of the message in the social marketing campaigns, taking into account the level of personal consumer interest (involvement) and the risk associated with it, and motives that

drive the decision - positive or negative; rational or emotional (ex. Figure 8) (Rossiter et al., 2000)

	Negative decision motivation	Positive decision motivation
Low involvement (low perceived risk) Sequences: “do-feel-learn” or “do-learn-feel”	Taking vitamins (to reduce risk of colds)	Initiating drinking alcohol (to have fun)
High involvement (high perceived risk) Sequences: “learn-feel-do” or “feel-learn-do”	Quitting smoking (to reduce health threats)	Undertaking an advanced exercise program (for the “adrenalin”)

Figure 8: The 2 x 2 Attitude Framework in the Rossiter-Percy Model (inspired by Rossiter et al., 2000)

Level of involvement: high versus low risk perception

Rossiter et al. (2000) state the level of consumer involvement in the information acceptance is highly correlated with the risk that consumer bears when acquiring particular product/service. When the perceived risk is high, consumer is considered to be highly involved in the decision making, and vice versa with the low perceived risk; where risk perception is the personal customer characteristic, but not the product/service feature. Depending on the product/service nature, involvement and risk associated with purchasing decision can be distinguished by four types: financial, functional, psychological, and social. When the risk is high, customers will rather collect as much information about the item as possible before making the decisions and actions, therefore, following the sequence “learn-feel-do” or “feel-learn-do”. While, being not so much concerned about the risk, buyers more readily start the sequence from the opposite side: “do-learn-feel” or “do-feel-learn” not being afraid to make the wrong decision. In the Rossiter-Percy Model the level of perceived decision risk largely determines how message claims are executed, rather than what their content is. Message claims must be credible for high-risk decisions but need only arouse “curious disbelief” (i.e., “it might be true”) for low-risk decisions. (Rossiter et al., 2000)

Fugate (1998) found, the link between the level of involvement and the emotional versus informative/rational nature of the commercials. Customers, who perceive high risk associated with the advertised product/service acquisition, are less prone to emotional, especially humorous commercials. Audience wants the exact information about product/service and its benefits in order not to make the wrong decision.

Moving back to the Lavidge and Steiner model, the authors were the first in the field of advertising/consumer behavior sequence process to emphasize the importance of “involvement”. The higher the level of involvement of the customer the more carefully and willingly he/she will follow the steps “cognition”-“affect” until the desired for produced “conation” step (the last step-purchasing) is reached. (Barry & Howard, 1990)

Motivation: positive versus negative motives

If in the decision-making process consumer is driven by the positive motivation, he/she will try to achieve positive experience (above “normal”). When decision is driven by negative motivation, the customers’ goals is to reduce the present dissatisfaction (problem), removing or avoiding the negative experience (or returning to “normal”). (Rossiter et al., 2000)

Negative Motives (drive reduction goal)	Emotional sequence
Problem removal	Annoyed → relieved
Problem avoidance	Fearful → relaxed
Incomplete satisfaction	Disappointed → optimistic
Mixed approach-avoidance	Conflicted → reassured
Normal depletion	Mildly annoyed → content
Positive Motives (drive induction goal)	Emotional sequence
Sensory gratification	Dull (or neutral)→ excited
Intellectual stimulation/mastery	Naive (or neutral) → sense of achievement
Social approval	Apprehensive (or neutral)→ flattered
Social conformity	Left out (or neutral)→ belonging
Self approval	Conscience-struck (or neutral) → self-consistent

Figure 9: Decision Motives in the Rossiter-Percy Model and Underlying Emotional Sequences (Henley et al., 1998)

Even though the model does not directly subdivide the motives into emotional and rational, it presupposes that the emotions play the influential role. *“Motivation is considered to be goal-directed (i.e., a cognitive component), with emotions being the energizers of action towards the goal (i.e., the affective arousal from the emotions is the source of drive)”* (Rossiter et al., 2000).

According to Rossiter et al. (2000) the type of the motivation that supports the decision largely establishes the content of message claims. Evans et al. (2006, pp. 101-102) suggested the suitable advertising tactics for four combinations of the level of involvement and the nature of motivation:

1. Low-involvement/negative motivations. To reduce the negative motivations when the level of customers’ involvement is low, producers’ task is to present the benefits of the product/service clear, so that the information is easy and transparent for customers to learn from it
2. Low-involvement/positive motivations. To achieve the positive motivations with the low-level of perceived risk, company’s task is to use “repetition of exposure in order to ‘build up’ reinforcement”. Here the emotional appeal of the advertisement will play a significant role.
3. High-involvement/negative motivations. To reduce the negative emotional context behind the motivations when customers are highly involved in the decision making

process, producers have to use convincing techniques in the advertising appeal. The task is to persuade the customers that the product/service will bring the desired benefits, but not to over-estimate the features of the item. Comparisons might be useful, when there are a lot of substitutes in the market.

4. High-involvement/positive motivations. When the risk to make the wrong decision is high, and the decision is driven by the positive motivations, the marketers' task is to implement "strong claims" in favor of their products/services. The information should be useful for those who are highly-involved.

To summarize, Bendixen (1993) statistical research results suggest that the low-involvement products/services "are characterized by current advertising effects", while the products/services that require high-involvement of the consumer in the decision making process are "characterized by brand loyalty effects".

4 EMPIRICAL DATA

4.1 TELE 2 MARKETING – BLACK SHEEP FRANK COMMERCIALS

“Forsman & Bodenfors” - the biggest advertising agency in Sweden has been working with the new advertising concept for Tele2 since summer 2007. This work resulted in creating a robot in the form of a sheep, who has been named Frank and became the Tele2's new spokesperson. Behind Frank creation were the same people that made the dinosaurs robots for the “Jurassic Park” movie. (Freely translated, Fagerlind, 2008)

Thomas Ekman - marketing chief executive for Tele2's retail market (marknadschef för Tele2's privatmarknad) commented:

“'Forsman & Bodenfors' lit up with the idea and we are incredibly pleased with the results. Sure you can do a lot of animations, and we will use it too, but you get a totally different sense of reality when doing television commercials with a real robot out in real environments. All commercials are made that way.” (Freely translated, Arnroth, 2008)

Previously Tele2 had an advertising concept in 2004-2007. "Big Bill and Small Bill" campaign became very successful. It existed in almost all markets Tele2 operating in, except France where the name Bill did not work. (Freely translated, Fagerlind, 2008)

Frank campaign was firstly started in Sweden, which is a main cash flow generator and a “test bed” for the new services (annual report 2009, p.3) and then was carried into Norwegian and Netherlands markets. The language chosen for the campaign was English, which is not a mother tongue for any countries where concept was implemented. Sheep Frank appears only in Sweden, Norway and Netherlands, where knowledge of English is relatively good. (Freely translated, Lindblom, 2010). But Lindblom, (2010) wonders whether Tele2's advertising would be appreciated by English speakers. The course is based on the fact that many Swedes do not know that "cheap" and "sheep" are pronounced differently.

Tele2 began by looking at words ‘cheap’ and ‘sheep’ and played with them. It resulted in the slogan for the campaign *"Born to Be cheap"*. A "black sheep" was chosen because Tele2 is different than traditional telecom providers. This campaign emphasized that Tele2 always strives to provide high quality services affordable for everyone, and highlighted the company's cheap prices (freely translated, Schori, 2008, Fagerlind, 2008). Tele2 has also presented a new corporate identity. Previously used yellow color disappeared and made way for black and white. (Freely translated, Tele2-campagne met black sheep Frank, 2008)

Spokesman Remco Meerstra stressed that the black sheep should not be interpreted negatively, but as an expression of those who differ from the rest. Frank stands for fair and open; sheep should be associated with cheap. Both are important aspects of the new image of Tele2. (Freely translated, Compter, 2008)

Expected perception is that people would think “it is fun to be a customer of Tele2”. “The goal is to reach new customers but also to add value to their existing clients” says marketing

chief executive for Tele2's retail market (marknadschef för Tele2's privatmarknad) Thomas Ekman. (Freely translated, Fagerlind, 2008)

Further are presented answers of Thomas Ekman - marketing chief executive for Tele2's retail market (marknadschef för Tele2's privatmarknad) to the questions asked by different authors concerning the new advertising concept for Tele2 with Black Sheep Frank:

- What is your target audience?
- *The target audience is broad and includes people at the age of 15 and older (freely translated, Fagerlind, 2008).*
- What is the cost of a new concept?
- *I would not mention a number but advertising is not cheap. However, it pays off. If you do something really good to raise the quality you get it back (freely translated, Fagerlind, 2008).*
- Why is it important to build marketing around one character?
- *It will be easier to create campaigns when they can hang around the same symbol. It also fits in well with the market and the economy, being what it is now. In addition, we wanted to capture the features of both our employees and what we want to be. Tele2 was started as company which goes against the tide and it is important that we continue to do so even now when we have grown and became big. In addition, we are a company with charming staff; it symbolizes the black sheep great (freely translated, Arnroth, 2008).*
- How long will it take before consumers can start to associate sheep Frank with Tele2?
- *You want it to go lightning fast, but it takes- time. It all depends on how people perceive Frank (freely translated, Schori, 2008).*
- Price has always been an important factor in Tele2 communication, but with “Born To Be Cheap”, it feels like you are making a return to the old strategy?
- *Tele2 course really was born to challenge the price and make communication cheaper, but we cannot communicate low price in the same way as we did in the early 90s. We must raise the quality in every stage; it should also be labeled advertising. Mobile telephony is a standard service that is no longer new to anybody (freely translated, Willebrand, 2009).*
- *We felt that we needed to fill the Tele2 brand with something more and have a stronger advertising concept. We have done many successful campaigns but had really no single concept (freely translated, Schori, 2008).*
- *It has been a campaign where we made use of the market situation, where others have slowed (Willebrand, 2009).*

4.2 INTERVIEW DATA

Interviewee agreed that customers treated the telecommunication offerings as the high-risk products/services. Customers were concerned with the choice of the telecommunication provider, and would spend time and efforts to make the decision, i.e. the level of customers' involvement in the decision making process was high. Thus, it was important to get customers attention towards company's offerings and also to provide competing/advantageous information about products/services to trigger the target audience makes the purchase decision in favor of the Tele2. The interviewee also stressed out that it was rather difficult but very important to persuade the customer, that the company offerings were better than those of the competitors'. When it comes to the telecommunication services and products, customers were looking for something better than they had experienced before - they were always searching for the superior offerings, as the respondent said.

According to the interviewee, the black sheep Frank was chosen as a main character for the new advertising campaign, because Tele2 positions itself as being different from other telecommunication operators and with 'Frank' advertising campaign company wanted to point out that difference. This campaign highlighted Tele2 attempts to provide high quality services and products affordable for everyone. The decision of launching a new advertising campaign came from Tele2 will to improve their image, to change the corporate identity, and therefore customer's perception of this identity and also create a strong, memorable advertising campaign. English was chosen as a language of the commercials, even though that the markets (Sweden, Holland and Norway) where campaign was implemented are not native-English speaking ones, due to the content of the campaign - slogan, visual and sound appeal. The objectives of the campaign were said to reach new customers as well as to retain already existing customers. The main message encoded in the advertising campaign, was *"high quality for low prices"*.

Tele2's slogan *"Born to be cheap"* is a unique selling proposition of the company. It resulted from word-play with "cheap" and "sheep", and black sheep Frank was expected to be associated with "cheap"-meaning with company's low prices.

The interviewee agreed that TV advertising was one of the most effective ways of getting the customers' attention and persuading them to purchase the product, but it worked best when TV advertising was combined with other forms of advertising like outdoor, internet (online), printed media.

Customers' perception was said to be of great importance for Tele2. Company wanted clients to think that it is fun to be a Tele2 customer, therefore, the emotions associated with Tele2 after watching the commercials were expected to be positive, like smile or even laughter; curiosity towards company and its offerings, as well as towards the commercials and its main symbol-black sheep Frank. Interviewee also said that it was important that customers did not associate black sheep in a negative way, as in the idiom, where being a black sheep bears a negative context. The respondent pointed out that the name Frank stood for honesty - English adjective "frank"-being honest.

Organizational atmosphere shown in the commercials emphasized corporate spirit of Tele2. The company wanted to show that it is fun not only to be a Tele2 customer, but also to work in the organization. Tele2 offerings advertised from the perspective of the employees inside the corporation and their interactions are the projection of employees' relationships and their interactions with each other- an attempt to demonstrate how employees themselves care about company, its products/services and its customers.

4.3 SURVEY DATA

Data obtained from the survey is presented further. It is divided by questions and each question is accompanied with the figure. Also, each question is cross-referenced to the Appendix H, where the statistics from Minitab is displayed.

SAMPLE

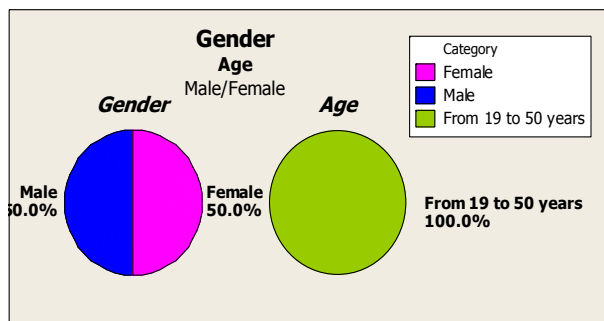


Figure 10 shows gender and age belongings of 100 respondents that have filled in the survey. All the respondents were between 19 and 50 years old, as it has been expected and half of the (50%) were females and the other half (50%) were males.

Figure 10: Gender and Age of Respondents

QUESTION 1 - BY WHICH MEANS DO YOU MOSTLY FIND OUT INFORMATION ABOUT GOODS/SERVICES

Question 1 was a ranking Scale, which measured the popularity of communication Channels as well as exposure (awareness) of respondents. Appendix H: Answers to the first question show that the most popular communication channel for respondent is Internet – 64% said that they find out information about goods/services using Internet. 51% of respondents put TV on the second place; Printed media on the third place - 42%; then billboards – 51% and lastly other communication channels.

QUESTION 2 - HOW WOULD YOU ACT IF YOU HAD TO CHOOSE A NEW TELECOMMUNICATION PRODUCT/SERVICE?

Figure 11 displays the level of involvement of respondents while choosing telecommunication product/service. 75 % of respondents said that before making a purchase they first collect all the possible information about product/service and only 25% said that they would rather make their own conclusions and don't collect information on products/services in advance.

Tabulated statistics (Appendix H: Question 2) indicated that 36 (72%) females and 39 (78%) males have high involvement level when it comes to choosing any telecommunication product/service and 14 (28%) females; 11 (22%) males with low involvement level. Pearson Chi-Square = 0.480, P-Value = 0.488 > 0.05

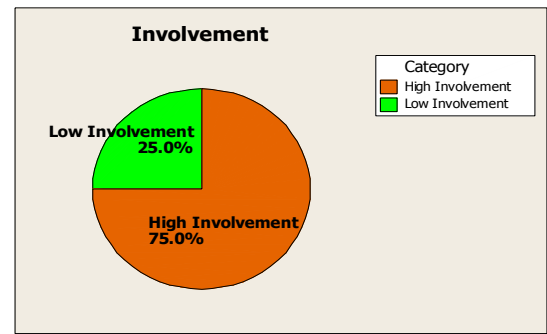


Figure 11: Level of Involvement

Question 3 - When it comes to choosing new telecommunication product/service what are you looking for in the first place?

Question 3 measured respondents' motivation. Figure 12 reveals that 49% of respondents would choose Best Price in a new telecommunication product/service, 36% of respondents would prefer High Quality and just 15 % are ready to accept Standardized Product.

Cross-tabulation (Appendix H: Question 3) shows that 23 (46%) of female respondents and 26 (52%) of male respondent would prefer Best Price; 16 (32%) of females and 20 (40%) of males would choose High Quality in telecommunication product/service and 11(22%) females and 4 (8%) males would be looking for Standardized Product. Pearson Chi-Square = 3.895, P-Value = 0.143 > 0.05.

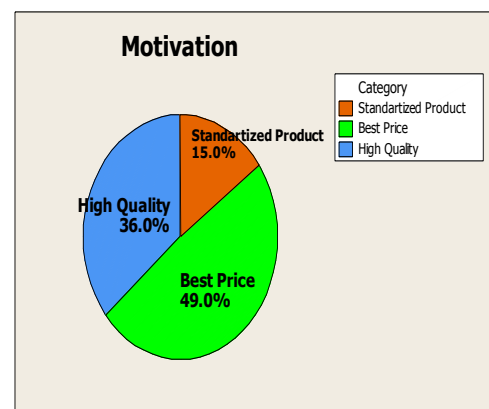


Figure 12: Motivation

Question 4 - Have you seen recent Tele2 commercials involving black sheep Frank?

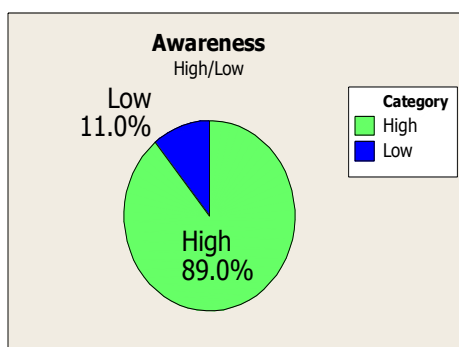


Figure 13: Awareness

Figure 13 measures exposure of Tele 2 Commercials, in other words customer awareness about Tele2 recent commercials. It shows that 89 of 100 respondents have seen the recent Tele2 Commercials involving black sheep Frank and only 11% (11 respondents) haven't seen them.

Tabulated statistics (Appendix H: Question 4) of Awareness and Gender of the respondents: 5 (5%) out of 50 female and 6 (6%) out of 50 male respondents have not seen Tele 2 commercials with black sheep Frank: 45 (90%) of females; 44 (88%) of males have seen recent Tele2 commercials. Pearson Chi-Square = 0.102, P-Value = 0.749 > 0.05

Question 5 - What do you think of the Tele2 commercials?

Figure 14 displays Pie Chart for Liking: 47% of respondents like Tele 2 commercials, 23% are indifferent, 19% don't like Frank TV commercials and 11% haven't seen them.

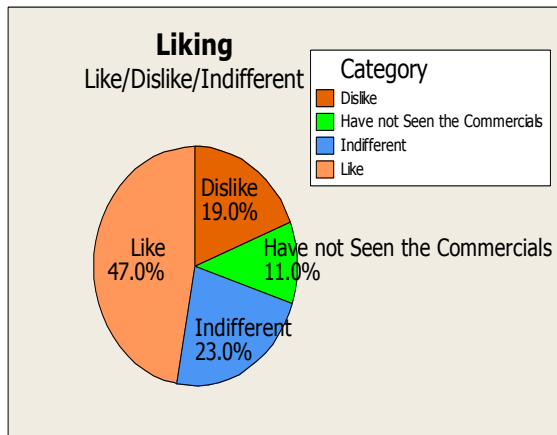


Figure 14: Liking

Cross-tabulation of Liking and gender (Appendix H: Question 5) revealed that 10 out of 50 females and 9 out of 50 males don't like commercials, 5 female and 6 males haven't seen them, 11 females and 12 males are indifferent and 24 which is 48% of 50 females; 23 (46%) of 50 males liked Tele2 commercials. Pearson Chi-Square = 0.208, P-Value = 0.976 > 0.05.

Question 6 - Did Tele2 commercials arouse interest towards the company and its products/services?

Figure 15 shows aroused Interest as the response to the conviction actions of the company of respondents towards Tele2, its products/services. 31% of respondents displayed interest, 58% of respondents showed absence of interest towards Tele2, its products/services after seeing the commercials and 11% have not seen the commercials.

Cross-tabulated statistics of Question 6 and Gender (Appendix H: Question 6) showed: 32 (64%) out of 50 females and 26 (52%) out of 50 males didn't display interest towards company, its products/services, 5 female and 6 males haven't seen the commercials, 13 (26%) females and 18 (36%) males showed interest. Pearson Chi-Square = 1.518, P-Value = 0.468 > 0.05

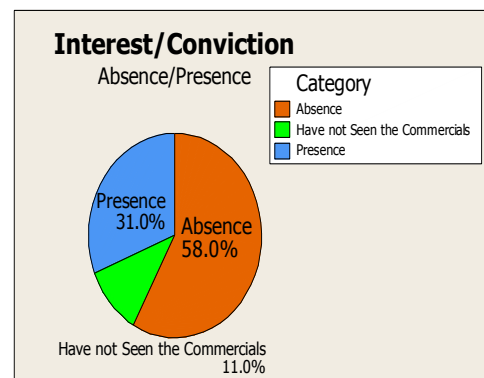


Figure 15: Interest/Conviction

Question 7 - After seeing the recent Tele2 commercials, I... (you could choose several answers)

Question 7 measured actions and conviction. Most of the respondents answer E-44% stayed indifferent after seeing recent Tele2 commercials; 36% - answer A - checked more information about products/services on the web-page of Tele2; 7% - answer D - recommended Tele2 products/services to their friends/relatives/colleagues/etc and 9% of respondents put answer D as a second choice; 2% - answer B - had a contact with Tele2 representative in order to find out more information, and no one answered C, meaning that

none of respondents switched their current telecommunication provider to Tele2; 11% of respondents have not seen the commercials.

Tally for Discrete Variables: Actions

First Answer	Count	Percent	2d answer	Count	Percent
A	36	36.00	D	9	100.00
B	2	2.00	N=	9	
D	7	7.00			
E	44	44.00			
Not Seen	11	11.00			
N=	100				

Figure 16: Actions, Conviction

QUESTION 8 - HOW WOULD YOU DESCRIBE THE EMOTION THAT AROUSED AFTER WATCHING THE TELE2 COMMERCIALS WITH THE BLACK SHEEP FRANK AS THE MAIN CHARACTER?

Appendix H: Question 8 gives the count of respondents' emotions that aroused after watching the Tele2 commercials. Since the question was a checklist - respondents were allowed to choose several answers, the results are displayed in three columns: first column is a summary of whole sample size of 100 people, second column is displaying the second answer of 30 respondents who have chosen two answers and third column is a summary of third answers of just 8 respondents.

Emotion	
Laughter	79
Curiosity	21
Confusion	22
Have not seen the commercial	11
Indifference	2
Misunderstanding	1
Boredom	1
Perplexity	1

Sums of all 3 columns (Figure 17) indicate that laughter as respondent emotion after watching the commercials aroused 79 times; curiosity 21 times; confusion 22 times; indifference 2 times; misunderstanding, boredom and perplexity 1 time each and 11 respondents have not seen the commercial.

Figure 17: Emotions

Question 9 - How would you measure the relevance of the commercial symbol- black sheep Frank?

Figure 18 displays how respondents percept Visual Component (symbol) of the commercials – black sheep Frank, in other words liking. 47 respondents said that the symbol fits Tele2's identity; 19 respondents didn't understand why black sheep Frank was chosen as company's symbol; 19 respondents stayed indifferent; as before 11 respondents haven't seen the commercial and 4 respondents said that "it is catchable for the eye", "original", "quiet funny" and "choosing black sheep as a symbol was not a smart decision"

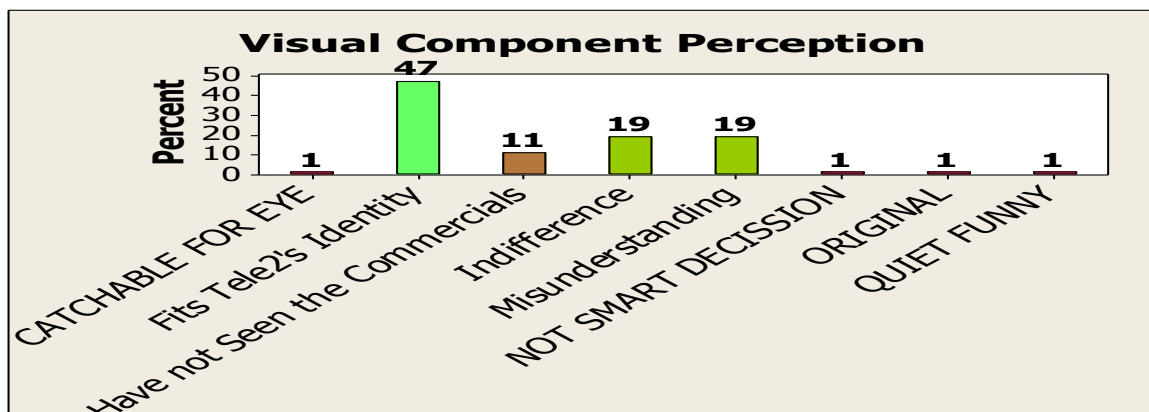


Figure 18: Visual Component Perception

Appendix H: Question 9 gives cross-tabulated statistics involving gender and visual component perception: 23 (46%) of females and 24 (48%) of males said that black sheep Frank as a symbol fits Tele2's identity; 9 (18%) females and 10 (20%) males couldn't be sure and stayed indifferent; 10 (20%) of females and 9 (18%) of males didn't understand why Tele2 chose black sheep as a symbol; as before 5 females and 6 males haven't seen the commercials and 3 (6%) of female chose 'other' answer - "it is catchable for the eye", "original" and "choosing black sheep as a symbol was not a smart decision", just 1 (2%) male chose "other" answer and wrote that black sheep as a symbol is "quite funny". Pearson Chi-Square = 1.217, P-Value = 0.875 > 0.05.

QUESTION 10 - DID YOU ASSOCIATED THE SYMBOL "BLACK SHEEP" AS TELE2 BEING DIFFERENT FROM OTHER TELECOMMUNICATION OPERATORS-TELIA, TRE (3), ETC.?

Following figure 19 displays respondents association of black sheep Frank as Tele2 being different from other telecommunication operators. Results showed that 75% of whole sample did think of symbol as Tele2 trying to distinguish itself from other companies in the industry; 14% showed absence of association and 11% haven't seen the commercials.

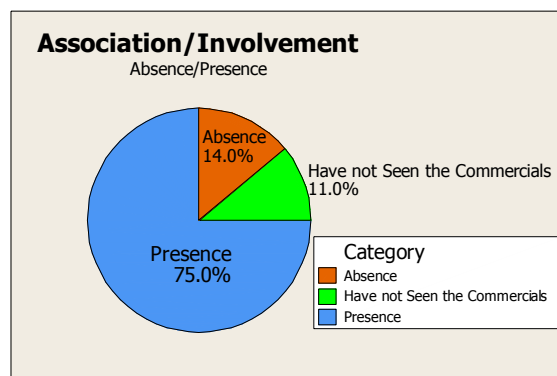


Figure 19: Association/Involvement

The cross-tabulation statistics (Appendix H: Question 10) indicated that 6 (12%) of female and 8(16%) of male did not associate the symbol "black sheep" as Tele2 attempt to stress out that they are different from the other telecommunication providers. While 39 (78%) women and 36(72%) of men did recognize the association encoded in the idiom "black sheep". Pearson Chi-Square = 0.497, P-Value = 0.780 > 0.05

Question 11 - How do you find unrealistic creature-talking sheep, not a real person-being the main character of the overall advertising campaign?

Figure 20 reveals that 54% out of respondents think that the idea of unrealistic creature as the main character of the advertising campaign is original. At the same time 19% find it inappropriate and 16% stayed indifferent towards the idea of the unrealistic character - black sheep Frank.

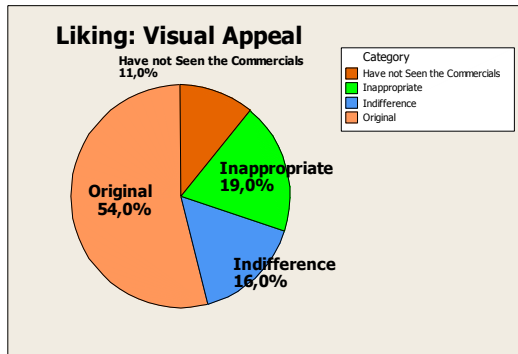


Figure 20: Liking: Visual Appeal

Cross-tabulation of gender and visual appeal (unrealistic creature black sheep) of the commercial (Appendix H: Question 11) indicated that 6(12%) out of all answered women and 13(26%) out of all answered men think that the black sheep Frank is an inappropriate visual appeal for the commercial. 30(60%) women and 24(48%) men find black sheep Frank being an original visual presentation, and 9(18%) women and 7 (14%) men stayed indifferent towards the commercial appeal. Pearson Chi-Square = 3.587, P-Value = 0.310

QUESTION 12 - WHAT DID YOU REMEMBER FROM THE TELE2 RECENT COMMERCIALS, INVOLVING BLACK SHEEP FRANK?

Question 12 was the second ranking scale in the survey; it measured Learning/Exposure and Visual Appeal. Results (Appendix H: Question 12) indicate that mostly from the commercials respondents remember black sheep Frank alone, 43 respondents put this answer first in their ranking. Next most memorable is Tele2's slogan "*Born to be Cheap*" – 31 respondents ranked it second; then follows the entire set of Frank's life episodes – 24 respondents put them on the third place. After episodes also memorable is overall working atmosphere showed in the commercials – 44 respondents marked it forth, and lastly are the other characters in the commercials, besides Fran – 42 respondents put them on fifths place.

QUESTION 13 - I SEE THE TELE2 COMMERCIALS WITH BLACK SHEEP FRANK MORE AS AN ENTERTAINMENT THAN AS A SOURCE OF INFORMATION.

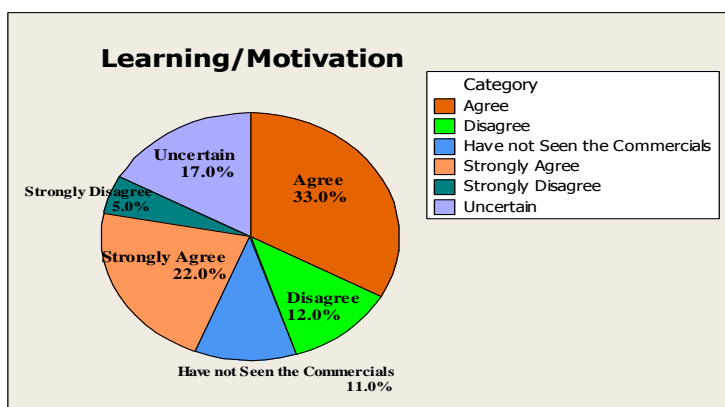


Figure 21: learning/Motivation

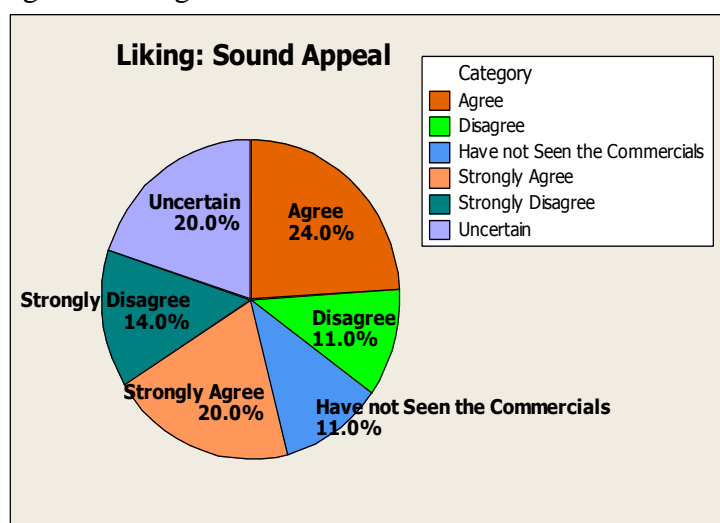
Figure 21 - 'Learning/Motivation' shows the allocation of the answers among the Likert scale, where the aim was to see the level of agreement/disagreement with the statement that the Tele2 commercials are perceived more as an entertainment seen rather than

the informative source. The results indicate that 22% of respondents strongly agree with the statement, 33% -agree, 17% of respondents were uncertain about the answer, 12% disagreed with the statement and think that commercials with Frank have to be considered as the information source, and 5% expressed the strong disagreement with the statement.

Cross-tabulation of gender and different treatment of the commercials' motives (Appendix H: Question 13) revealed that 10 (20%) out of all answered women and 12(24%) of men strongly agree with the statement that Tele2 commercials are the entertainment rather the source of information. At the same time 19(38%) females and 14(28%) males signed in the graph "agree". From those who argued the statement, 9(18%) females and 3(6%) males expressed disagreement, while 2(4%) women and 3(6%) men disagreed strongly with the proposed statement. Among women, 5(10%) were uncertain about their attitude towards the commercial nature, and 12(24%) of men expressed the uncertainty also. Pearsons Chi-squared = 7.113, P-Value=0.212 > 0.05.

QUESTION 14 - "BORN TO BE CHEAP" IS AN ATTRACTIVE SLOGAN

The attractiveness in terms of sound appeal of the slogan "*Born to be cheap*" was also evaluated by means of Likert scale, where the purpose was to see how many respondents agree or disagree with the statement that "*Born to be cheap*" is an attractive slogan. Among



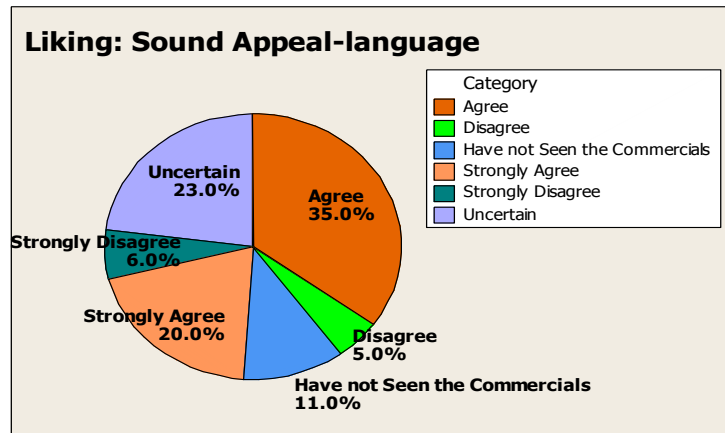
those who answered the questionnaire 20% strongly agreed that the message is attractive, 24% expressed the agreement without strong feelings, 20% remained uncertain about the slogan. The disagreement towards the slogan sound appeal was expressed by 11% of respondents, and 20% were strongly disagree that "*Born to be cheap*" sounds nice.

Figure 22: Liking: Sound Appeal

Cross-tabulation (Appendix H: Question 14) revealed the following results: 7(14%) among women and the same amount among men expressed the strong agreement the "*Born to be cheap*" is an attractive slogan; 11(22%) females and 13(26%) males signed under the offered choice "agree"; 7(14%) females and 4(8%) males don't think that the slogan is attractive; 7(14%) women and the same amount of men strongly disagreed with the statement. The uncertainty was expressed by 9(18%) women and 11(22%) men. Pearsons Chi-squared = 1.476, P-Value=0.916 > 0.05.

QUESTION 15 - I LIKE THAT THE COMMERCIALS ARE IN ENGLISH LANGUAGE

The third Likert scale attempted to evaluate how many people like the fact that the ads are in English language and how many respondents don't like it. The results revealed that 20% agree strongly with the statement "I like that the commercials are in English language" and



35% agreed without strong empathy. Among those who did not like the use of English language in the commercials 20% disagreed strongly, while 5% just disagreed. 23% of respondents remained uncertain about their attitudes about the language of the commercials.

Figure 23: liking: Sound Appeal-Language

Cross-tabulation separation of the attitudes towards the language of the commercials between women and men (Appendix H: Question 15) showed the following results: 12(24%) females and 8(16%) males agreed strongly that they liked the use of English language for the commercials, 16(32%) females and 19(38%) males expressed the agreement. Among those who did not like the English language as the language of the commercials 4(8%) females and 1(2%) male signed in the "disagree" cell, and 1(2%) female as well as 5(10%) males disagreed strongly. 12(24%) women and 11(22%) men remained uncertain about the answer. Pearsons Chi-squared = 5.658, P-Value=0.341 > 0.05.

QUESTION 16 - DID YOU UNDERSTAND THAT TELE2 WAS PLAYING WITH THE WORDS "CHEAP" AND "SHEEP" IN THE COMMERCIALS?

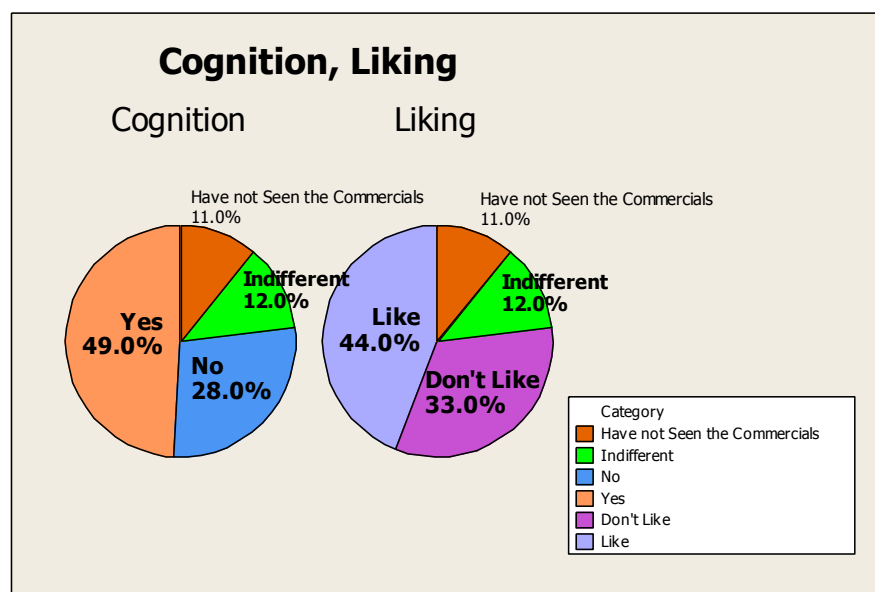


Figure 24: Cognition, Liking

This question was supposed to reveal two measures: the cognition (awareness and learning) stage in customer perception of the advertising, as well as the next, liking, stage. The measures were conducted by summary of the answers to the question, whether people recognized the fact that Tele2 was

playing with words “cheap” and “sheep” in the commercial, and whether they like it. 49% of respondents have noticed the word play in the commercials, while 28% have not noticed (the cognition diagram). 44% liked the idea of the word play and 33% did not like it (liking diagram). 12% in both diagrams indicated that people have not noticed the association between the words “cheap” and “sheep” and they are indifferent towards this fact.

The cross-tabulation of liking the word play between the genders (Appendix H: Question 16) indicated that 25(50%) females and 19(38%) males liked the word play, while 16(32%) females and 17(34%) males did not like it. 4(8%) women and 8(16%) men were indifferent towards this fact. Pearsons Chi-squared = 2.273, P-Value=0.518 > 0.05.

The cross-tabulation of awareness of the word play fact and the genders (Appendix H: Question 16) revealed that, 25(50%) females and 24(48%) have noticed that the company was playing with word “cheap” and “sheep”, while 16(32%) females and 12(24%) have not noticed the word play. Pearsons Chi-squared = 2.016, P-Value=0.569 > 0.05.

The cognition/liking chart (Figure 25) results show that 26% of respondents have noticed the word play and liked it, 23%-have noticed but did not like it. Among those who have not noticed the word play, 18% like the idea and 10% do not like it. 12% stayed indifferent.

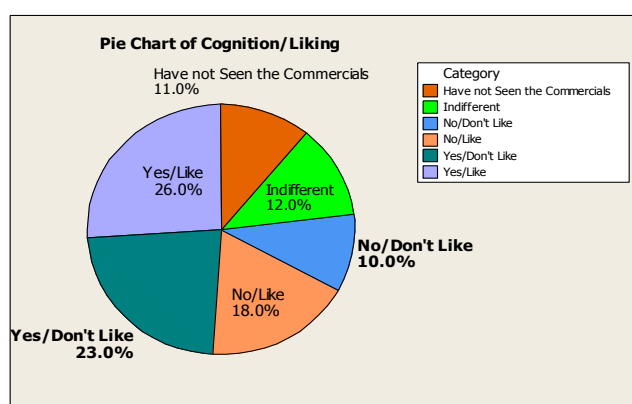
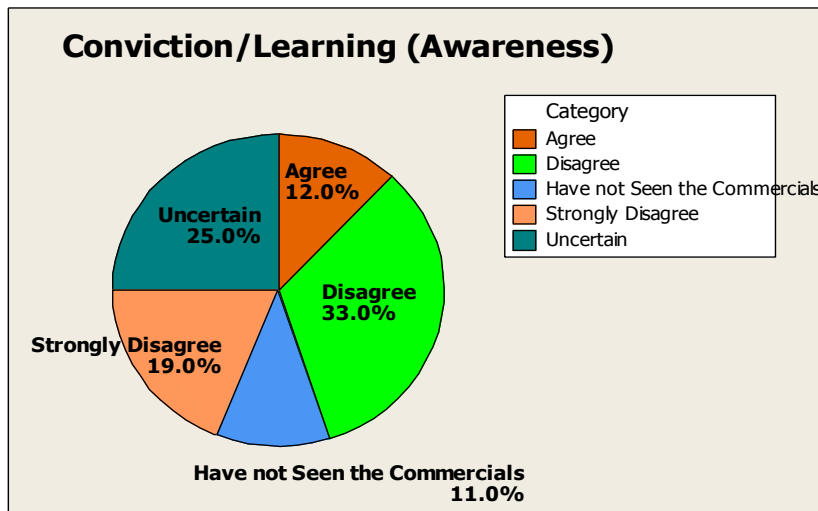


Figure 25: Cognition/Liking

Appendix H: Question 16 presents the cross-tabulation statistics for cognition and liking as well as person’s native language (precisely, whether person speaks Swedish or not). The statistics results showed that among non-Swedish speaking respondents the amount of those who have not noticed the word play and did not like this idea are 10 respondents which is 100% because there was no one among those who speak Swedish, saw the commercial but have not noticed the word play, and still did not like it. Non-speakers amount who have not noticed the word play, but liked the fact is 14 (77,78% out of overall sample size: Swedish speakers + non-speakers) persons, while for the Swedish speakers the amount is 4 (22,22%) persons. The next criteria- “yes, I have noticed and I don’t like it” received 6 responses (26,09%) from non-speakers and 17 (73, 91%) from speakers. Those, who have noticed and liked the word play among non-speakers, amounted for 5 persons (19,23%), and for Swedish people 21(80, 77%). The amount of those who stayed indifferent among non-speakers is 8 (66,7%) and among Swedish speakers 4 (33,33%). Pearson Chi-Square = 34.242, P-Value = 0.000 < 0.05 – rejection of null-hypothesis: There is association between respondents’ answers and their ability to speak Swedish.

QUESTION 17 - WOULD YOU SAY THAT TELE2 FRANK COMMERCIALS CONVINCED YOU THAT TELE2 OFFERS HIGH-QUALITY PRODUCTS/SERVICES WITH LOW/AFFORDABLE PRICES?

The Likert scale measuring the conviction and ability to built awareness among the target audience with the statement “Tele2 Frank commercials convinced you that Tele2 offers high-quality products/services with low/affordable price”, showed that 19% of respondents



strongly agree with the statement, 12% also expressed the agreement but not strong, 33% disagreed that Tele2 convinced them in high-quality for low prices by means of advertisement message, 19% strongly disagreed. 25% remained uncertain about their opinion.

Figure 26: Conviction/Learning

Cross-tabulation in Appendix H: Question 17 indicated that among females, 2 (4% out of all answered women) agreed that Tele2 commercials convinced them that the company provides high quality for low prices, 23(46%) females disagreed with the statement and 11(22%) disagreed strongly. Amount of women that were uncertain is 9(18%) persons. Among men the answers were spread in the following way: 10(20%) agreed with the statement, the same amount disagreed, 8(16%) strongly disagreed and 16(32%) were uncertain about the answer. Pearson Chi-Square = 12.979, P-Value = 0.011 < 0.05 - rejection of null-hypothesis: There is association between respondents' answers and their gender.

5 ANALYSIS

5.1 THE GENERAL MARKETING COMMUNICATION INVESTIGATION

The source of information

Mai and Schoeller (2009) stressed out the nowadays variability of sources to spread the information when it comes to the producers' will to reach the customers. At this stage producers should be very aware of the target audience' most frequently used means of information collection. From the Tele2 point of view, TV advertising is an effective way to communicate the desired information to the public. Moreover, the company strongly believes that it is the one of the most frequently used and mass-reaching source to distribute the message. The most effectively, according to the company representative, the TV advertising works when combined with the other communication channels: internet, printed media, billboards. The survey results go close with the company's attitude towards the effectiveness of the TV commercials and other sources of information: the questioned public nowadays is more involved with the internet based activities. Even though, the 64% of respondents placed the internet as the most popular communication channel on the first position, the television was found to be frequently considered as the second popular communication channel. Moreover, the age spread of the target audience (everyone who uses mobile telephones) is very wide, presupposing the use of different as well as mass-targeted channels to cover the maximum possible area.

Level of involvement and motivation

The further step was to find out the customers' involvement into the decision-making process and their motivations when it comes to the choice of telecommunication services/goods provider. The survey indicated that the majority, with the considerable overweight in the answers, first, collect all the information about product/service and only then make the purchasing decision, meaning that the respondents have high level of involvement when choosing telecommunication products. Moreover, this is the evidence of the traditional AIDA and Lavidge - Steiner sequential models, proposing "learn-feel-do" order in the decision making process (Barry & Howard, 1990). The correct and precise understanding of the customer's steps and involvement into the decision-making process is the route to choose the right tactics and make the message effective (Rossiter et al., 2000).

Questioned people seemed to be very concerned with making the right choice for the first time. According to the Tele2 representative words, company understands the customers' attitudes towards the risk and sees customers as being highly involved in the decision-making process. Tele2 believes that the risk customers face when choosing the telecommunication operator is associated with absence of promised high quality and affordable prices.

Moreover, as pointed out by Rossiter et al. (2000), the positively motivated customers always seek for more than just ordinary offerings; they want superior treatment and better deals compared to their previous experiences. The survey results confirmed that the

telecommunication company potential target audience is positively motivated when choosing goods/services: they want higher quality combined with the lower prices. Tele2 understands it, and stresses the quality/price “*Best Deal*” in their selling proposition.

5.2 THE FRANK CAMPAIGN INVESTIGATION

Cognition: From learning to awareness

The awareness in the advertised concept/brand is the first and the most important stage in the overall advertising process (Romaniuk et al., 2004). Moreover, according to Madden and Weinberger (1989) awareness and attention are best reached by means of humor. While, the Tele2 advertising unique selling proposition was “*high quality for the low prices*”, the company also wanted people to look at the telecommunication provider and its services from unexpected - funny and humorous angle. By making the black sheep Frank the main character and the “face” of the campaign, company expected to reach the sense of customer’s humor and show that “*it is a fun to be the Tele2 customer*”. Bagozzi et al. (1999) emphasized the power of emotions on all the stages of the customer decision-making process, from learning to actions. The customer is said to be learning faster and more efficiently when he/she is driven by the positive emotions, which makes the “educational” stage more pleasant and appealing. Tele2 attempted to combine the informative and the emotional/entertainment contexts in its commercials to make the ads more easily accepted, perceived and memorized by the watchers. The slogan “*Born to be cheap*” was expected to set in the minds of the TV watchers as the main concept of the advertising campaign. The funny character Frank was supposed to differentiate the company from the competitors, help to build up the new brand concept awareness and strengthen the memorability. As Mai and Schoeller (2009) stated that the strongest memorability of TV commercials is the product of the emotional context of the scene. The survey revealed that when asked what comes to their minds first when thinking of the Tele2 advertisements, the majority of respondents placed the main funny character Frank on the first place, and only then, the main message “*Born to be cheap*” (43 responses against 31 respectively). Thus, the commercials were accepted by the 55% of respondent as an entertainment rather than the informative source. The other 34% of the respondents divided equally into those who placed the informative nature of the commercials first and those who were uncertain with the answer. Interestingly, more female than male respondents found the advertisements just being the fun scenes. Men were found to pay the major attention to the selling proposition “*Born to be cheap*” more frequently than women.

Affect: From awareness to liking and preference

Tele2 made the strong emphasis on the importance of the role of emotions and attitudes that needed to be inspired in the target audience in order to trigger sales and acquire new customers. Bagozzi et al. (1999) defined the affect stage as the split component between the awareness and behavior in the sequence of consumer behavior. Affect is viewed as the combination of mental processes involving emotions, attitudes, and moods. It is the reaction to the cognitive perception in the communication process. The Tele2 expected this reaction to be positive. The humorous context of the ads was supposed to make people laugh and smile,

leading to the favorable attitudes towards the company and its products/services. Previously it was found out that there is a direct link between humor and liking of the ads (Alden et al. 2000). According to the survey results, people did respond to the commercials in the expected way: majority liked the ads and its components and the first reaction was said to be laughter by 78% of respondents. However, it is worth to point out, that the survey results covering the emotional and liking attitudes of the public towards the commercials, revealed the unexpectedly considerable amount of people (around 20%) who just stayed indifferent towards the commercials and its attributes. Those, who did not stay indifferent were fascinated by the main character Frank and found him being original, as the choice of the advertising campaign and the whole company symbol. The symbol Frank was mostly appreciated by female respondents.

The use of English as the commercials language was also implemented as the affect tool. The unexpected decision to launch the English language advertising campaign in Sweden was met by public positively. Only 11% of respondents disliked this innovation. The choice of language was also stated by the slogan *"Born to be cheap"*, where the idea was not just to inform people of the low-price offerings but make it in the comic way and therefore more affective, and memorable consequently. The word play "cheap" and "sheep" was not noticed by all the respondents though. At the same time those respondents were not Swedish speakers, and therefore, not the company target audience. Interestingly, that the liking of the word play, which was the company intention, did not dominate considerably (44% of voices against 33% of those who did not like the idea). Further, it was found, that the Swedes were exactly those who amounted for the larger portion of responses against the word play appeal. Probably the company's attempt to make fun of themselves (by themselves the Swedish people are meant) was accepted not in the humorous but offensive way, because, according to the answers, "confusion" was the second popular choice after laughter, when people were asked to describe their first reaction on the commercials. Fugate (1998) referred to the level of involvement and the associated with it appropriateness of humor: humor was stated to be inappropriate in the context of high-involvement products/services and therefore often misunderstood by the customers. Moreover, it was found out the men react to the humorous context more positively and willingly than women. The survey results revealed, however, that women responses in favor of the word play in the slogan accounted for the larger fraction of the positive answers: 50% female against 38% male respectively.

Moreover, Tele2 wanted to introduce the corporate identity in its "Frank" commercials. The overall organizational spirit in the commercials with the funny context was supposed to show that employees inside of the company are satisfied and proud of working for Tele2. Company wanted to stress out that it is not only fun to be the customer of Tele2, but also its employee. Being glad with the overall atmosphere in the organization, employees serve their customers willingly and efficiently. That was the message behind the organizational scene of the commercials. However, the survey results revealed that people did not pay a lot of attention to the fact that the scenes took place in the Tele2 organization. The organizational atmosphere as the concept to remember from the "Frank" ads was placed by the respondents on fourth place out of five possible.

Conation: From preference to conviction and actions

The action stage in the consumer behavior sequence is the measure of the effectiveness of the advertising campaign for the producers, in other words, the consequence of the cognitive and affective impacts. The impact of the advertising can be said to be desirable if the company achieved the goals encoded in the particular commercial or the campaign. (Vakratsas & Ambler, 1999)

By means of the new advertising campaign company wanted to persuade the customers that in Tele2 they will get the high quality telecommunication service for the lowest prices. This selling proposition was expected to inspire the interest in customers, who mostly look for the high quality and the affordable prices at the same time. Yet, it was found out from the survey responses that after watching the “Frank” commercials, people were not convinced that the company offers the best deal for them: high quality for the low prices. The respondents seemed to be rather indifferent to the company products/service. The survey revealed that even though the majority liked the “Frank” TV commercials, Tele2 failed to inspire the interest and persuade watchers to purchase company offerings: 58 out of 89 responses against the interest and only 12 responses in favor of the persuasive power of the commercials. Moreover, women seemed to be less interested in the Tele2 offerings than men. These findings and the fact that 1/3 of respondents checked the information about the company and its offerings on the official web-site after seeing the commercials, thus, can be attached to the cognitive perception results, i.e. the fact that the public accepted the ads more as the entertainment rather than the source of valuable and inspiring information.

5.3 INTERVIEW AND SURVEY –SUMMARY CHART

Table shows where there aroused differences and similarities between customers' perception of the Frank TV commercials and Tele2's expectation of this perception. As a result of analysis of Survey and Interview, differences evolve in awareness/learning, interest and conviction/purchase sequences; similarities, on other hand, appeared in involvement level, motivation; and liking/preference sequence.

C o m p a n y - T e l e 2							
C u s t o m e r s		Awareness Learning	Involvement Level	Liking Preference	Interest	Conviction Purchase	Motivation
	Awareness Learning	Diff	-	-	-	-	-
	Involvement Level	-	Sim	-	-	-	-
	Liking Preference	-	-	Sim	-	-	-
	Interest	-	-	-	Diff	-	-
	Conviction Purchase	-	-	-	-	Diff	-
	Motivation	-	-	-	-	-	Sim

Differences – Diff; Similarities - Sim

Figure 27: Summary Table for the Interview and Survey

6 CONCLUSION

The aim of the research was to describe the correspondence between the feelings and attitudes customers poses towards the Tele2's Frank TV commercials and actual Tele2's expectations and anticipations of customers' perceptions.

The research which included an interview with the representative of Tele2 and a survey, conducted with 100 respondents (50 females and 50 males) revealed that there are differences as well as similarities between respondents' perception of Frank TV commercials and Tele2's expectations of it. According to the chosen theoretical models (Lavidge and Steiner model; Holbrook and Hirschman model; Rossiter-Percy model), which describe "cognition" "affect" and "conation" sequences in consumer behavior and general marketing investigation, the differences between two sides of research problem occurred in cognition sequence, precisely in awareness and learning; conative sequence – conviction, purchase and interest.

Television was found to play an important informative role in peoples' lives, even though that nowadays internet is taking a lead as being the main source of information for audience. Modern successful advertising campaign for Tele2 Company involves a combination of different forms of advertising, of which Television was of main interest in this study paper.

The survey results confirmed the company understanding of their target group in several aspects. Firstly, customers are very involved in the purchasing process, they mainly conscious of the product/service they are purchasing. Secondly, people are seeking for the high quality for the 'best price' when it comes to the telecommunication services. Moreover, the expected affect from the commercials was achieved: people really liked the commercials' scenes, especially the main character Frank, who was found to be very memorable, attractive and humorous.

The research revealed that Tele2 failed in fully convincing the customers that they offer high-quality products/services to low/affordable prices, even though that the campaign slogan "Born to be cheap" and its main symbol black sheep Frank were perceived positively, and customers tended to like them. Additionally, the survey results showed that after seeing the commercials people were not expressing interest towards Tele2 and its offerings, which could be an effect of commercials being seen as an entertainment rather than the source of information in customers' eyes.

Tele2 succeeded in distinguishing itself from other telecommunication operators, as well as in catching viewers' eyes with originality and creativity of the whole idea. Black sheep Frank as well as an overall campaign idea, including slogan, Frank's life episodes, other characters were memorable and generally liked by the respondents.

Interesting results were obtained while investigating the liking of the commercials by the respondents. Even though that the Tele2 expectations and customers' perception were matching in this sequence, the use of English language and especially the word play showed that Swedish speaking people, who are the exact target audience, tended not to be happy with

humorous word play used by commercials creators. Further, the ability of respondents to either understand or not Swedish turned out to be a determining factor in their recognition of ‘cheap’-‘sheep’ word play.

Gender belongings of the respondents turned out not to be of great importance. The analysis indicated that in 12 out of 13 cases (questions) there was no statistically significant association between the gender of the respondents and their answers. Still, question, which measured commercials’ informative as well as persuasive force, indicated that men are more uncertain about the commercials’ conviction power, while women are more set up in their minds and most of them disagreed with the statement that Tele2 offers high quality for the low prices.

To sum up, Tele2 managed to create an interesting, funny and memorable overall advertising campaign. Frank TV commercials are standing out from among existing commercials through fun and original messages. It is obvious that current Tele2 TV commercials have caused emotions among those who had seen it. That is hardly believable that anyone can stay indifferent after watching it. The message “Born to be cheap” as well as Frank himself consciously or unconsciously has got stuck in the minds of the TV viewers. Still, the obvious pitfalls in company’s understanding of its target customers expectations and perceptions do exist, since the research revealed the differences in the analyzed aspects.

6.1 SUGGESTIONS FOR FURTHER RESEARCH

As a recommendation for further research broader view on TV advertising could be suggested. Researchers can conduct a multiple-case study with two or more company’s TV commercials involved. This will allow to make a comparison not just between company’s understanding and actual customer perception, but to perform a cross - analysis of different TV commercials.

Extended theoretical background would help future researchers to see different angles in both advertising and consumer behavior, which would be useful in getting deeper insights into the problem.

Additionally, potential researcher could expand the topic of just TV advertising to other types of media advertising, such as movie advertising or even outdoor, press, online, etc. advertising.

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APPENDIX

APPENDIX A - TELE2 BACKGROUND

Tele2 AB was founded in 1993 by Jan Stenbeck. Nowadays Tele2 is one of Europe's leading telecommunications operators. Tele2 concept is to keep the customer in focus all the time and to keep costs down in order to offer customers the *"Best Deal"* on the market. (Tele2, 2010)

Over time Tele2 has changed from being just telecom-service Company to becoming a sharp mobile operator. The history has shown that Tele2's track record in running an efficient mobile business has been and still is one of the best. Success is based on offering good quality services with the best/low prices. (tele2, 2010)

"Perceived price leadership" has always been of main focus for Tele2's strategy. Tele2 is intending to be a leader in attracting and serving price-orientated customers. Quality is also equally vital in offering the *"Best Deal"* to the customers. Tele2's quality of products/services needs to be in line with the quality of its major competitors. (tele2, 2010)

Tele2's success depends on maintaining an agile organization, which is able to take advantage of revenue-enhancing and cost-cutting opportunities rapidly and efficiently. This is why Tele2 is very passionate about *"the Tele2 Way"*, which symbolizes corporate values, such as *"Flexibility, Cost Consciousness, Quality, Frank, Challenger and Action"*. These principles support Tele2's corporate spirit and, altogether, they sustain the key operational capability of delivering the *"Best Deal"* to the customers. (tele2, 2010)

TELE2 MARKETS AND PRODUCTS

In order to maximize financial and managerial resources, Tele2 has divided markets into four regions: Nordic (Scandinavia), Russia, Central and Western Europe:

Region

NORDIC - NORWAY AND SWEDEN

RUSSIA

CENTRAL EUROPÉ - CROATIA, ESTONIA, LATVIA, LITHUANIA

WESTERN EUROPÉ - AUSTRIA, FRANCE, NETHERLANDS, GERMANY

Figure 28 : Tele2's regions and markets (inspired by tele2, 2010)

Tele2 offers price-leading and easy-to-use communication services with good quality. Company provides mobile services, fixed broadband and telephony, data network services, cable TV and content services.

Mobile Services: Mobile telephony and Mobile internet

Tele2 currently offers mobile telephony in eight countries. In most of these countries they sell mobile telephony to both private and business customers. Tele2 has its own network in six countries and lease network capacity from other operators in the others. Tele2 offers

competitively priced, easy-to-use services, in the postpaid as well as the prepaid segments. The Company also offers more advanced services for the corporate segment.

Today Tele2 offers mobile internet in Sweden, Norway, Estonia, Latvia, Croatia, Lithuania and Netherlands. Prepaid mobile Internet service has been very successful, especially in Sweden and Croatia; service provides high-speed Internet access practically anywhere on ultra-portable devices. (Tele2, 2010)

Fixed Broadband

As a complement to mobile operations Tele2 offers fixed broadband to both private and corporate customers. Currently Tele2 provides fixed broadband solutions in five countries. All countries are mature fixed broadband markets where customers expect high reliability of the service. In addition to broadband services based on DSL, Tele2 offers fiber services to households and businesses requiring very high bandwidth in Sweden. (Tele2, 2010)

Fixed Telephony

Tele2 today offers both IP telephony solutions and traditional fixed telephony to consumers and companies in seven countries. The customer base has been declining lately but it still represents a good platform for cross-selling other products, in particular broadband for Tele2. (tele2, 2010)

APPENDIX B - DESIGNS OF CASE STUDY RESEARCH

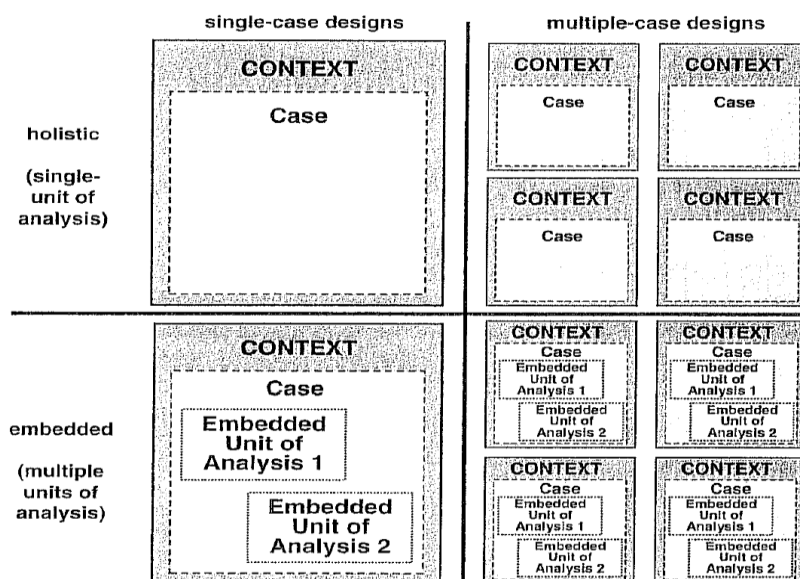


Figure 2.4 Basic Types of Designs for Case Studies
SOURCE: COSMOS Corporation.

Yin, 2003, p. 40

APPENDIX C – ESTIMATING MARGIN OF ERROR ON SAMPLE SURVEY RESULTS

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
20	132	168	185	19
250	151	203	226	244
300	168	234	267	291
400	196	291	343	364
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	964	1936	4899
100000	383	1056	2345	8762
1000000	384	1066	2395	9513
10000000	384	1067	2400	9595

Table 4.4 Fisher, 2007, p.190

APPENDIX D – INTERVIEW QUESTIONS

Part 1 General Questions

1. What were the main objectives of the advertising campaign? Aims, Goals...?? (high quality for the low prices?)
2. Why did Tele2 decided to launch new campaign?
3. How would you describe the evolution of the advertising campaign idea?
4. How did you measure the advertising campaign success or failure? What were the results?

Part 2 Customers:

1. What were your expectations of customers' perceptions of the advertising campaign?
2. Do you agree that customers treat the telecommunication offerings as the high-risk products/services, meaning, that customers are very concerned with the choice of the telecommunication provider, and will spend time and efforts to make the decision?

Part 3 TV commercials particularly

1. Why Black Sheep Frank is chosen to be the main character in the commercials?
2. What is the message behind the advertising campaign? (Black sheep-is it just being cheap and therefore different? maybe something more?)
3. Is "being cheap" the unique selling proposition in your ads?
4. How do you expect customers to percept the company? What emotions in customer's mind do you want to be associated with Tele2 after watching the commercials?
5. Do you agree that the most effective way to get the customers' attention and persuade them to purchase the product is by means of the TV advertising?
6. Is the name of the black sheep "Frank" the association with the English adjective "frank"-being honest?
7. Why is the advertising campaign in English?
8. Why do you advertise the Tele2 offerings from the perspective of the employees inside the corporation and their interactions (whole the actions are around the organization's inside working atmosphere and rules)?

**SURVEY “OVERALL CUSTOMER PERCEPTION OF TELE2
COMMERCIALS”**

- 1. By which means do you mostly find out information about goods/services? (Please, rank the following according to the frequency. Place a "1" next to the source you use most frequently, so on)**
 - ☐ Internet
 - ☐ TV
 - ☐ Billboards
 - ☐ Printed media (newspapers, magazines, brochures, etc.)
 - ☐ Other (please specify)
- 2. How would you act if you had to choose a new telecommunication product/service? (new mobile provider/internet provider/fixed telephony provider)**
 - ☐ I first collect all the possible information about product/service and only then make a purchasing decision
 - ☐ I don't usually collect the information in advance. I would rather make the purchase and make my own evaluations
- 3. When it comes to choosing new telecommunication product/service what are you looking for in the first place?**
 - ☐ High Quality
 - ☐ Best Price
 - ☐ Standardized Product
- 4. Have you seen recent Tele2 commercials involving black sheep Frank?**
 - ☐ Yes
 - ☐ No
- 5. What do you think of the Tele2 commercials?**
 - ☐ I like them
 - ☐ I don't like them
 - ☐ They left me indifferent
- 6. Did Tele2 commercials arouse interest towards the company and its products/services?**
 - ☐ Yes, they did
 - ☐ No, they did not
- 7. After seeing the recent Tele2 commercials, I... (you could choose several answers)**
 - ☐ Checked more information on the web page of Tele2 offerings
 - ☐ Went to talk to the Tele2 representative to get more information about products/services

- ☐ Switched telecommunication provider-from my current one to Tele2
- ☐ Recommended Tele2 products/services to a friend, relative, colleague, etc.
- ☐ Stayed indifferent

8. How would you describe the emotion that aroused after watching the Tele2 commercials with the black sheep Frank as the main character? (you could choose several answers)

- ☐ Laughter
- ☐ Curiosity
- ☐ Confusion
- ☐ Other (please specify)

9. How would you measure the relevance of the commercial symbol- black sheep Frank?

- ☐ It fits Tele2's identity
- ☐ I don't understand why did Tele2 choose the black sheep as the symbol
- ☐ I don't care
- ☐ Other (please specify)

10. Did you associated the symbol "Black sheep" as Tele2 being different from other telecommunication operators-Telia, Tre (3), etc.? (English idiom "Black sheep" means an odd member of a group, different from others)

- ☐ Yes
- ☐ No

11. How do you find unrealistic creature-talking sheep, not a real person-being the main character of the overall advertising campaign?

- ☐ I find it original
- ☐ I think it's inappropriate
- ☐ I don't care

12. What did you remember from the Tele2 recent commercials, involving Black Sheep Frank? (Please rank the following. Place a "1" next to the answer that you remember first, a "2" next to the answer that you remember next, and so on)

- ☐ Black sheep Frank only
- ☐ Slogan "Born to be cheap"
- ☐ Entire set of different life episodes of Frank
- ☐ Other characters besides Frank
- ☐ The overall working atmosphere where the action takes place

13. I see the Tele2 commercials with black sheep Frank more as an entertainment than as a source of information. (Please indicate answer that most reflects your opinion)

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

14. "Born to be cheap" is an attractive slogan. (Please indicate answer that most reflects your opinion)

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

15. I like that the commercials are in English language. (Please indicate answer that most reflects your opinion)

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

16. Did you understand that Tele2 was playing with the words "cheap" and "sheep" in the commercials? (referring to the fact that a lot of Swedish people pronounce "cheap" the same way as "sheep")

- ☐ Yes, I did, and I find it funny
- ☐ No, I didn't, but I think it is funny
- ☐ Yes, and in my opinion it's not funny
- ☐ No, I didn't, and I don't think it's funny
- ☐ I had no idea and I don't care

17. Would you say that Tele2 Frank commercials convinced you that Tele2 offers high-quality products/services with low/affordable prices? (Please indicate answer that most reflects your opinion)

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

18. Your age group is

- ☐ Younger than 19 years old
- ☐ From 19 to 50 years old
- ☐ Older than 50 years old

19. Your gender is

- ☐ Male
- ☐ Female

20. Do you speak Swedish?

- ☐ Yes
- ☐ No

THANK YOU FOR YOUR HELP

APPENDIX F – SURVEY DATA

Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Respondents																				
1	B,D,A,C,E	A	Yes	B	B	No	E	C, D	B	No	A	C,D,E,B,A	A	SD	SD	C	SD	B	M	Yes
2	A,B,D,C,E	B	Yes	B	A	No	D	A	A	Yes	A	B,A,C,E,D	A	A	U	A	U	B	F	Yes
3	A,B,C,D,E	A	Yes	B	C	No	E	A	A	Yes	C	A,B,C,E,D	A	U	U	C	A	B	F	Yes
4	A,B,D,C,E	B	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	No
5	A,C,B,D,E	B	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	No
6	B,A,D,C,E	A	Yes	B	A	Yes	E	A	A	Yes	A	B,D,A,E,C	A	A	A	A	D	B	M	No
7	A,B,D,C,E	A	Yes	C	C	No	A	A	B	Yes	B	A,B,E,D,C	U	SA	A	B	U	B	M	Yes
8	B,A,C,D,E	B	Yes	C	B	No	B	C	C	No	B	A,C,B,E,D	D	SA	SA	C	U	B	M	Yes
9	B,D,A,C,E	A	Yes	B	A	No	E	A	A	Yes	A	C,D,E,B,A	A	SD	SD	A	SD	B	M	Yes
10	B,A,D,C,E	A	Yes	A	C	Yes	A	C	C	Yes	A	B,A,D,E,C	A	A	A	A	D	B	M	Yes
11	A,B,D,C,E	B	Yes	C	B	Yes	E	A	A	No	B	B,A,D,C,E	D	SA	A	C	D	B	F	Yes
12	B,A,D,C,E	A	Yes	B	A	Yes	A	A,B	B	Yes	C	A,B,E,C,D	SA	SD	SA	D	SD	B	F	No
13	A,B,C,D,E	A	Yes	A	C	No	E	A	B	Yes	C	A,B,D,E,C	A	A	U	C	D	B	M	Yes
14	A,B,D,C,E	A	Yes	A	C	No	E	C	C	Yes	C	A,B,D,E,C	D	U	A	C	A	B	M	Yes
15	A,B,C,D,E	A	Yes	A	A	Yes	A,D	A,	C	No	C	D,A,C,B,E	U	U	U	E	U	B	M	Yes
16	A,B,C,D,E	B	Yes	C	A	No	E	A,C	A	Yes	A	B,C,A,D,E	A	SD	SA	B	D	B	F	No
17	B,A,D,C,E	A	Yes	C	A	Yes	A,D	A,B	D	Yes	A	B,A,D,C,E	D	SA	D	B	SD	B	F	No
18	B,A,C,D,E	A	Yes	C	A	Yes	A,D	A,B,C	A	Yes	A	A,B,C,D,E	A	SD	SA	B	SD	B	F	No
19	A,B,C,D,E	A	Yes	A	A	No	E	A,C	B	Yes	A	B,C,D,A,E	A	U	U	B	SD	B	M	No
20	A,B,C,D,E	A	Yes	A	A	No	E	A	A	Yes	A	C,A,B,E,D	SA	SD	A	C	D	B	M	Yes
21	A,B,D,C,E	A	Yes	B	A	No	E	A	A	No	A	A,B,D,E,C	SA	A	SA	A	U	B	M	Yes
22	A,B,C,D,E	A	Yes	A	A	Yes	A,D	A,B	A	Yes	A	A,C,B,E,D	U	A	A	E	D	B	M	No
23	B,A,D,C,E	B	No	B	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	No
24	A,D,C,B,E	A	Yes	B	A	Yes	A	A	A	Yes	B	B,C,A,D,E	A	U	SA	A	U	B	M	No
25	A,B,C,D,E	A	Yes	A	A	Yes	A	B	A	No	A	A,B,D,E,C	D	SA	U	B	D	B	M	No
26	B,A,C,D,E	B	Yes	B	C	Yes	A	A	A	Yes	A	B,A,D,E,C	U	SD	SD	B	A	B	M	No
27	A,B,D,C,E	B	Yes	B	C	No	E	A	C	Yes	C	A,C,B,E,D	SA	SA	D	A	A	B	F	Yes
28	B,A,D,C,E	A	Yes	B	B	No	E	A	C	Yes	C	C,A,B,E,D	SA	SA	U	B	D	B	F	No
29	A,B,C,D,E	A	Yes	B	B	No	E	A	C	Yes	A	A,C,B,E,D	A	A	SA	B	D	B	F	No
30	A,B,C,D,E	A	Yes	A	C	No	E	A	B	Yes	A	B,D,A,C,E	A	A	SA	D	D	B	M	No
31	A,B,C,D,E	A	Yes	A	A	Yes	A,D	A,B	B	Yes	A	B,A,C,E,D	A	D	SA	C	D	B	F	Yes
32	A,B,C,D,E	A	Yes	A	A	Yes	D	A	A	Yes	B	B,C,A,D,E	U	U	SA	C	SD	B	M	Yes
33	B,A,D,C,E	A	Yes	C	A	No	A	A	A	Yes	C	B,D,A,E,C	D	D	A	A	U	B	F	Yes
34	B,A,D,C,E	B	Yes	B	C	No	E	C	A	Yes	A	A,C,D,B,E	SA	A	A	D	U	B	M	No
35	B,A,D,C,E	A	No	B	-	-	-	-	-	-	-	-	-	-	-	-	-	B	F	No
36	A,B,C,D,E	A	Yes	C	B	No	E	C	B	Yes	B	B,A,C,D,E	SA	D	A	C	SD	B	M	Yes
37	A,C,B,D,E	A	Yes	B	C	No	A	A	A	Yes	A	C,A,B,E,D	SA	A	A	B	SD	B	F	No
38	A,B,C,D,E	A	Yes	B	A	No	A	A,C	A	Yes	B	B,C,A,D,E	SA	D	A	C	SD	B	M	Yes
39	B,A,D,C,E	B	Yes	B	A	No	E	A	B	Yes	B	B,A,D,E,C	D	SD	U	E	U	B	F	No
40	B,D,A,C,E	A	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	No
41	A,C,B,D,E	A	Yes	A	C	Yes	A	A,B	D	No	A	A,C,B,E,D	U	SA	A	A	D	B	F	Yes
42	A,B,D,C,E	A	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	Yes
43	B,D,A,C,E	B	Yes	A	A	Yes	D	A,B,C	B	No	A	C,A,D,B,E	U	SD	U	A	A	B	M	Yes
44	A,B,D,C,E	B	Yes	A	B	No	A	A, D	A	Yes	B	B,A,D,E,C	A	SA	U	B	A	B	M	Yes
45	A,B,D,C,E	B	Yes	B	A	No	D	A	A	Yes	B	A,C,B,E,D	SA	U	A	C	SD	B	F	No
46	A,B,C,D,E	A	Yes	B	C	Yes	E	A	A	No	C	A,B,C,E,D	A	A	A	E	A	B	M	No
47	A,D,B,C,E	A	No	C	-	-	-	-	-	-	-	-	-	-	-	-	-	B	F	Yes
48	A,B,C,D,E	A	Yes	A	B	Yes	A	A	B	Yes	C	A,B,E,C,D	D	D	A	C	D	B	F	No

49	B,A,D,C,E	A	Yes	B	A	Yes	A	A,B	A	Yes	A	B,A,C,E,D	U	D	A	D	D	B	F	No
50	B,A,C,D,E	B	Yes	A	C	No	E	A	C	Yes	A	B,A,C,E,D	A	U	A	E	D	B	M	No
52	A,B,D,C,E	A	Yes	B	C	No	E	A	C	Yes	A	A,C,B,E,D	SA	A	SA	A	D	B	F	No
52	A,B,D,C,E	A	Yes	B	A	No	E	A	C	Yes	A	B,D,A,E,C	SA	A	U	A	SD	B	F	Yes
53	A,C,B,D,E	A	Yes	B	A	No	D	A,B	A	Yes	A	A,B,C,D,E	A	A	D	C	U	B	F	Yes
54	A,D,B,C,E	B	Yes	C	C	No	E	A	B	Yes	B	A,B,E,C,D	D	U	A	C	SD	B	F	Yes
55	B,A,C,D,E	A	Yes	A	A	No	A	B	C	Yes	B	A,B,C,D,E	A	A	SA	B	D	B	F	Yes
56	B,A,C,D,E	A	Yes	B	B	No	E	A	C	Yes	C	A,D,B,E,C	SA	D	SA	C	A	B	M	Yes
57	A,B,D,C,E	A	Yes	B	B	No	E	A	B	No	A	A,B,E,C,D	U	SA	A	A	SD	B	M	Yes
58	A,B,D,C,E	A	Yes	A	A	Yes	A,D	A,B	A	No	C	C,D,A,B,E	SD	SD	A	A	D	B	F	Yes
59	B,A,C,D,E	A	Yes	A	A	Yes	A,D	A,B	D	No	A	A,B,E,C,D	A	SA	A	D	U	B	F	No
60	A,B,C,D,E	A	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	F	No
61	A,B,C,D,E	A	Yes	C	C	No	E	C, D	C	Yes	A	B,A,C,E,D	SA	A	U	A	D	B	F	Yes
62	A,B,D,C,E	B	Yes	A	C	No	E	C	C	Yes	A	B,D,A,E,C	D	A	U	B	D	B	F	No
63	A,B,D,C,E	B	No	B	-	-	-	-	-	-	-	-	-	-	-	-	-	B	F	No
64	B,A,D,C,E	B	Yes	B	C	Yes	A	A	A	Yes	B	C,B,D,A,E	SD	SA	D	A	A	B	M	Yes
65	A,C,B,D,E	A	Yes	B	A	No	A	A,C	A	Yes	B	A,B,D,C,E	U	A	A	E	U	B	M	No
66	B,A,D,C,E	A	Yes	B	A	No	A	A	A	Yes	C	B,A,C,E,D	SA	SD	SA	E	U	B	F	No
67	A,D,B,C,E	A	Yes	A	B	No	E	A	A	Yes	A	D,B,C,A,E	U	A	SA	A	A	B	M	Yes
68	A,B,D,C,E	A	Yes	A	A	Yes	D	A,B,C	A	Yes	A	A,C,B,E,D	A	U	A	C	SD	B	F	Yes
69	A,B,C,D,E	B	Yes	B	B	No	E	A	A	Yes	A	A,B,E,C,D	A	U	U	A	D	B	F	Yes
70	A,B,D,C,E	A	Yes	A	B	No	A	A	B	Yes	B	A,B,C,E,D	A	U	U	A	D	B	F	No
71	A,B,C,D,E	B	No	B	-	-	-	-	-	-	-	-	-	-	-	-	-	B	F	No
72	A,C,B,D,E	A	No	A	-	-	-	-	-	-	-	-	-	-	-	-	-	B	M	No
73	B,A,C,D,E	A	Yes	A	B	No	E	A	B	Yes	A	B,A,D,E,C	SD	SA	U	C	U	B	F	No
74	A,C,B,D,E	A	Yes	C	A	No	E	A	A	No	A	B,A,C,E,D	D	SA	U	D	SD	B	F	No
75	B,A,C,D,E	A	Yes	C	A	No	E	A	A	No	A	A,B,E,C,D	A	SD	A	A	D	B	F	Yes
76	A,C,D,B,E	A	Yes	B	A	No	A	A,B	C	Yes	A	B,A,E,D,C	A	D	A	C	D	B	F	Yes
77	A,B,C,D,E	A	Yes	C	A	No	A	A,B	C	Yes	B	C,E,A,B,D	SA	A	A	E	U	B	M	Yes
78	A,B,C,D,E	A	Yes	B	A	Yes	A	A	B	Yes	A	B,C,A,D,E	U	U	SD	B	D	B	F	No
79	B,A,D,C,E	A	Yes	B	C	No	E	A	A	Yes	A	A,B,E,C,D	U	A	SA	E	SD	B	F	Yes
80	A,D,B,C,E	A	Yes	A	A	No	D	A,C	A	Yes	C	A,C,D,B,E	U	A	SA	A	D	B	F	No
81	B,C,A,D,E	B	Yes	A	C	No	E	A	A	Yes	A	A,B,C,E,D	A	SA	A	D	D	B	F	No
82	B,A,D,C,E	A	Yes	A	B	No	E	A	B	Yes	A	C,A,B,E,D	A	U	A	A	D	B	F	Yes
83	A,B,C,D,E	A	Yes	B	A	No	E	A	C	Yes	B	A,B,C,D,E	SA	SD	A	C	U	B	M	Yes
84	A,B,D,C,E	A	Yes	B	A	Yes	A,D	A,B,C	A	Yes	A	A,B,E,C,D	SD	D	U	C	U	B	M	Yes
85	B,A,C,D,E	A	Yes	B	A	Yes	A	A	A	Yes	A	A,B,C,D,E	A	SA	U	D	U	B	F	No
86	B,A,D,C,E	B	Yes	B	A	Yes	A	A	D	Yes	A	A,B,C,E,D	A	SA	U	B	A	B	M	No
87	A,B,C,D,E	B	Yes	C	B	No	A	A,C	A	Yes	A	A,C,B,E,D	A	SA	D	B	SD	B	F	No
88	B,A,D,C,E	A	Yes	B	A	Yes	A,D	A,B	A	Yes	A	A,B,C,E,D	SA	U	U	D	U	B	M	No
89	A,B,D,C,E	A	Yes	B	A	No	A	A	C	Yes	C	A,C,B,E,D	SA	U	A	E	U	B	M	No
90	B,A,D,C,E	A	Yes	A	A	No	E	A	A	Yes	A	A,B,D,C,E	A	U	SA	E	U	B	F	No
91	A,B,C,D,E	A	Yes	A	C	Yes	B	A,B,C	A	Yes	A	B,C,A,E,D	U	U	SD	B	D	B	M	No
92	B,A,C,D,E	B	Yes	A	C	No	E	A	A	Yes	A	B,A,C,D,E	SA	D	SA	A	D	B	F	Yes
93	A,B,C,D,E	A	Yes	B	C	Yes	E	A	C	Yes	B	A,B,C,D,E	A	U	SA	C	U	B	M	No
94	A,B,D,C,E	A	Yes	B	A	No	A	A,B	A	Yes	B	A,C,B,E,D	U	SA	U	E	U	B	M	Yes
95	A,B,D,C,E	A	Yes	B	B	No	A	A	B	Yes	A	E,A,C,B,D	D	D	A	A	D	B	F	Yes
96	B,D,C,A,E	A	Yes	B	B	No	E	A	B	Yes	A	B,A,D,E,C	SD	U	A	A	U	B	M	Yes
97	A,B,D,C,E	A	Yes	B	A	No	E	A	A	Yes	C	B,A,E,C,D	SA	SD	A	A	U	B	M	Yes
98	A,B,C,D,E	A	Yes	B	A	Yes	E	A,C	A	Yes	A	A,B,E,C,D	U	A	U	C	D	B	M	No
99	B,D,A,C,E	A	Yes	B	B	No	E	A,C,D	A	Yes	A	C,A,D,B,E	A	A	A	D	A	B	M	No
100	A,B,D,C,E	A	Yes	B	A	Yes	E	A,B,C	A	Yes	A	B,C,A,D,E	SA	SA	SD	B	SD	B	M	Yes

APPENDIX G – DECODE AND MEASUREMENT FOR EACH SURVEY QUESTION

	Decode	Aim to Measure
Question 1	A - Internet B – TV C - Billboards D - Printed media (newspapers, magazines, brochures, etc.) E - Other	Popularity of Communication Channels; Exposure (Awareness): Internet/TV/Billboards/Printed Media/Other
Question 2	A - I first collect all the possible information about product/service and only then make a purchasing decision B - I don't usually collect the information in advance. I would rather make the purchase and make my own evaluations	Involvement: A – High Involvement B – Low Involvement
Question 3	YES NO	Awareness(Exposure): High/Low
Question 4	A – High Quality B - Best Price C - Standardized Product	Motivation: Negative – Standardized Product Positive – Best Price, High Quality
Question 5	A – I like them B – I don't like them C- They left me indifferent	Liking: A – Like B – Dislike C - Indifferent
Question 6	YES NO	Interest/Conviction: Presence/Absence
Question 7	A - Checked more information on the web page of Tele2 offerings B - Went to talk to the Tele2 representative to get more information about products/services C - Switched telecommunication provider- from my current one to Tele2 D - Recommended Tele2 products/services to a friend, relative, colleague, etc. E - Stayed indifferent	Actions, Conviction: A - Checked more information on the web page of Tele2 offerings B - Went to talk to the Tele2 representative to get more information about products/services C - Switched telecommunication provider- from my current one to Tele2 D - Recommended Tele2 products/services to a friend, relative, colleague, etc. E - Stayed indifferent
Question 8	A - Laughter B- Curiosity C- Confusion D – Indifference- 2 D – Boredom - 1 D – Perplexity - 1 D – Misunderstanding - 1	Motivation – Emotions: A - Laughter B- Curiosity C- Confusion D – Indifference D – Boredom D – Perplexity D – Misunderstanding
Question 9	A - It fits Tele2's identity B - I don't understand why did Tele2 choose the black sheep as the symbol C - I don't care D - IT'S JUST VERY CATCHABLE FOR EYE...IT'S GOOD! - 1 D - NOT SMART DECISION - 1 D - ORIGINAL - 1 D - QUIET FUNNY - 1	Liking – Perception of Visual Components: A – Fits Tele2's Identity B – Misunderstanding C – Indifference D – Catchable for the eye D – Not a smart Decision D – Original D – Quiet Funny
Question 10	YES NO	Association/Involvement: Presence/Absence

Question 11	A - I find it original B - I think it's inappropriate C - I don't care	Liking –Visual Appeal A – Original B- Inappropriate C - Indifference
Question 12	A - Black sheep Frank only B - Slogan “Born to be cheap” C - Entire set of different life episodes of Frank D - Other characters besides Frank E - The overall working atmosphere where the action takes place	Learning/Exposure/Visual Appeal: A – Frank alone B - Slogan C – Life Episodes D - Other Characters E - Working Atmosphere
Question 13	SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree	Learning/Motivation SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree
Question 14	SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree	Liking – Sound Appeal: SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree
Question 15	SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree	Liking – Sound Appeal- Language: SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree
Question 16	A - Yes, I did, and I find it funny B - No, I didn't, but I think it is funny C - Yes, and in my opinion it's not funny D - No, I didn't, and I don't think it's funny E - I had no idea and I don't care	Cognition/Liking: Yes/No Like/Don't' Like Indifferent
Question 17	SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree	Conviction/Learning (Awareness) SD – Strongly Disagree D - Disagree U – Uncertain A - Agree SA – Strongly Agree
Question 18	A - Younger than 19 years old B - From 19 to 50 years old C - Older than 50 years old	Age of Respondents: From 19 to 50 years old
Question 19	M - Male F - Female	Gender of Respondents
Question 20	YES NO	Ability to Speak Swedish

APPENDIX H – SURVEY EMPIRICAL DATA GRAPHS FROM MINITAB

Question 1 - Popularity of Communication Channels /Exposure (Awareness)

Tally for Discrete Variables: Ranking Scales

Rank 1	Count	Percent
Internet	64	64.00
TV	36	36.00
N=	100	

Rank 2	Count	Percent
Billboards	9	9.00
Internet	29	29.00
Printed Media	11	11.00
TV	51	51.00
N=	100	

Rank 3	Count	Percent
Billboards	41	41.00
Internet	6	6.00
Printed Media	42	42.00
TV	11	11.00
N=	100	

Rank 4	Count	Percent
Billboards	51	51.00
Internet	1	1.00
Printed Media	46	46.00
TV	2	2.00
N=	100	

Rank 5	Count	Percent
Other	100	100.00
N=	100	

Question 2 - Cross-tabulated Statistics: Gender and level of Involvement

Tabulated statistics: Gender, Involvement

Rows: Gender Columns: Involvement

	High Involvement	Low Involvement	All
Female	36	14	50
% of Row	72	28	100
Expected count	37.50	12.50	50.00
Contr. to Chi-S	0.06000	0.18000	*
Male	39	11	50
% of Row	78	22	100
Expected count	37.50	12.50	50.00
Contr. to Chi-S	0.06000	0.18000	*
All	75	25	100
% of Row	75	25	100
Expected count	75.00	25.00	100.00
Contr. to Chi-S	*	*	*

Pearson Chi-Square = 0.480, DF = 1, P-Value = 0.488

Question 3 - Cross-tabulated Statistics: Gender and Motivation

Tabulated statistics: Gender, Motivation

Rows: Gender Columns: Motivation

	Standardized Product	Best Price	High Quality	All
Female	11	23	16	50
% of Row	22	46	32	100
Expected count	7.50	24.50	18.00	50.00
Contr. to Chi-S	1.6333	0.0918	0.2222	*
Male	4	26	20	50
% of Row	8	52	40	100
Expected count	7.50	24.50	18.00	50.00
Contr. to Chi-S	1.6333	0.0918	0.2222	*
All	15	49	36	100
% of Row	15	49	36	100
Expected count	15.00	49.00	36.00	100.00
Contr. to Chi-S	*	*	*	*

Pearson Chi-Square = 3.895, DF = 2, P-Value = 0.143

Question 4 - Cross-tabulated Statistics: Gender and Awareness

Tabulated statistics: Gender, Awareness (Exposure)

Rows: Gender Columns: Awareness (Exposure)

	High	Low	All
Female Count	45	5	50
% of Row	90	10	100
Expected count	44.50	5.50	50.00
Contr. to Chi-square	0.005618	0.045455	*
Male Count	44	6	50
% of Row	88	12	100
Expected count	44.50	5.50	50.00
Contr. to Chi-square	0.005618	0.045455	*
All Count	89	11	100
% of Row	89	11	100
Expected count	89.00	11.00	100.00
Contr. to Chi-square	*	*	*

Pearson Chi-Square = 0.102, DF = 1, P-Value = 0.749

Question 5- Cross-tabulated Statistics: Gender and Liking

Tabulated statistics: Gender, Liking

Rows: Gender Columns: Liking

	Dislike	Not Seen	Indifferent	Like	All
Female	10	5	11	24	50
% of Row	20	10	22	48	100
Expected count	9.50	5.50	11.50	23.50	50.00
Contr.to Chi-square	0.02632	0.04545	0.02174	0.01064	*
Male	9	6	12	23	50
% of Row	18	12	24	46	100
Expected count	9.50	5.50	11.50	23.50	50.00
Contr.to Chi-square	0.02632	0.04545	0.02174	0.01064	*
All	19	11	23	47	100
% of Row	19	11	23	47	100
Expected count	19.00	11.00	23.00	47.00	100.00
Contr.to Chi-square	*	*	*	*	*

Pearson Chi-Square = 0.208, DF = 3, P-Value = 0.976

Question 6- Cross-tabulated Statistics: Gender and Interest

Tabulated statistics: Gender, Interest/Conviction

Rows: Gender Columns: Interest/Conviction

	Absence	Not Seen	Presence	All
Female	32	5	13	50
% of Row	64	10	26	100
Expected count	29.00	5.50	15.50	50.00
Contr.to Chi-S	0.3103	0.0455	0.4032	*
Male	26	6	18	50
% of Row	52	12	36	100
Expected Count	29.00	5.50	15.50	50.00
Contr.to Chi-S	0.3103	0.0455	0.4032	*
All	58	11	31	100
% of Row	58	11	31	100
Expected count	58.00	11.00	31.00	100.00
Contr.to Chi-S	*	*	*	*

Pearson Chi-Square = 1.518, DF = 2, P-Value = 0.468

Question 8

Tally for Discrete Variables: Emotions, Emotions, Emotions

Emotions	Count	Emotions	Count	Emotion	Count
Confusion	8	Confusion	10	Confusion	4
Curiosity	2	Curiosity	16	Curiosity	3
Not Seen	11	Indifference	2	Boredom	1
Laughter	79	Misunderstanding	1	N=	8
N=	100	Perplexity	1		
		N=	30		

Question 9- Cross-tabulated Statistics: Gender and Visual Component Perception

Tabulated statistics: Gender, Visual Components Relevance

Rows: Gender Columns: Visual Components Relevance

Fits Tele2's						
	Identity	Not Seen	Indifference	Misunderstanding	Other	All
Female	23	5	9	10	3	50
% of Row	46	10	18	20	6	100
Expected count	23.50	5.50	9.50	9.50	2.00	50.00
Contr. to Chi-S	0.01064	0.04545	0.02632	0.02632	0.50000	*
Male	24	6	10	9	1	50
% of Row	48	12	20	18	2	100
Expected count	23.50	5.50	9.50	9.50	2.00	50.00
Contr. to Chi-S	0.01064	0.04545	0.02632	0.02632	0.50000	*
All	47	11	19	19	4	100
% of Row	47	11	19	19	4	100
Expected count	47.00	11.00	19.00	19.00	4.00	100.00
Contr. to Chi-S	*	*	*	*	*	*

Pearson Chi-Square = 1.217, DF = 4, P-Value = 0.875

Question 10- Cross-tabulated Statistics: Gender and Association

Tabulated statistics: Gender, Association/Involvement

Rows: Gender Columns: Association/Involvement

	Absence	Not Seen	Presence	All
Female	6	5	39	50
% of Row	12	10	78	100
Expected C	7.00	5.50	37.50	50.00
Cont.to Chi-S	0.14286	0.045	0.060	*
Male	8	6	36	50
% of Row	16	12	72	100
Expected C	7.00	5.50	37.50	50.00
Cont.to Chi-S	0.14286	0.045	0.060	*
All	14	11	75	100
% of Row	14	11	75	100
Expected C	4.00	11.00	75.00	100.00
Cont.to Chi-	*	*	*	*

Pearson Chi-Square = 0.497, DF = 2, P-Value = 0.780

Question 11 - Cross-tabulated Statistics: Gender and Visual Appeal

Tabulated statistics: Gender, Visual Appeal

Rows: Gender Columns: Visual Appeal

	Not Seen	Inappropriate	Indifference	Original	All
Female	5	6	9	30	50
% of Row	10	12	18	60	100
Expected count	5.50	9.50	8.00	27.00	50.00
Contr. to Chi-S	0.0455	1.2895	0.1250	0.3333	*
Male	6	13	7	24	50
% of Row	12	26	14	48	100
Expected count	5.50	9.50	8.00	27.00	50.00
Contr. to Chi-S	0.0455	1.2895	0.1250	0.3333	*
All	11	19	16	54	100
% of Row	11	19	16	54	100
Expected count	11.00	19.00	16.00	54.00	100.00
Contr. to Chi-S	*	*	*	*	*

Pearson Chi-Square = 3.587, DF = 3, P-Value = 0.310

Question 12- Learning/Exposure/Visual Appeal

Tally for Discrete Variables: Ranking Scale

Rank 1	Count	Percent	Rank 2	Count	Percent
Frank Only	43	43.00	Frank Only	27	27.00
Life Episodes	11	11.00	Life Episodes	21	21.00
Not Seen	11	11.00	Not Seen	11	11.00
Other Characters	2	2.00	Other Characters	9	9.00
Slogan	32	32.00	Slogan	31	31.00
Working Atmosphere	1	1.00	Working Atmosphere	1	1.00
N=	100		N=	100	
Rank 3	Count	Percent	Rank 4	Count	Percent
Frank Only	14	14.00	Frank Only	3	3.00
Life Episodes	24	24.00	Life Episodes	16	16.00
Not Seen	11	11.00	Not Seen	11	11.00
Other Characters	20	20.00	Other Characters	16	16.00
Slogan	16	16.00	Slogan	10	10.00
Working Atmosphere	15	15.00	Working Atmosphere	44	44.00
N=	100		N=	100	
Rank 5	Count	Percent			
Frank Only	2	2.00			
Life Episodes	17	17.00			
Not Seen	11	11.00			
Other Characters	42	42.00			
Working Atmosphere	28	28.00			
N=	100				

Question 13 - Cross-tabulated Statistics: Gender and Learning/Motivation

Tabulated statistics: Gender, Learning/Motivation

	Rows: Gender			Columns: Learning/Motivation			
	Agree	Disagree	Not Seen	Strongly Agree	Strongly Disagree	Uncertain	All
Female	19	9	5	10	2	5	50
% of Row	38	18	10	20	4	10	100
Expected count	16.50	6.00	5.50	11.00	2.50	8.50	50.00
Contr. to Chi-S.	0.3788	1.5000	0.0455	0.0909	0.1000	1.4412	*
Male	14	3	6	12	3	12	50
% of Row	28	6	12	24	6	24	100
Expected count	16.50	6.00	5.50	11.00	2.50	8.50	50.00
Contr. to Chi-S.	0.3788	1.5000	0.0455	0.0909	0.1000	1.4412	*
All	33	12	11	22	5	17	100
% of Row	33	12	11	22	5	17	100
Expected count	33.00	12.00	11.00	22.00	5.00	17.00	100.00
Contr. to Chi-S.	*	*	*	*	*	*	*

Pearson Chi-Square = 7.113, DF = 5, P-Value = 0.212

Question 14 - Cross-tabulated Statistics: Gender and Liking: Sound Appeal

Tabulated statistics: Gender, Liking: Sound Appeal

	Rows: Gender			Columns: Liking: Sound Appeal			
	Agree	Disagree	Not Seen	Strongly Agree	Strongly Disagree	Uncertain	All
Female	11	7	5	11	7	9	50
Count	22	14	10	22	14	18	100
Expected count	12.00	5.50	5.50	10.00	7.00	10.00	50.00
Contr.to Chi-S	0.08333	0.40909	0.04545	0.100	0.00	0.10000	*
Male	13	4	6	9	7	11	50
Count	26	8	12	18	14	22	100
Expected count	12.00	5.50	5.50	10.00	7.00	10.00	50.00
Contr.to Chi-S	0.083333	0.40909	0.04545	0.100	0.00	0.10000	*
All	24	11	11	20	14	20	100
Count	24	11	11	20	14	20	100
Expected count	24.00	11.00	11.00	20.00	14.00	20.00	100.00
Contr.to Chi-S	*	*	*	*	*	*	*

Pearson Chi-Square = 1.476, DF = 5, P-Value = 0.916

Question 15 - Cross-tabulated Statistics: Gender and Liking: Sound Appeal – language

Tabulated statistics: Gender, Liking: Sound Appeal-language

Rows: Gender Columns: Liking: Sound Appeal-language

	Agree	Disagree	Not Seen	Strongly Agree	Strongly Disagree	Uncertain	All
Female	16	4	5	12	1	12	50
% of Row	32	8	10	24	2	24	100
Expected count	17.50	2.50	5.50	10.00	3.00	11.50	50.00
Contr. to Chi-S	0.1286	0.9000	0.0455	0.4000	1.3333	0.0217	*
Male	19	1	6	8	5	11	50
% of Row	38	2	12	16	10	22	100
Expected count	17.50	2.50	5.50	10.00	3.00	11.50	50.00
Contr. to Chi-S	0.1286	0.9000	0.0455	0.4000	1.3333	0.0217	*
All	35	5	11	20	6	23	100
% of Row	35	5	11	20	6	23	100
Expected count	35.00	5.00	11.00	20.00	6.00	23.00	100.00
Contr. to Chi-S	*	*	*	*	*	*	*

Pearson Chi-Square = 5.658, DF = 5, P-Value = 0.341

Question 16 - Cross-tabulated statistics: Cognition/Liking and Gender: Cross-tabulated statistics: Cognition/Liking and Ability to speak Swedish

Tabulated statistics: Gender, Liking

Rows: Gender Columns: Liking

	Don't Like	Have not Seen the Commercials	Indifferent	Like	All
Female	16	5	4	25	50
% of Row	32	10	8	50	100
Expected count	16.50	5.50	6.00	22.00	50.00
Contr. to Chi-S	0.01515	0.04545	0.66667	0.40909	*
Male	17	6	8	19	50
% of Row	34	12	16	38	100
Expected count	16.50	5.50	6.00	22.00	50.00
Contr. to Chi-S	0.01515	0.04545	0.66667	0.40909	*
All	33	11	12	44	100
% of Row	33	11	12	44	100
Expected count	33.00	11.00	12.00	44.00	100.00
Contr. to Chi-S	*	*	*	*	*

Pearson Chi-Square = 2.273, DF = 3, P-Value = 0.518

Tabulated statistics: Gender, Cognition

Rows: Gender Columns: Cognition

	Have not Seen the Commercials	Indifferent	No	Yes	All
Female	5	4	16	25	50
% of Row	10	8	32	50	100
Expected Count	5.50	6.00	14.00	24.50	50.00
Contr. to Chi-S	0.04545	0.66667	0.28571	0.01020	*
Male	6	8	12	24	50
% of Row	12	16	24	48	100
Expected Count	5.50	6.00	14.00	24.50	50.00
Contr. to Chi-S	0.04545	0.66667	0.28571	0.01020	*
All	11	12	28	49	100
% of Row	11	12	28	49	100
Expected Count	11.00	12.00	28.00	49.00	100.00
Contr. to Chi-S	*	*	*	*	*

Pearson Chi-Square = 2.016, DF = 3, P-Value = 0.569

Cross-tabulated statistics: Cognition/Liking and Gender

Tabulated statistics: Cognition/Liking, Ability to Speak Swedish

Rows: Cognition/Liking Columns: Ability to Speak Swedish

	No	Yes	All
Not Seen	8	3	11
% of Row	72.73	27.27	100.00
Expected count	5.61	5.39	11.00
Contr.to Chi-S	1.018	1.060	*
Indifferent	8	4	12
% of Row	66.67	33.33	100.00
Expected count	6.12	5.88	12.00
Contr.to Chi-S	0.578	0.601	*
No/Don't Like	10	0	10
% of Row	100.00	0.00	100.00
Expected count	5.10	4.90	10.00
Contr.to Chi-S	4.708	4.900	*
No/Like	14	4	18
% of Row	77.78	22.22	100.00
Expected count	9.18	8.82	18.00
Contr.to Chi-S	2.531	2.634	*
Yes/Don't Like	6	17	23
% of Row	26.09	73.91	100.00
Expected count	11.73	11.27	23.00
Contr.to Chi-S	2.799	2.913	*
Yes/Like	5	21	26
% of Row	19.23	80.77	100.00
Expected count	13.26	12.74	26.00
Contr.to Chi-S	5.145	5.355	*
All	51	49	100
% of Row	51.00	49.00	100.00
Expected count	51.00	49.00	100.00
Contr.to Chi-S	*	*	*

Pearson Chi-Square = 34.242, DF = 5, P-Value = 0.000

Cross-tabulated statistics: Cognition/Liking and Ability to speak Swedish

Question 17 - Cross-Tabulated statistics: Conviction/Learning (Awareness) and Gender

Tabulated statistics: Gender, Conviction/Learning (Awareness)

Rows: Gender Columns: Conviction/Learning (Awareness)

	Agree	Disagree	Not Seen	Strongly Disagree	Uncertain	All
Female	2	23	5	11	9	50
% of Row	4	46	10	22	18	100
Expected count	6.00	16.50	5.50	9.50	12.50	50.00
Contr. to Chi-S	2.6667	2.5606	0.0455	0.2368	0.9800	*
Male	10	10	6	8	16	50
% of Row	20	20	12	16	32	100
Expected count	6.00	16.50	5.50	9.50	12.50	50.00
Contr. to Chi-S	2.6667	2.5606	0.0455	0.2368	0.9800	*
All	12	33	11	19	25	100
% of Row	12	33	11	19	25	100
Expected count	12.00	33.00	11.00	19.00	25.00	100.00
Contr. to Chi-S	*	*	*	*	*	*

Pearson Chi-Square = 12.979, DF = 4, P-Value = 0.011