

Mass media  
advertisement  
comparison  
marketing essay



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## **Introduction**

In the marketing field, advertisement is a form of communication which developed by marketers to persuade a target market to purchase their products or services. Normally, an advertisement used the brand and the benefits of the product or service to persuade target customers to purchase and use the particular brand. Advertisement can also use to convince public to take a certain action, such as encouraging “ 1 Malaysia Environment” behaviours as well as take action to prevent unhealthy behaviours like “ Anti Drug Campaign”.

Nowadays, modern advertisements have been developed with the used of mass-media such as television, radio, internet and website to disseminate information to the targeted market. Marketers often make the repetition of an image or product name to associate qualities with the brand in the mind of target customers in order to generate increased consumption of their products or services through branding. There are several types of media can be used to deliver these message such as newspapers, magazine, television, radio and etc. Among these several types of media, television is the most powerful form of media for advertising. On average, most people spends more than two hours a day in front of television due to television watching is one of the most common modern leisure activities.

Advertising on television allows marketers to show and convey the benefits of their products or services to a wide audience. It allows marketers to show how their product or service work and the benefits of using their product or service to a much larger audience than local newspaper and radio. It also

allows marketers to reach the audience in a short period of time that can convey message with sight, sound, and motion which can make marketers product or service instant credibility.

However, advertising on television could eat up a lot of marketers budget. Therefore, before marketers purchase advertisement time, it is important for them to carefully plan for their television commercial production. Thus, this assignment is prepared to analyze of television advertisements in term of content, effectiveness and visual appeals. There are two television advertisements of toothpaste product category such as Sensodyne and Colgate to be analyzed in detail.

Over 40 years, Sensodyne toothpaste has been relieving the pain of sensitive teeth. It has been developed and delivered by the Glaxo Smith Kline (GSK) which headquarters located in UK. Sensodyne can relieves sensitive teeth by blocks the pain which caused by hot, cold and other contact triggers through a protective barrier that blocks that pains and keeps it from coming back. Sensodyne toothpaste has been clinically proven to be effective against sensitive teeth and it comes in flavor such as original, fresh mint and fresh mint gel. Sensodyne is recommended by many dentists in the world due to it:

Contains Potassium Nitrate, that can reduce painful sensitivity

Can relief within two weeks

Cavity protection through fluoride

Freshens breath

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In order to persuade consumers to consume Sensodyne, Glaxo Smith Kline (GSK) used dentist's expertise to show credibility and stimulate the acceptance of Sensodyne by the consumers. Thus, we can find that dentist's expertise has been used in the television advertisement of Sensodyne to make consumers form trustworthiness in them.

On the other hand, Colgate has been successful in their business with the powerful and sharp focus on their target market for more than 200 years. The brand name of Colgate is well known in the world. In early Malaysia, when consumers think about toothpaste the first thing in their mind is Colgate. Thus, Colgate has become the generic brand for toothpaste in Malaysia. Everyone in Malaysia knows about Colgate and it has a lot of loyal customers.

Colgate focus on verity target market with toothpaste products like Colgate cavity protection, Colgate three way protection, Colgate natural ingredients, Colgate kids products, Colgate fresh breath, Colgate tooth whitening, Colgate sensitive teeth and Colgate 12 hours antibacterial protection. However, this assignment will only look at the Colgate 12 hours antibacterial protection toothpaste only. Colgate also used dentist's expertise to show credibility and convince consumers to consume their toothpaste. Colgate show how the 12 hour antibacterial protection toothpaste works and the benefits of using the toothpaste in television advertisement.

In this assignment, the television advertisement of these two strong brand name toothpaste (Sensodyne and Colgate) will be analyse, assess and compare of their toothpaste. Analysis of both TV ads is more on visual appeal

that can attract audiences. Assessment of both TV ads in term of Action, interest, attention, credibility and action is done to show whether the TV ads can create quality advertisements.

### **Analysis of both advertisements**

Both television advertising and radio advertising are similar in the sense of promoting products or services in a limited amount of time. In order to give the viewers pertinent information or create a specific opinion of the product or service, most of the television advertisements have duration either in 30 or 60 seconds. Normally, television commercials are placed at commercials breaks during the main programming and to be repeated frequently to make an image or brand name of product or services in the mind of the target customers.

The most important things in television advertising are the visual and audio effect. In television commercials, instead of using only an actor to read the advertising copy, actors have been used to create a visual image which can enhances the visual appeal of the commercial. Thus, to make audiences will remember long after watched the television commercials, many television advertising agencies produce professional calibre commercials by employ professional copywriters, directors and actors in making their television commercials.

Although the images appear to have less related with the actual product or service, but the audiences always remember shocking or nostalgic or humorous imagery in a commercial. One of the famous television advertisements from Pepsi featured a celebrity named Datuk Siti Nuhaliza to

become the spokesperson for Pepsi. Even though it only appeared for a few seconds in the actual TV commercial, the inspirational imagery can create a favourable impression of the soft drink. Another important aspect to be considered is the time for television commercial to be on air. Usually, marketers would prefer to place their commercials within the golden hours where it has the most audiences watching television during the time. However, the cost of having a television commercial run on this particular period can go up to several million dollars ringgits for a single TV commercial aired during the golden hours.

As a result, both Sensodyne and Colgate have been well planned in their television commercial before they purchased for the advertisement time. An Analysis of both Sensodyne and Colgate television commercial has been done on several important aspects of visual appeal in producing their television commercial as below:

#### Duration

The duration of both Sensodyne and Colgate TV ads is about 30 seconds. Although it is only 30 seconds, but it is long enough to make an image or brand name of the toothpaste in the mind of target audiences and not long enough to lose their attention.

#### Physical Attractiveness

Normally, humans are attracted by beautiful and attractive objects. Thus, a nice looking dentist has been used in Sensodyne and Colgate TV ads where they are wearing white colour and clean dentist's uniform due to physical

attractiveness such as attractive appearance and body shape can stimulate or encourage consumer purchasing or consumption on their toothpaste.

### Expertise and Credibility

Others than physical attractiveness, both TV ads also show two main characteristics like expertise and credibility. Dentist has been used in the both TV ads to make consumers form trustworthiness on them by showing expertise such as dentists' experience, social position and attitude.

### Sound Effects

In order to make audiences focus on the explanation about the benefits of the toothpaste that given by the dentist, Sensodyne does not using any sound effects in their TV ads. The same thing happen in the TV ads of Colgate, no sound effects being using to make audiences concentrate on the conversation between the actress and the dentist which convey the benefits of using their toothpaste.

### Facts and Figures

Figure has been used in Sensodyne TV ads to enhance their products credibility. A figure of a tooth has been used to explain how Sensodyne can relieve the pain of sensitive teeth within 60 seconds after using their toothpaste. Catchy messages being written on the figure to attract audiences' attention. In addition, the dentist used some facts to explain how Sensodyne toothpaste work to relieve the pain of sensitive teeth caused by hot, cold and other contact triggers.

On the other hand, in the TV ads of Colgate, a dentist tries to show an actress teeth on a monitor that has a lot of bacteria which cause by the plaque and gum problems even though she has brush teeth in the morning. The dentist tries to explain to her how Colgate 12 hours antibacterial protection can works to solve these problems through a protective shield around her teeth for up to 12 hours and keeps mouth free from bacteria even after eating and drinking. He also shows her teeth again where the bacteria in her mouth have disappeared after she has used Colgate 12 hours antibacterial protection. Thus, these has made Colgate successful in stimulate and influence the audiences especially from working adults who have to leave their home more than 12 hours a days to consume their toothpaste.

#### Use of Colour

It has been sometimes, colour has been used to encourage consumers to purchase for products or services. Use of color in advertising has become somewhat of a science unto itself. In the TV ads of Sensodyne, white colour has been used as the background and the dentist wears white dental lab coat. The white colour been used to show the cleanliness of their toothpaste and also white is the common colour in dentistry which can show professional expertise.

However, Colgate chooses to use more red colour in toothpaste packaging and also in their TV ads. Colgate believes red colour inspires impulsive buying due to red colour can cause excitement thus raising the blood pressure and causing the consumers to purchase. In addition, Colgate uses a



red and white combination in the Colgate 12 hours antibacterial protection packaging in order to create eye-catching appeal by pairing a white package and red logo.

### **Assessment of both advertisements**

Nowadays advertising is necessary to persuade consumers to purchase for marketers products or services. Regardless of whether they have a small business or a large one, they must tell the target customers who they are, what they sell, and where they are located. Through advertising marketers can communicate with the target customers about their story and product difference and also the benefit of using the products or services. Marketers must tell the target customers when they wish to hear or read about such things. So marketers must place their advertisement in newspapers, on radio or TV.

However, due to the limited budget, marketers must ensure that their TV ads do the job they want it to. In order to justify the cost of the advertising, marketers must ensure the money that they spend on TV ads can generate enough sales and profits to their business. Therefore, measuring TV ads results can help them to ensure their TV ads can keep their brand name in the minds of the public to generate more sales for their business. Anyway, planning is more important. Before a TV advertisement can be evaluated for results, marketers must decide for the purpose the TV ads should accomplish. This guide gives pointers on planning ads and discusses several ways you can compare advertising and sales.

Since each audience can be affected in a different way therefore it is difficult to evaluate television advertisements for effectiveness. To determine whether or not an advertisement can influence target customer to purchase for products or services, a general formula "AIDCA" can be used to evaluate the advertisement. The "A" in AIDCA stands for "Attention," the "I" is for "Interest," the "D" is for "Desire," the "C" is for "Credibility", and the last "A" stands for "Action." Each of these steps is believed to create a quality advertisement.

### Attention

This first element of the AIDCA formula 'Attentions' is important to ensure viewers are watching and listening to the TV ads. To make audience can pay full attention on the TV ad, Sensodyne does not using any sound effects that may affect audience's attention on the explanation of the dentist about the benefits of consuming their toothpaste. Figure of a tooth and catchy message on that figure is being use to encourage audience's attention on the TV ad. In addition, a beautiful dentist in Sensodyne TV ads also can attract attention from the audiences. Thus, Sensodyne has been successful in making audience pay full attention on their TV ad.

To gain audience's attention, Colgate put a handsome dentist and a beautiful actress in TV ad. With the aid of bacteria scanning equipment, the dentist able to show to the actress her mouth's figure that has a lot of bacteria. This can attract attention from the audiences. Catchy message "Reduced gums problems up to 88%" is being shown in their TV ads to gain audience's attention. The combination of white and red colour is used in Colgate's TV ad

to create eye-catching appeal by pairing a white package and red logo. As a result, Colgate also has been successful in gaining audience's attention on their TV ad.

### Interest

Although Sensodyne has successful in attracting audience's attention, but it may be less effective in making audience's interest towards their toothpaste. This is due to their TV ad is not creative enough in making audience's interest towards their toothpaste. In addition, Sensodyne used only a dentist to explain for the benefits of their toothpaste. This cannot create audience's interest on their toothpaste due to it cannot create a visual image that can enhance the visual appeal of the commercial.

However, Colgate will be at better situation on this step. Through the combination of white and red colour in the toothpaste packaging, Colgate may be better in creating audience's interest towards their toothpaste due to the eye-catching appeal by pairing a white package and red logo. Colgate believes red colour can create audience's interest therefore more red colour is being used in their TV ad.

### Desire

It is important to make audiences have desired to purchase for products and services after watched TV ads, otherwise the money spend on TV ads is wasted. Sensodyne has communicated the benefits of using it toothpaste where it can relieves sensitive teeth by blocks the pain caused by hot, cold and other contact triggers through a protective barrier that blocks that pains

and keeps it from coming back. For sure this can create a desire for the toothpaste where an audience who has sensitive teeth can drink or take cool or hot foods after 60 second used Sensodyne toothpaste.

On the other hand, Colgate tried to communicate the benefits of their toothpaste which it keeps users' mouth always clean and antibacterial protection for more than 12 hours long. The dentist tries to explain how Colgate 12 hours antibacterial protection can works to solve these problems through a protective shield around users' teeth for up to 12 hours and keeps mouth free from bacteria even after eating and drinking. Thus, these can create desire to purchase for their toothpaste especially from the working adults who have to leave their home more than 12 hours a days.

### Credibility

Normally, potential customers will find whether the information presented in a TV ad is accurate and that the product comes from well known organisations before they are trying a new product. If the brand name is from a well-known organisation then this alone can establish enough credibility to satisfy most consumers. It has been over 40 years, Sensodyne toothpaste relieving the pain of sensitive teeth and was developed and delivered by the Glaxo Smith Kline (GSK) which headquarters located in UK and with operations based in the US; they are one of the industry leaders of the world's pharmaceutical market. The used of a dentist in the TV ads can increase the credibility of Sensodyne toothpaste. Thus, consumers will be worriless of using Sensodyne toothpaste due to it is come from a trusted source.

Colgate began in New York City early in the 19th century; it is a truly global company serving millions of consumers in the world. The long history reflects the strength and trustworthiness of Colgate Company. With more than 200 years history, Colgate has been the global brands sold in over 200 countries, it is recognizable household brand, trusted and relied upon by consumers worldwide. Therefore, Colgate has successful to make audiences trusted on their toothpaste.

### Action

Both Sensodyne and Colgate TV ads do not motivate audiences to take immediate action. Their TV ads only end with message that said the toothpaste is recommended by most of the dentist in the world. But their TV ads do not end with phrases like “ call for free samples” or “ act now to receive a special offer” that can motivate audiences to immediate action. Without a call to act, a customer may have interest on the product but do not really know about what should do next. This can cause the customers do not purchase for the toothpaste even thought they have desire to have it.

### **Comparison of Sensodyne and Colgate toothpaste**

In the toothpaste category, the sensitive teeth market segment is a big opportunity that is growing faster in toothpaste business. Thus, Sensodyne with desensitizing agents are specifically formulated for people with sensitive teeth. It has been developed to protect teeth and prevent the pain caused by hot, cold and other contact triggers through a protective barrier that blocks that pains and keeps it from coming back. Regular brushing with

Sensodyne helps relieve the pain of sensitive teeth and also helps to maintain strong teeth and healthy gums.

Sensodyne toothpaste helps to relieve the pain of sensitive teeth in two ways. This depends on the product's active ingredient, which is either Potassium Nitrate or Strontium Chloride. Potassium is used to calm nerves to blocks that pains like eating ice cream or sipping hot coffee. On the other hand, Strontium Chloride can block the tubules, preventing the nerve from being stimulated. Every time brush teeth with Sensodyne can build up a barrier to painful stimuli. Consumers can use Sensodyne twice daily which can give lasting relief from sensitive teeth and provide complete oral care. However, Sensodyne toothpastes tend to be more expensive than Colgate on the market.

Colgate 12 hours antibacterial protection is formulated for working adults who have to work for long hours every day. Most people mouth is full of bacteria and germs which can affect the health of teeth and gums. Colgate toothpaste has gum and tooth decay fighting ingredients. American Dental Association (ADA) and the FDA (Food and Drug Administration) give Colgate 12 hours antibacterial protection the top rating of all toothpastes. This can be found at the websites like Amazon. com or Drugstore. com to view for consumers' comments about Colgate toothpaste. Most of the dentists, experts and government agencies recommended to use Colgate 12 hours antibacterial protection more than any other brand. Colgate 12 hours antibacterial protection has Triclosan which can fight gum disease and it also contains Gantrez which keeps the Triclosan working on our teeth even between brushings. In addition, Colgate will be better in using colour in the <https://assignbuster.com/mass-media-advertisement-comparison-marketing-essay/>

toothpaste packaging and TV ads as compare to Sensodyne. Combination of red and white in Colgate 12 hours antibacterial protection packaging can create eye-catching appeal by pairing a white package and red logo.

Anyway, Colgate 12 hours antibacterial protection is selling at prices on market which is cheaper than Sensodyne.

As a result, when compare both Sensodyne and Colgate toothpaste, Colgate will be at better position where it is better using of colour in their TV ads and also selling at cheaper prices than Sensodyne on the market.

## **Recommendation and Conclusions**

Overall, both Sensodyne and Colgate has successful developed their TV ads to persuade audiences to purchase for their toothpaste. However, to enhance the attractiveness of their TV ads, they have to make some improvement in their TV ads in order to generate more sales for their business.

From the analysis of both advertisements, we can found that Sensodyne needs to change the colours used in TV ad due to colours can affects audiences' moods and responses. So is it important to choose the right colours in TV ads because the colours that choose will influence the people seeing those colours. Moreover, Instead of just using a dentist to explain the benefits of the toothpaste, the story of both Sensodyne and Colgate TV ads should be changed to a creative story that can increase the attractiveness and attention of audiences which also make audiences will remember long after watched the TV ads. Thus, to make Sensodyne and Colgate TV ads to

be professional calibre commercials, they can use professional copywriters, directors and actors in making their television commercials.

In the assessment of both advertisements, we can found that they do not motivate audiences to take immediate action. In order to make Sensodyne and Colgate TV ads can motivate audiences to take immediate action, both of TV ads should end with message like “ call for free samples” or “ act now to receive a special offer” that can motivate audiences to immediate action to let audiences to know about what should do next.

When compare Sensodyne and Colgate toothpaste, we can found that Sensodyne only focus on the sensitive segment of the toothpaste category unlike Colgate focus on verity target market with toothpaste products like Colgate cavity protection, Colgate three way protection, Colgate natural ingredients, Colgate kids products, Colgate fresh breath, Colgate tooth whitening, Colgate sensitive teeth and Colgate 12 hours antibacterial protection. Therefore, Sensodyne should formula more type of toothpaste so they can focus on a bigger market segment instead of just focus on the sensitive segment of the toothpaste category. This will helps Sensodyne to offer more choice to their target customers and end up generate more revenue to their business. Sensodyne also needs to work hard towards reducing their toothpaste prices in order to be competitive enough in the high competitive market as what has been done by Colgate.