

Looking but Not Seeing: Effect of On-Site Ads in Sports Broadcasts on Television

Ümit Can BÜYÜKAKGÜL¹, Arif YÜCE², Hakan KATIRCI³

Faculty of Sports Sciences, Department of Sports Management, Eskisehir Technichal University,
Eskisehir, Turkey

E-mail: uc_buyukakgul@eskisehir.edu.tr

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Abstract

In this study, brand recall differences related to TV broadcasts of basketball matches were examined. 194 participants who were students of Faculty of Sport Sciences at Anadolu University took part in this study. An experimental design was created using a video including basketball TV broadcasts of Tahincioğlu Turkish Basketball League to evaluate recall performance of participants. Data analysed using by SPSS v.20. As a result, it was determined that at least one and up to 14 of 84 different brands in the video were recalled correctly as unaided. Minimum 1 and maximum 33 number of brand were recalled as aided by participants. Four of five mostly recalled brands as both unaided and aided were same and interestingly, Tahincioğlu, which is the name sponsor brand of Turkish Basketball League was not among these four brands. Briefly, for a greater brand recall, it may be considered a more effective approach for businesses to advertise or sponsor in different content and format but not through a single communication channel.

Keywords: brand recall, on-site ads, sports broadcasts, sponsorship

Introduction

TV broadcasts of sports events are amongst useful channels for advertisers. Sports audience is heavily exposed to advertisers' on-site ads during the broadcast of sports events (Bennett, 1999). In 2018, the total media advertising expenditure in the world increased by 7.4% compared to the previous year and reached to 628.63 billion dollars. By the end of 2020, it is estimated that the total advertising share of the digital world will get closer to 50% (McNair, 2018). Although the technological developments that have emerged since the beginning of the 2000s have turned new media tools into an important advertising medium, advertisements on television are still known to have considerable intensity (Li & Lo, 2015). It is amongst the main objectives of on-site advertisers in sports events that sports audience gains awareness about the brand and remembers this brand in the future (Bennett, 1999). Research studies show that the frequency and duration of messages have an influence on the rate of recall. In other words, it is stated that the audience may have a higher recall rate when the message of the advertiser is transmitted more frequently or for longer (Bennett, 1999; Breuer & Rumpf, 2011; Cornwell & Humphreys, 2013).

In addition to these factors, the awareness of the brand being advertised is another variable that affects the brand recall (Breuer & Rumpf, 2012; Moore, Pickett & Groves, 1999). The advertised brand can be more easily recognized by the audience when it is a well-known brand. As a result, the recall rates of well-known brands are higher (Leng, 2017). Awareness is primarily a concept related to the colours and dimensions of the brand. From this point of view, the area covered by the brand and the brightness of its colours have an influence on recall (Breuer & Rumpf, 2015; Moore, Pickett & Groves, 1999). Awareness, in addition to colour and dimension variables, is also related to strategic physical positioning. Brands located near the match clock or the scoreboard (Statlar & Johnson, 1989) and above the jerseys of the athletes (Biscaia, Correia, Ross & Rosado, 2014) have a high level of recall since they attract more attention. Solomon (2004) defines five variables related to the consumers' process of recall. These variables are related to both brand and consumer. These variables, which can be evaluated separately in the process of recall as well as within the framework of their relationships with each other, can be expressed as the mood of the consumers, familiarity with the brand, the remarkable features of the brand, the nostalgic effects of the brand on the consumer and the age of consumers.

The method of evaluating brand recall is one of the measures used to make advertising more effective (Till & Baack, 2005). When the studies on the evaluation of brand recall in the field of sports are examined, it is found out that these studies are generally related to sponsorship. These studies generally measure the effects of different variables associated with sponsor brands in video or computer games (Nelson, 2002; Nelson, Keum & Yaros, 2004; Donavon, Anwar-McHenry, Hernandez Aguilera, Nicholas & Kerrigan, 2016; Vashisht & Royne, 2016; Vashisht & Pillai, 2017). When the studies on the television broadcasts of sports events (Breuer & Rumpf, 2012; Breuer & Rumpf, 2015; Leng, 2017) are examined, it is seen that aided and unaided recall methods were used. With these methods, it is evaluated whether or not the brand is recalled directly or indirectly by the sports audience (Law & Braun-LaTour, 2004).

In light of this information, the aim of this study is to detect the recall rate of on-site brands, which appear in television broadcasts of the games between teams that play in Turkey's Tahincioğlu Basketball League during 2017-2018 season, by using aided and unaided recall methods.

Materials and Methods

Researchers created a 27 minutes and 54 second length video. This video comprised of match highlights of 18th match day on the official YouTube channel of the Turkish Basketball Federation. This video was created by researchers in the computing environment. No external sound (e.g., announcer, TV commentator, etc.) took part in the video. In this way, it was aimed to create a real stadium atmosphere (e.g., sirens, referee whistles, ball sound, shoe sound etc.) for the respondents. Respondents were not informed of the aim of the before playing video. In this way, it was aimed to prevent biases, such as focusing on the brands shown on screen and going out of a real game watching behaviour. In addition, respondents were allowed to have small discussions among themselves throughout the video. Again, it was aimed to create a game-watching atmosphere close to reality as in a stadium. After the video viewing session was completed, a questionnaire consisting of eight questions was distributed to the respondents. The survey included questions related to demographic variables and unaided and aided recall. In order to determine demographic variables, the respondents were asked questions about their gender, age, how often and how they watched basketball games (e.g., via TV, internet or in stadium) and which sport games they watched. Respondents were asked to write down the brands (unaided recall) they saw in the video. The respondents were then given a list of 84 brands that appeared clearly in the video and approved by all researchers, and they were asked to assess their aided recall of each brand by marking the logos next to them. Brand logos were presented to the participants in the exact same colour and shape they appeared in the video. This was done to help with the recall.

Participants recruited from students attending formal education at the Anadolu University Faculty of Sport Sciences. 194 students (71 women, 123 men, $M_{age}=21.06$, age range: 18-27 years) participated in this study. Participants did not take any money or presents for their participation.

Results

When demographic variables of respondents (see Table 1) was examined, it can be seen that 63.4% of participants were male and 36.6% were female. 69.1% of the respondents were aged between 18-21 and 30.9% of them were aged 22 or above. When frequency of the respondents' watching basketball games on media (e.g., TV, Radio, Internet, etc.) was examined, it was clear that 33% of them did not watch any basketball games on media, while the remaining 67% watched basketball games at least once a week on media. Furthermore, 51% of the respondents preferred watching basketball games in the stadium while 49% did not prefer doing so.

Table 1. Demographic Characteristics

Gender	Frequency	%
Male	123	63.4%
Female	71	36.6%
Age		
18-21	134	69.1%

22 and above	60	30.9%
Frequency of Watching Basketball Games on Media		
1-2 times a week	89	45.9%
3-4 times a week	24	12.4%
5 times a week or more	17	8.8%
Never	64	33%
Watching Basketball Games in the Stadium		
Yes	99	51%
No	95	49%

Table 2 shows preference rankings of the respondents in the branch of sports watched on media. First is the football with a rate of 71.4%, second is basketball with a rate of 47.1% and third is volleyball with a rate of 30.5%. In other words, out of 194 respondents, 137 reported that they watched football on media as their first preference, 89 watched basketball on media as their second preference and 57 watched volleyball on media as their third preference.

Table 2. Rankings of Sport Branches Watched on Media

Preference	Sports Branch	Number of People
1. Preference	Football	137 (71,4%)
2. Preference	Basketball	89 (47,1%)
3. Preference	Volleyball	57 (30,5%)

Table 3 presents data on the sports branches that respondents prefer watching in the halls or stadiums. Football takes first place with 45.3%, basketball is the second with 36% and volleyball is the third with 25%.

Table 3. Rankings of Sports Games Watched in Hall / Stadium

Preference	Sports Branch	Number of People
1. Preference	Football	86 (45.3%)
2. Preference	Basketball	67 (36%)
3. Preference	Volleyball	45 (25%)

Data regarding respondents' unaided recall of brands in the video included in the study is given in Table 4. It was determined that at least one and up to 14 of 84 different brands in the

video were recalled correctly as unaided. It was seen that the majority of respondents (80.4% - 156 people) recalled one, two, three, four, five, six or seven brands unaided. The highest number of recalled brands was 14 and only one person could reach this number. It was also determined that six people could not recall any of brands.

Table 4. Findings on Unaided Recall

Number of Recalled Brands (Unaided)	Number of People Who Can Recall	Percentage (%)
None	6	3.1
1	10	5.2
2	28	14.4
3	35	18.0
4	34	17.5
5	23	11.9
6	16	8.2
7	10	5.2
8	7	3.6
9	6	3.1
10	8	4.1
11	5	2.6
12	1	0.5
13	4	2.0
14	1	0.5
TOTAL	194	100

The first five brands that were recalled unaided by respondents are presented in Table 5. Banvit is the first brand; Odeabank is the second brand; Pınar is the third brand, Murat Bey is the fourth brand and Bilyoner.com is the fifth brand.

Table 5. Findings on Brands Recalled Unaided

Brand Name	Number of People Who Can Recall
Banvit	125
Odeabank	75

Pınar	62
Murat Bey	60
Bilyoner.com	59

Table 6 shows results of aided recall by the respondents. When Table 6 is examined, number of brands that respondents could recall aided was minimum one and maximum 33. Participants were able to recall mostly four, five, six, seven, eight, nine, ten, eleven or fifteen brands as aided. Twenty one people, through aided recall, could remember seven brands. That was the highest number of recalled brands.

Table 6. Findings on Aided Recall

Number of Brands That Can Be Recalled (Aided)	Number of People Who Can Recall	Percentage (%)
1	3	1.5
2	5	2.6
3	6	3.1
4	15	7.7
5	12	6.2
6	13	6.7
7	21	10.8
8	12	6.2
9	12	6.2
10	11	5.7
11	10	5.2
12	9	4.6
13	6	3.1
14	7	3.6
15	10	5.2
16	5	2.6
17	8	4.1
18	4	2.1
19	8	4.1
20	4	2.1

21	2	1.0
22	1	0.5
24	2	1.0
25	1	0.5
26	1	0.5
29	2	1.0
30	1	0.5
31	2	1.0
33	1	0.5
TOTAL	194	100

When brands which are recalled unaided by respondents were examined (see Table 7), Banvit takes the first place, Pınar is the second, Bilyoner.com is the third, Murat Bey is the fourth and Fiat is the fifth brand.

Table 7. Findings on Brands Recalled Aided by Respondents

Brand Name	Number of Recall (Person)
Banvit	170
Pınar	110
Bilyoner.com	98
Murat Bey	91
Fiat	89

Discussion

Interest in basketball in Turkey has gained momentum with Garanti Bank's advertising project called "*12 Dev Adam (12 Giant Men)*" and today, this interest has climbed up to the top level with the achievements of Fenerbahçe Beko team in Turkish Airlines EuroLeague. The success of the Turkish national team and the Turkish athletes who played in the NBA were also influential in this process. In this study, an experiment was designed to measure brand recall in order to make an evaluation of brands seen during TV broadcasts of matches of Tahincioğlu Turkish Basketball League 2017-2018 season in Turkey. After all analyses, results that are expected to contribute to relevant literature were obtained. On the basis of weekly basketball watching status of respondents and how they watch games (e.g., in stadiums or on media), it is seen that the results obtained from the sample of this study can be easily evaluated as a proper sample for basketball. Because 67% of participants stated that they watched basketball games at least once a week and they watched these games both in the stadium and on media.

The experimental design of this study was created based on Pieters and Wedel (2007)'s previous study. In the study of Pieters and Wedel mentioned that the respondents only paid attention to the manipulated part of the stimuli when they directed about what to follow during video. In this study, there was no manipulation on brands to eliminate such bias. Therefore, the results of the analysis can be considered sufficient for related literature.

Companies that sponsor sports such as basketball, which can reach large audiences by placing their own logos or symbols in some part of the teams, athletes and activities to increase the visibility of their brands and to increase their brand value accordingly (Cornwell, 2008; Meenaghan & O'Sullivan, 2013). Their place on the screen, harmony with the sports field and context of brands are important factors for recall (Breur & Rumpf, 2015). When the results of this study are examined, it can be said that the images belonging to the brands are recalled regardless of where and how long they stay on the screen and whether they are moving or not. The Tahincioğlu brand, which is the name sponsor of the Turkish Basketball League and that appears almost all of the video (27 minutes), is recalled at a lower rate when compared to the Pınar brand, which only appears 18 seconds in the same video. However, the brand Bilyoner.com which has a sponsorship deal with the Turkish Basketball Federation was recalled at a higher rate compared to the Tahincioğlu brand. This may be because the brand awareness of the Tahincioğlu brand is less than the Pınar and Bilyoner.com brands. Furthermore, the fact that Tahincioğlu brand cannot emphasize basketball related components in the brand personality or does not carry out necessary marketing communication activities for these elements can be considered among the possible reasons for not creating brand recall. Figure 1 created considering this information will help to gain a better understanding of the results of the research.

Figure 1 shows that most recalled brands have similar colours. It was observed that these colours were mostly red, green and white. It would be a misguided idea to imagine that the visuals with a random combination of these colours will be recalled directly. It should be remembered that these brands do not only focus on basketball, but basketball constitutes only a small part of the budget allocated by these brands for advertising. Furthermore, two of the five brands (Pınar and Banvit) took place on the list of the 100 most valuable brands in Turkey in 2018 (Brand Finance, 2018). On the other hand, in 2018, the Murat Bey brand has been listed amongst the top five export companies in Turkey. In addition, the brand also holds many innovation, entrepreneurship and customer management awards both nationally and internationally. In this respect, it is a fact that these brands are "well-known" brands on both national and international platforms. Additionally, it is seen that these brands are related to sports based on brand personalities. Brand personality is created by the filter of how the product related features, brand name, symbol or logo, advertisements, price, distribution channels, employees or managers, describe this brand in the mind-sets of the consumer (Aaker, 1997). Pınar, Banvit and Murat Bey brands have been investing in basketball for a considerable time and they are all identified with a basketball team. Bilyoner.com is already related to sports because it is a betting brand. Sponsor's brand awareness is directly proportional to its accessibility and visibility. The brand, which sponsors a sports team, can reach a wide audience ranging from those who come to watch the event on-site to those who read the news about the relevant event on media. This gives the sponsor the opportunity to increase its accessibility and visibility (Reiser, 2012). In the light of all this information, very low levels of aided and unaided recall of the Tahincioğlu brand despite its name sponsorship can be evaluated with the reasons explained above.



Figure 1. Unaided and Aided Recalled Brands' Positions on the Screen

As a result, it can be said that the most recalled brands appear on the screen in different places and formats. In addition, it was also determined that the brand's recall was not directly proportional to the format, number and duration of appearance on screen during the game. It will be an incomplete evaluation to associate the recall of the most frequently recalled brands to the way they are displayed on the screen alone. It can be said that the advertising activities carried out by these brands on media and sales points in addition to sports broadcasts are also affective on the recall rates. Therefore, for brand recall, it may be considered a more affective approach for businesses to advertise or sponsor in different content and format but not through a single communication channel.

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