

Chapter III

Research Methodology

Data Sources

The study on creative strategies of Cola soft drinks (Coca-Cola & Pepsi) employed in television commercials airing in Thailand from 1982 – 1997 is a qualitative research which sources of data were collected through:

Primary sources:

1.) **Thematic television commercials of Coca-Cola and Pepsi previously aired in Thailand from 1982 – 1997 (both produced locally and globally)**

These television commercials and their titles were acquired from Ogilvy & Mather (Thailand) Ltd. who was an official advertising agency for Pepsi in Thailand from 1981 – 1998.

✳ Total Coca-Cola's TVCs : 67 TVCs

✳ Total Pepsi's TVCs : 62 TVCs

2.) **Advertising experts**

Four people working in advertising field from top ranked agencies and researcher were requested to categorize all television commercials employed in this particular study. These people are

A. Khun Ajana Nivatsilp

Associate Creative Director

From Dentsu Young & Rubicam

Her recognized work is Singha Beer, Siam Commercial Bank and Samsung.

B. Khun Wanna Tuntrapirom

Creative Group Head

From Leo Burnett Limited

Her recognized works are Tourism Authority of Thailand, Emporium and New Choices.

C. Khun Prinyaporn Buawatana

Art Director

From Prakit & FCB Public Co., Ltd.

Her recognized works are Nestle Bear Brand products and Caltex.

D. Khun Somboon Wongsuthilert

Copywriter

From Dentsu (Thailand) Ltd.

His recognized works are Toyota and Daikin.

E. Patraradanai Intrarapongnuwat (The researcher)

Account Executive

From Leo Burnett Ltd.

Account experiences: Tourism Authority of Thailand, American Stand, Nestle', Giffarine

It is mandatory for all experts and researcher to precisely follow the concepts of appeals, creative strategy, creative approaches, and creative execution styles as framework while categorizing as well as analyzing all television commercials.

Secondary sources:

1.) Documentary

Hard copy secondary sources collected in this study are those already published documentaries publicized in Thailand and international. These documents will be descriptively investigated along with other data sources to reach the most accurate research finding. These related information on movement of Coca-Cola and Pepsi are from:

- Journals
- Reports
- Internets
- Text Books
- Magazines

- Newspapers
- Theses
- Libraries

Data Collecting

A. Content analysis of Individual Cola soft drink television commercials airing in Thailand from 1982-1997:(Creative approaches, Creative execution styles, appeal, and Core idea)

Television commercials of both Coca-Cola and Pepsi airing in Thailand between 1982-1997 were both visual and audio descriptively investigated and categorized into different group accordingly to their:

- Creative execution styles (There are 12 executions.)
- Advertising appeals (Rational / emotional appeal.)
- Source of advertising strategy (local / global)

This procedure helped identifying creative approaches employed in television commercials of Coca-Cola and Pepsi during 1982-1997. This procedure attentively distinguished one television commercial from another. Investigating individual television commercial provided an opportunity to study as well as acknowledge historical trend and direction of soft drink television commercials.

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Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1982	Beach Ball																
1																	
2	Food																
1983	Hot																
3																	
4	Foot ball																

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Sample of content analysis chart

However in order to prevent bias as well as to generate the accurate finding, four people working as creative profession and researcher precisely evaluated this content analysis procedure. The judgements of all five people were individually compared. Similarities in three out of five people's judgement were further used as reliable standard.

- **Sample A:** Assuming that the judgements from the first creative profession on Coca-Cola's 1982 television commercial called Beach Ball are as follow;

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1982	Beach Ball																
1								/						/			/

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of- life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Content analysis chart of sample A

- **Sample B:** Assuming that the judgements from the second creative profession on Coca-Cola's 1982 television commercial called Beach Ball are as follow;

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source			
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global		
1982 1	Beach Ball													/	/				/

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of- life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Content analysis chart of sample B

- **Sample C:** Assuming that the judgements from the third creative profession on Coca-Cola's 1982 television commercial called Beach Ball are as follow;

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source			
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global		
1982 1	Beach Ball								/						/				/

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of- life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Content analysis chart of sample C

- **Sample D:** Assuming that the judgements from the forth creative profession on Coca-Cola's 1982 television commercial called Beach Ball are as follow;

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source			
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global		
1982 1	Beach Ball								/						/				/

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of- life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Content analysis chart of sample D

- **Sample E:** Assuming that the judgements from the researcher on Coca-Cola's 1982 television commercial called Beach Ball are as follow;

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source		
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global	
1982	Beach Ball																	
1														/		/		/

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of- life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

Content analysis chart of sample E

Creative execution styles:

- After reviewing all five evaluation, the result of creative execution style shown as below;

	Judge #1	Judge #2	Judge #3	Judge #4	Judge #5	<u>Total</u>
Slice-of-life	1	-	1	1	-	<u>3</u>
Vignettes	-	1	-	-	1	<u>2</u>

Appeal:

- After reviewing all five evaluation, the result of appeal shown as below;

	Judge #1	Judge #2	Judge #3	Judge #4	Judge #5	<u>Total</u>
Rational	-	1	-	-	-	<u>1</u>
Emotional	1	-	1	1	1	<u>4</u>

Source of strategy:

- After reviewing all five evaluation, the result of source of strategy shown as below;

	Judge #1	Judge #2	Judge #3	Judge #4	Judge #5	<u>Total</u>
Local	-	-	-	-	-	0
Global	1	1	1	1	1	<u>5</u>

Conclusion:

The conclusion is reached that overall creative approach of Coca-Cola's 1982 television commercial called Beach Ball is

- A slice-of-life creative execution style (3 out of 5)
- Emotional appeal (4 out of 5)
- Global strategy source (5 out of 5)

B. Content analysis of individual Cola soft drink television commercials airing in Thailand between year 1982 – 1997: (Advertising objective, Target group, Key concept, Product positioning and Brand personality)

The researcher descriptively conducted the content analysis procedure on advertising objective, target group, key concept, product positioning and brand personality of each Cola soft drink television commercials airing in Thailand between year-1982 – 1997. Each television commercial was individually viewed to identify their advertising objective, target group, key concept, product positioning and brand personality. Details on factors those supportively contribute each advertising objective, target group, key concept, product positioning and brand personality such as prop, costumes, setting, and music score were essential to be studied.

C. Content analysis of Coca-Cola and Pepsi's overall creative strategies employed in television commercials between year 1982 – 1997

Conscientious references were carefully investigated and searched in a precise manner to reveal the reliable research finding.

Reporting Research Findings

In this research, findings from creative profession's evaluation, researcher's content analysis, and documentaries were evaluated to analyze creative strategies of Coca-Cola and Pepsi employed in television commercials airing in Thailand between 1982 – 1997. Seven conceptual frameworks of roles of advertising, brand personality, creative strategy, appeals, global brand, global marketing, and related intellectual researches were prudently undertaken to precisely reach the appropriated conclusion.

The research finding should be in a manner of descriptive analysis and clearly presented accordingly to the study objective.

