Chapter 24
Developing and Implementing a Selection Model of Brand TV Commercial Script for a Real Estate Agency

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ABSTRACT

When enterprises want to gain visibility in the short term, the fastest way is through the TV media, with a penetration rate of 90%, to reach as many consumers possible. To ensure the optimal allocation of the media budget, the content of an enterprise's TV commercial should be well-grounded in the principles of advertising effectiveness. This study develops a model to aid businesses' selection of TV commercial scripts and the model is divided into two parts using the example of a real estate agency. The first is to build suitable criteria to evaluate TV commercial script via an analysis of relevant literature and the Modified Delphi method; the relative weights of the criteria were then determined via Analytic Hierarchy process (AHP). The other part is to determine the optimum script for TV commercial using the Grey Relational Analysis (GRA). The example of a famous real estate agency in Taiwan is used to show how TV commercial scripts can be selected using this model. The results address factors such as "Ease in Leading to Consumer Acceptance", "Appearance of The Advertisement", "Purpose of Community Message", "Effects of The Advertisement", and "Commercial Script Content Settings" that are the most vital criteria in sequence. How advertising appeals and gains consumer acceptance, how it renders consumers' needs, its effects, and the script's content that are the most vital criteria in the selection of brand TV commercial scripts. The proposed model helps the real estate agency to effectively select TV commercial scripts, making it highly applicable for both academia and commerce.

1. INTRODUCTION

Recently, the government in Taiwan not only concern the resident consumption, but also continuity driving real estate policies, to improve and solve the high price of the housing since 2011: They are include the influence of real estate market for the luxury tax and the actual price registered policies take effect on 1 June, 2011 and 1 Aug., 2012 (Hsieh, 2013). After the government policy tried to solve the high hosing price, more and more people concern about it. Chou (1997) points out the key of the successes in real estate agency is: (1) good brand image with high quality service, (2) professional agent, (3) complete message network, (4) transaction security system security, (5) service processes require a consistent approach in each chain store. As a real estate agency's business model is typically "direct and join," it will require diversification and enterprise management to increase rather than simply maintain brand awareness. This can be achieved through advertising of their brand to catch consumers' attention, and a well-chosen advertising campaign offers the possibility to drive product sales by placing the brand at the top of consumers' minds to increase their likelihood of purchasing the products. A successful campaign will examine a variety of media, looking for the best consumer contact point, to ensure that every piece of marketing achieves the highest efficiency.

In this technological world, everything moves faster than in the past and media outlets and forms have grown exponentially. As a whole, media has increasingly high penetration rates, but TV's media penetration rate has dropped from more than 95% to 89.4%, largely because internet and mobile media have encroached on TV's typical audiences. However, according to Nielsen Audience Measurement, TV remains the most effective media for promoting an enterprise's brand or product (Taipei Media Agency Association, 2014). To attract maximum viewer attention, a TV commercial should be "dynamic" with audio and video, accompanied by a voice-over to present the product. These elements should work together to create a three-dimensional expression of the brand that captures consumers' interest (Stanley, 1982). Different types of advertising have different roles. Considering all the different possible advertising situations, we can identify nine major types of advertising to boost consumer awareness: brand advertising, retail or local advertising, instruction advertising, political advertising, business-to- business advertising, institutional advertising (corporate), and direct- response or interactive advertising (Sandra, Nancy and William, 2005).

When enterprises want to gain visibility in the short term, the fastest way is through the TV media, with a penetration rate of 90% (Taipei Media Agency Association, 2014), to reach as many consumers possible. Therefore, to ensure the optimal allocation of the media budget, the content of an enterprise's TV commercial should be well-grounded in the principles of advertising effectiveness.

Brand advertising is the most effective brand communication foundation for creating or enhancing a brand, across all types of advertising (Hsiao, 2009). Therefore, selecting a brand TV commercial script is a multi-criteria, decision-making (MCDM) problem; with enterprises selecting a TV commercial script named by the advertising company and marketing department for discussion, but senior managers remain the final decision-making group. As a result, the final product is often too strongly influenced by an enterprise's managers and thus may lack an objective perspective.

This study develops a model for a brand to select the optimum TV commercial script. A real estate agency is used a case study to showcase the model. The proposed model comprises two parts with three stages. First part and the first stage: the modified Delphi method is adopted in the model and the decision-making group solicits anonymous expert advice to identify suitable evaluative criteria. Next, the second stage: after which AHP (Saaty, 1980) is applied to determine the relative weights of the criteria.

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