

THE ANALYSIS OF THE TARGET AUDIENCE HAVING A PART IN THE SUCCESS OF AN ADVERTISING CAMPAIGN IN TERMS OF THEIR DEMOGRAPHIC CHARACTERISTICS

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ABSTRACT

As the successful elements of an advertising campaign are taken into account, it is different from similar campaigns and has the purpose of convincing the target audience to buy that product or service. For this reason, the advertiser has to follow a process that involves striking and interesting work on a certain topic at a certain time. In this context, a successful advertising campaign in this process emerges as a result of a realistic evaluation and identification of the demographic characteristics of the target group. This study involves explaining the demographic characteristics (such as age, education, gender, place of residence, occupation, income and marital status) that are vital in defining the overall profile of the target group, which are effective in the emergence of a successful advertising campaign.

Keywords: Target Audience, Advertising Campaign, Demographic Characteristics

INTRODUCTION

With the emergence of the mass phenomenon of communication, the rapidity of the transmission of the message to as many persons as possible has brought about the time and space that triggered great transformations in cultural structures. The fact that massive communications are open, independent of each other, have begun to affect their level of knowledge, attitudes and attitudes (Aziz, 1982: 48). The concept of mass communication, which is the "mass communication" in English, emerges as a process in which, in the first place, antisocial social groups or individuals try to convey or convey symbolic contents to other people. Among the most important factors of this process are the fact that other people who constitute the mass have different characteristics from the ones that constitute the symbolic contents and the other is the use of technical tools in reaching the contents (Gökçe, 1993:81). The transformation that mass media has experienced in today's world, also called Network Society or Post-Industrial Society; have created significant differences in the mechanism of operation of these vehicles from the past. As a result of developments in Internet technologies and leaps in mobile technology, people are now able to communicate with each other on social networks online 24 hours a day and exist in new public spaces where they can interact and interact. As a result of the changes and transformations that technological developments cause in daily life practices, the main difference between the new mass communication channels that are developing alternatively or in parallel; all users can produce content independent of content providers and have reached the capacity to publish this content. The conceptual framework drawn by Laswell (Mutlu, 2008:178), which introduced the concept in the 1940s, is that the prominent discussion areas of mass communication in academic meetings held in the 1970s (Alemdar and Kaya, 1983:15) seen. After the periods when the owners of media tools have discussed the dimension of the capacity to establish cultural hegemony or the existence of large institutions that are necessary for content production, social networking is now the most penetrated penetration of society as a whole; the right to create content derives from the monopoly of media ownership and democratization as all the individuals have reached this capacity.

Advertising derived from the word "clamare" meaning "to call" in Latin; is generally defined as the act of promoting and adopting the people, institutions, products and services to the target group. (Karpas, 1999: 35). Advertising is the most controversial item on marketing communication. With the development of marketing, products, services, individuals and ideas are also considered within the scope of marketing, and the focus areas of advertisements are enlarged in this way. (Odabaşı and Oyman, 2002: 95) In the marketing process, advertising is accepted as part of mass communication in terms of communication. When considered by communication as an instrument of information and persuasion, It is also used to advertise a product or service in large quantities. (Gürüz, 1999: 20). Thus, it is ensured that the product or service is announced to the target masses determined by the mass media, and attitudes and behaviors are made in the desired direction.

Social responsibility campaigns can be defined as a strategic positioning and marketing tool in which various agencies use an agency or individual to connect to a related social purpose or problem within a certain period, period and movement plan to provide mutual benefits (Elden, 2009:302). Institutions contribute to a specific problem with social responsibility campaigns; At the same time, consumers have the opportunity to find an emotional connection with the media and find a place in the media. Long-term and successful campaigns; the institution is able to be news in the media and increases the likelihood of institutions in the consumer's eyes.

Being news in the media about a social campaign will attract even those who are opposed to the ad; they can create positive judgments in the minds of the institution indirectly. (Karahan, 2006: 62).

The person intended to reach the message in the communication process is one of the basic components of the target communication process, defined as a cluster or a mass. Through the mass communication, the target can be expanded from person to mass; (Mutlu, 2008: 126), which defines specific audience segments and has the definition of reaching them with the most effective channel available.

The success of an advertising campaign is assessed based on whether it can convince the target mass to meet its campaign objectives. If the advertising campaign can create a positive attitude towards the product or service on the target audience, it means fulfilling the advertising campaign objectives if it can increase the awareness or recall of that product or service. In order to achieve this, the demographic factors including age, gender, place of residence, occupation, income and marital status, which help to segment the target population according to certain numerical and livelihood characteristics, need to be recognized in the context of the basic characteristics of the target population.

DEMOGRAPHIC CHARACTERISTICS AND SAMPLES OF TARGET AUDIENCE

Age is creating differences in Consumer's age group consumption behavior. For example, young age group clothes, cassette, cd products, middle age group, household goods, etc. products (Gürüz, 1999: 87). In this context, advertisers should set up advertising strategies by taking into account the age range of the target masses they are aiming to call, and identify the advertising content accordingly. The perspective of the target group that sees associations of its own age group in an advertisement for a product or service will therefore also differ in its perspective and hence in its buying behavior (Elden et al., 2008:105). A consumer in the 15-20 age group tries to follow the fashion while choosing products such as clothing, plaque, and magazines. In this way age groups are important in determining consumer characteristics due to the needs and desires of different products at different ages (Yaylacı, 1999:133). In this context, advertisers should set up advertising strategies by taking into account the age range of the objects they are aiming to call, and determine the advertising content accordingly.

In an ad for a product that one child will use, attention will be drawn to the target item, and cartoon characters, animations, or the use of real animated children as protagonists will draw attention to the child's product (Elden, 2009: 369). For example; In the Pınar Kido Fruity Milk advertisement, an advertisement consisting entirely of cartoon characters was prepared and the advertisement was animated with a clown to attract children easily.

Likewise, advertisements in which the character of Lion King Max, identified with the product by Max freezes and helping children in difficult situations, play a role in real life children in the foreground can be given as examples of advertisements prepared for children. As can be seen from the examples above, these images used in advertising campaigns show that the success of the campaign for the age factor is significant at the point of describing and attracting interest.

Like age, it plays a very important role both in the purchase decision and in **gender** differences in the choice of product or service and brand. Some products or services are directed towards women by some products or services to men. Again, while men are more decisive in the purchase of certain products or services, women have a say in the purchase decision of some products or services. For this reason, it must be determined which product or service the product or service is intended for and what the gender of the person making the decision to purchase the product or service is (Kocabaş and Elden, 2006: 60).

For example; Orkid Alldays is directly proportional to the gender factor due to the fact that the target audience for the product of the use of a woman figurine (mother, business woman, friend, etc.) who wear different collective roles in social life.

It is also possible to find advertisements in which some women's products are included as final decision makers. For example; Gillette's shaver is shown as a woman who tests and certifies the utility of the product. As can be seen from the above examples, the gender roles used in advertising campaigns indicate that the success of the advertising campaign is important in terms of defining the target audience.

Another factor that has a significant effect on the buying behavior of the target group is the **marital status** of the group in which the advertisement is voiced. The marital status also increases the needs for certain products or services, and can be influenced by specific brands or services, such as how, gender, and age group they are

involved with, which brand they are heading to, which needs and desires will emerge, and which products or services it leads to more orientation.

In terms of marital status, it is possible to categorize as the target groups, young single, young married children without children, young married children with a child under the age of six, young married children with a child older than six, elderly married children with children, elderly married children without children and single widows. Especially at this distinction, the target is decisive on the life span of the kittens, the need for children to be newly married, the need for children to be newly married, and the tendency towards certain products decreases while increasing the orientation towards certain products. This creates a point for marketers to form a basis for market segmentation and sets the path for advertisers to improve the effectiveness of advertising by preparing appropriate messages for the marital status of the target audience. For example; children's toys that are not needed during the young single age are at the forefront in the young married stage of children (Odabaşı, Barış, 2002: 254).

For example; baby grooming and baby food advertising, couples waiting for babies, and young married children under six years of age, there will be no sense for young married children aged six or over. However, Akbank's Baby Fund advertisement, where a newly married and expecting baby can be found, can be seen as an advertisement for married couples who are both waiting for a new baby and younger than six.

For older married or married children, my children will be able to focus their time on travel, entertainment, and product needs so that this kind of product or service advertising will be more targeted to this audience. For example, a pair of couple and families are shown in the advertisements of Kilim Mobilya firm and the bride who answered "enough of rug" in order to ask the mother-in-law "what you want" is displayed while shopping at Rug Store. The second ad of rug focuses on the need to renew the sofa sets in the husband's house in preparation for marrying his sons. These rug ads, new married young couples, or young singles preparing for marriage take their children as the target audience for elderly married couples in preparation for marriage. As can be seen from the above examples, the marital status of the target group and the stage of marital status have an important influence on the advertising content in terms of advertisers.

It is important to note that the target groups have different cultural backgrounds, diverse elements of subcultures, lifestyles, habits, and differences in tradition-customs, where the masses in which they advertise different **geographical locations** or advertisements in different countries offer significant clues and are not eligible for creative work in creative work (Elden et al., 2008: 111).

In international or global advertisements, preparation of contents that will not be contrary to the social values and cultural structure of the addressed country, and where necessary, advertising of the local content specific to the addressed geographical area is effective on the success of the advertisement, as well as the effect of subcultures - rural, east-west etc.) should not be ignored. The place where sustains his life can differentiate his viewpoints on visual and auditory codes in the context of the advertisements, as well as his consumption and buying habits, lifestyle, increased need for certain products, and cultural influences. For this reason, advertisers should pay close attention to the perceptions of the cultural aspects that arise as well as the needs and requirements that the geographical location is active when creating the advertising content (Elden, 2009: 374-375).

For example; In addition to global advertisements being launched worldwide by companies operating in world markets such as Coca-Cola and Nike, advertisements that include Coca-Cola's unique symbols, such as the month of Ramadan, in particular the Turkish society and their values are geographically influenced by local advertisements to advertisements that are used.

However, one of the examples of advertisements in which elements such as life styles and traditions of subcultures are emphasized in the same country is Doğuş Çay commercial, in which Sinan Çetin also plays a role. In this advertisement, a peasant girl who lives in Karadeniz, a region where tea is grown in our country, says "The most beautiful tea is Doğuş Çay" with her regional Black Sheik Shivi in her local clothes.

Educational status provides useful information for determining the level of education of consumers, preparing advertising plans and strategies and implementing them effectively. Buying behaviors also vary, as a consumer with a high level of education and a consumer with a low level of education may differ in the demand for a particular product or service. In this way, the selection of the media in which the advertising messages and messages will take place is determined, taking into account the educational situation of the consumer (Yaylıcı, 1999: 134).

A target group with a high educational level is more oriented towards technical products, complicated features and esthetically different products. In this context, it is much easier to perceive the content of a rational message that conveys these characteristics of a product with complex technical features in an ad that appeals to a target audience with a higher level of education. If an educational message is prepared for a target audience with a high level of education, the expected behavior of the target audience or the resultant emphasis on them can create a disturbing effect on the target audience at this level. They want to make their own decisions about what to do, or to arrive at themselves in the end. For this reason, the messages emphasized directly as the result should not be preferred while calling this mass (Elden, 2009: 371-372).

For example; In the Turkuaz Water advertisement, indirect benefits are used instead of direct benefits of water benefits, benefits of the consumption of the body and turquoise water properties. The advertisement, which starts with a mother who drinks a baby in a park and a turquoise water girl starts to take flowers from a child, helps the flower girl to download a little girl's kitten from the tree, this girl crosses an old uncle and her two uncles fight the two lovers, he continues to take the falling wallet of a certain person, who is a business man with a dress, and give it to him. At the end of the ad, the male character comes to the house and his wife, who sees the turquoise water at the beginning of the commercial, welcomes him. The advertisement, which ends with the slogan "Goodness is in its essence," is told that doing good will return to the person as finding goodness, and the goodness chain starts with the mother character who drinks Turkuaz Water. In this ad, there is no emphatic message about what to do directly to the target group, and the goodness, purity, health and benefit in the essence of the water are emphasized with an indirect expression.

Advertising messages to be prepared for low-level educational targets need to be prepared with clearer content that is simpler, easier to understand, leaner, and will not challenge the target audience, in contrast to the higher-level educational level. From this point of view, it will be a suitable strategy to prepare one-way message contents with direct narration instead of indirect narratives, instead of rational stimuli, where emotional stimuli and humor items are foregrounded at the end of the advertisement message (Elden, 2009: 371-372).

For example; the Ali Desidero Derby Shave Banner commercial, which struck a turning mark, has a direct expression of appeal to a lower level of education. Ali Desidero is presented as an opinion leader, approval authority, and goes to the factory where the razor blades are produced. "I see it all as educated children" seems to offer direct messages directing consumers as a person who decides on behalf of the advertisers.

The income situation, the economic situation in which the country is located, is one of the economic factors affecting the agency operations as well as all the production enterprises (Yaylacı, 1999: 135). The state of the national economy is a loyal feature of consumer behavior. In the economy, the situation of the Gross National Rate, which is the monetary expression of goods and services created in a year, is considered as the most important data in determining per capita income. In countries where income per capita is high by increasing Gross National Rate, it is easier for people to turn to consumption. In such countries, where resources can be allocated for eliminating other necessities after eliminating their compulsory needs, management managers perform activities such as product diversification and product differentiation in a more intensive manner, and accordingly marketing and advertising activities develop and become active (Gürüz, 1999:87).

For example; Peti Danone, a food item for the child to use, is advertised in advertisements containing a vitamin that contributes to the child's healthy development of the product as well as the child being affected by the user in order for the child to be bought by his parents, rather than by his / her own paternity, and if you want your children to develop healthy as a conscious mother, you should buy Peti Danone "and parents and daughters are affected as purchasers and money is separated from family income.

Although the woman who will use the washing machine as an individual in the white goods advertisement will also need to separate a share from the family income, besides facilitating the housework of the woman, the issues such as the stability in general, economic washing programs and long- income is being tried to be shared with a common decision.

For example, Istikbal Regina Ready Kitchen is trying to make it easier to get a common share of family income through the presentation of "this is your living space" by presenting the kitchen as a living room where only the woman does not eat and eat food, where the whole family can spend time, even as a baby room .

RESULT

The ability of brands to sustain their lives depends on their preference by a specific target audience and the existence of loyal target kits. Advertising campaigns fulfill key objectives such as bringing brands together with target groups, informing target groups about the brand, and enabling the target group to choose brands. In fulfillment of these objectives, it is necessary to consider the demographic factors that are effective in shaping the buying behaviors of the consumers who constitute the target group to be effective in order to create ads that attract attention to the advertisement targeted by the advertisements and to ensure that the advertising content can create the desired effect.

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