



«Political advertisement on television»

MAIN RESULTS

3

Academy of Ukrainian Press
Institute of Sociology, National Academy of
Sciences of Ukraine

October 2004

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«Political advertisement on television»

July 2004 – November 2004

PROJECT: "Political Advertisement on Television during the Period of the Election Campaign" (July 2004 - November 2004)

MODEL:

- Contents analysis of political advertisement of presidential candidates**
- Leading Ukrainian channels**
- The second entire week of each month**
- 19:00 - 23:00**

- Project is carried out by the research teams of the Academy of Ukrainian Press and Institute of Sociology, National Academy of Sciences of Ukraine through support of OSCE. Project leaders are Dr. Nataliya Kostenko and Dr. Valeriy Ivanov.

METHODOLOGY

Research goal:

- **Monitoring of volume and contents of political advertisement of presidential candidates**
- **Third wave: October 2004**

SAMPLE:

■ Channels

UT-1
1+1
Inter
Novy channel
ICTV
STB
TRC Ukraine
5-th channel

■ October 11 -16, 2004

■ 19:00 – 23:00

- **except for news programs and movies**

■ **192 hours of air time/1320 political advertisements**

METHOD: content analysis of audiovisual information

- Contents analysis was carried out by 5 operators. Confidence level: 85-95%
- Digital video materials have been provided by “Monitoring of Mass Media of Ukraine”

METHODOLOGY

MAIN INDICATORS

- **Volume of advertisement of a presidential candidate (in the flow, on each channel)**
 - **Portion of candidate's advertisement in the overall political advertisement flow (number of ads / sec)**
- **Explicit & hidden advertisement**
- **Candidate's image/ value context of political advertisement**
- **Volume of anti-advertisement**

MAIN DEFINITIONS:

- **ADVERTISEMENT OF A PRESIDENTIAL CANDIDATE** - any positive or neutral mentioning of a presidential candidate
 - during the period of the election campaign any positive or neutral mentioning of a candidate performs an advertising function
- **TYPE OF ADVERTISEMENT** –
 - **Explicit advertisement** – a special advertising product that positions a person as a presidential candidate (videos, reports about funding, etc.)
 - **Hidden advertisement** (mentioning of a candidate “in connection with something”, mentioning of a candidate without saying his/her name)
- **ANTI-ADVERTISEMENT** - any ironic or negative mentioning of a presidential candidate
- **ADVERTISEMENT FLOW** - overall number of all advertisements broadcasted by a channel/-s at a certain period of time

MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN OCTOBER 2004

- **Advertising strategies of the channels** : dominating of explicit advertisement (advertisements, speeches/debate of presidential candidates), superiority of one of the leaders (pro-leader, contra-rival, “anonymous candidate”), broadcasting of social advertisement about voting procedure
- **Advertising strategies of presidential candidates:**
 - intensification of advertising activities/ transfer to niche of advertising field
 - intensification of advertising campaign of the prime-minister (personal advertisement + social advertisement + government bonus)
- **Dominant:** Stability and successiveness vs moral fulmination of the power
- **Firmness of advertising ideas:** 1) “social patronage”; 2) “rational choice”; 3) “moral imperative”; 4) “warning about

MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN

On the threshold of the elections: remarkable increasing of advertisement of the prime-minister

- ❑ In October advertising activity of presidential candidates rises noticeable: the number of advertisements increases in 4.5 times in comparison with September (1230 vs 296), time volume of political advertisement in 1.9 times (50210 sec vs 26185 sec), and in comparison with August – almost in five times (vs. 10627 sec). Explicit advertising products of candidates dominate the air time – mainly advertisements, more infrequent – films (94% of all advertisements).
- ❑ To the first time during the election campaign advertisement of V. Yanukovych is the largest in the advertising flow in prime-time. The share of his advertisement increased in 4.2 times in comparison with September (18.5% vs 4.5%), and the share of air time in 3 times (15% vs 5%). At the same time advertising share of “anonymous candidate” rises in 6 times (from 2% up to 12%). V. Yanukovych is not mentioned directly in the half of such advertisements (“social advertisement”), but he is obviously positioned by means of key symbols of his campaign (such as color spectrums, slogans). Advertisement’s volume of V. Yushchenko increased also in terms of absolute figures, but its share in the advertising flow declined from 38% advertisements/ 22% air time in September to 16%/10% in October. Advertisement’s share of O. Rzhavskyi, R. Kozak, O. Yakovenko, L. Chernovetskyi, B. Boiko, N. Vitrenko and O. Omelchenko come to 4-10% of all advertisements.
- ❑ 6 out of 8 TV channels broadcast more advertisement of one of presidential candidates – to be precise that of V. Yanukovych, and this difference is significant in terms of time figures. This is distinctive to a great extend for Inter and TRC Ukraine, whereas UT-1 and 5-th channel hold to parity with regard to advertising products of both leaders.

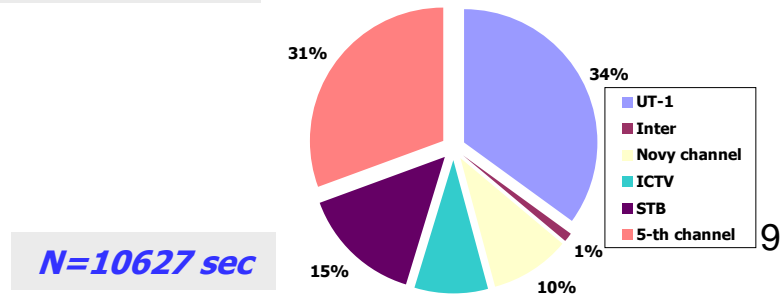
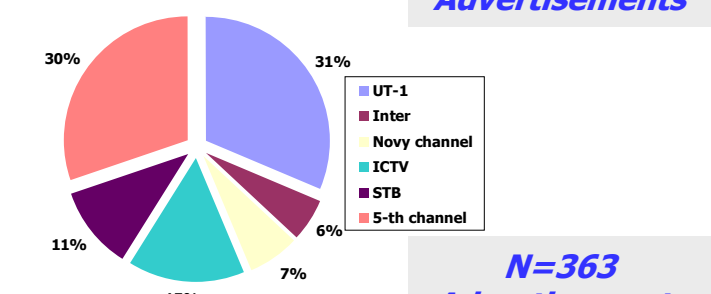
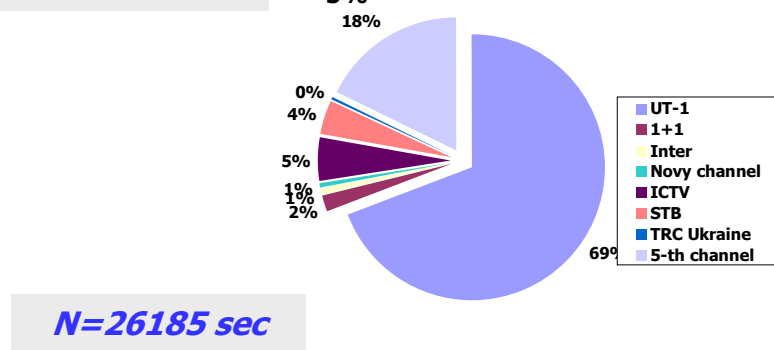
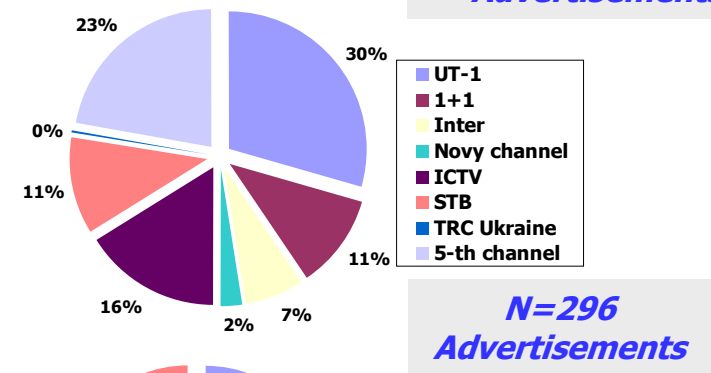
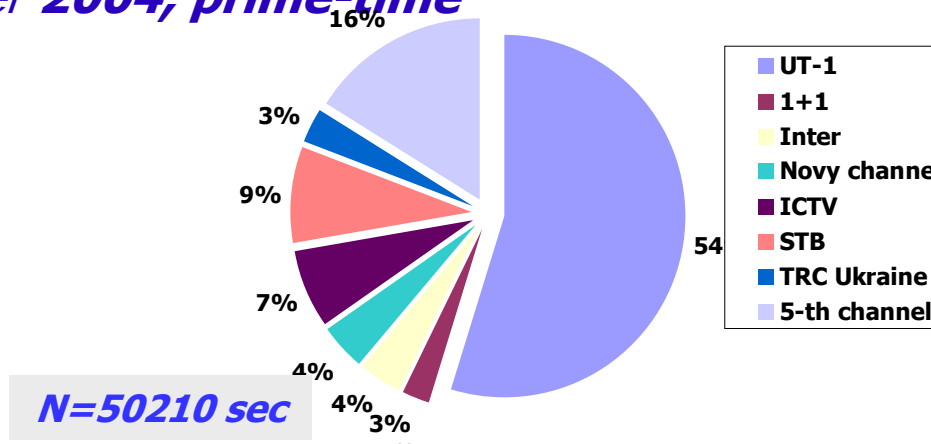
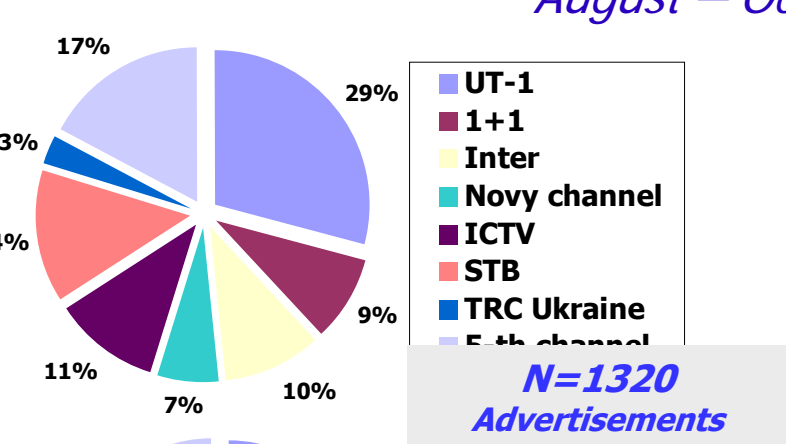
MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN

- ❑ **Absolute figures of anti-advertisement rise on the threshold of the elections: number of anti-advertisements increased in 2.2 times (from 74 to 161), and in the air time in 1.4 times (from 7443 sec up to 10112 sec). Though in percentage way anti-advertisement's volume did not increase – the share of anti-advertisements declined in two times in October – from 25% to 12%, and in terms of the air time scarcely changed: 30% in October and 28% in September. Explicit anti-advertisement is missing on TRC Ukraine and Novy channel, which prefer positive advertisement of V. Yanukovych and “social advertisement”**
- ❑ **In the middle of October every tenth advertisement (10%) is anti-advertisement of V. Yushchenko broadcasted on 5 out of 8 channels. Anti-advertisement of V. Yanukovych is presented in 2% of advertisements (mainly on 5-th channel, UT-1), i.e. five times less. On the whole the anti-advertisement flow consists during the election campaign of 71% advertisements “contra-Yushchenko” and of 21% “contra-Yanukovych” (48% vs 34% of the air time)**
- ❑ **Among value priorities, except for traditional values dominating during the advertising campaign, special attention is paid to values of social equality, fighting with corruption and power in September, and in October – to stability (18%), loyalty towards Russian language (7%).**
- ❑ **In spite of variety of candidates' advertisement the main advertising images remain steady enough during three months of the advertising campaign: MORAL IMPERATIVE (V. Yushchenko), SOCIAL PATRONAGE (V. Yanukovych), RATIONAL CHOICE (P. Simonenko, O. Moroz, A. Kinakh), WARNING ABOUT THREATS (R. Kozak, O. Yakovenko, O. Bazylyuk)**

POLITICAL ADVERTISEMENT

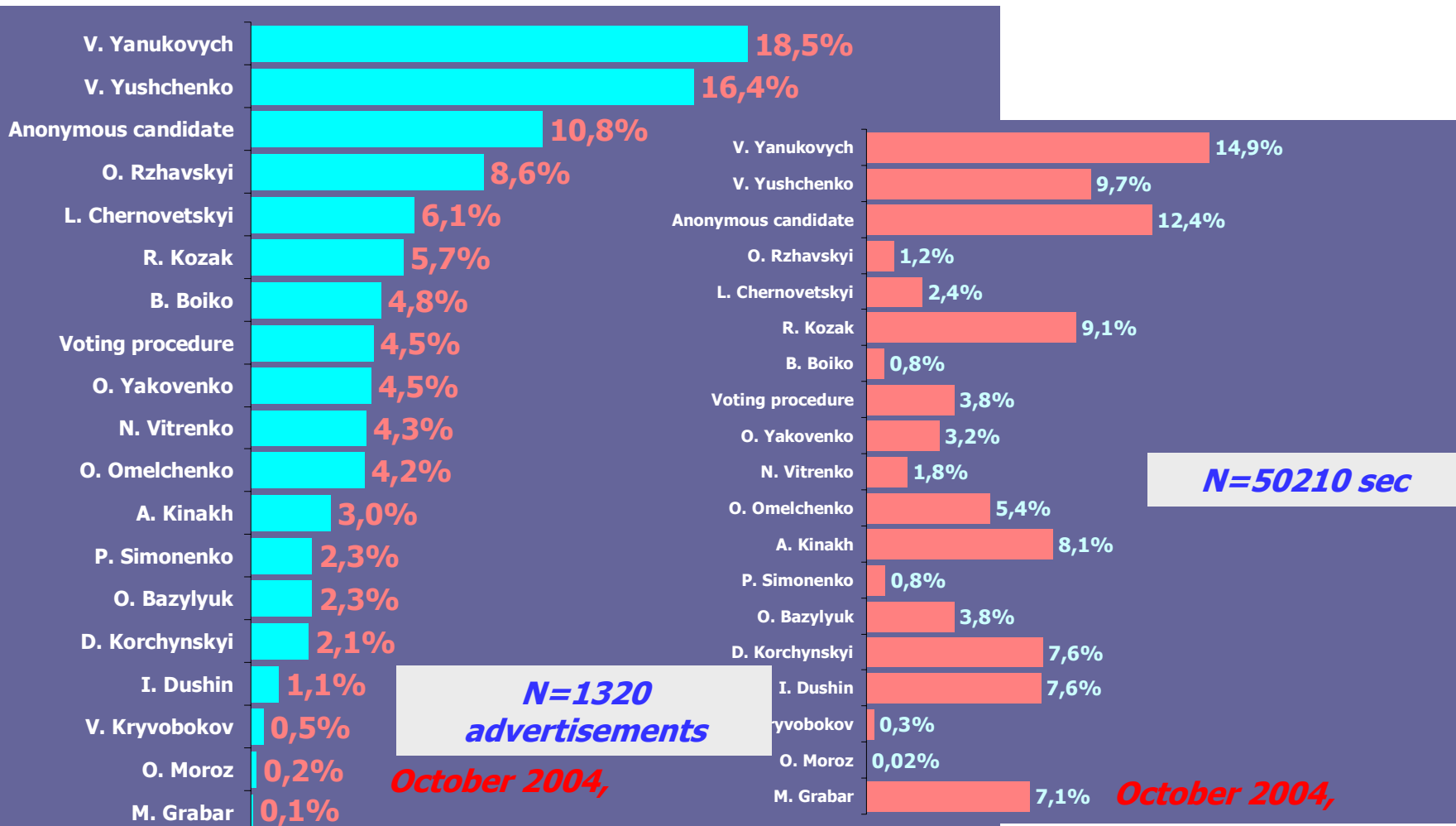
ADVERTISEMENT FLOW August – October 2004, prime-time



POLITICAL ADVERTISEMENT

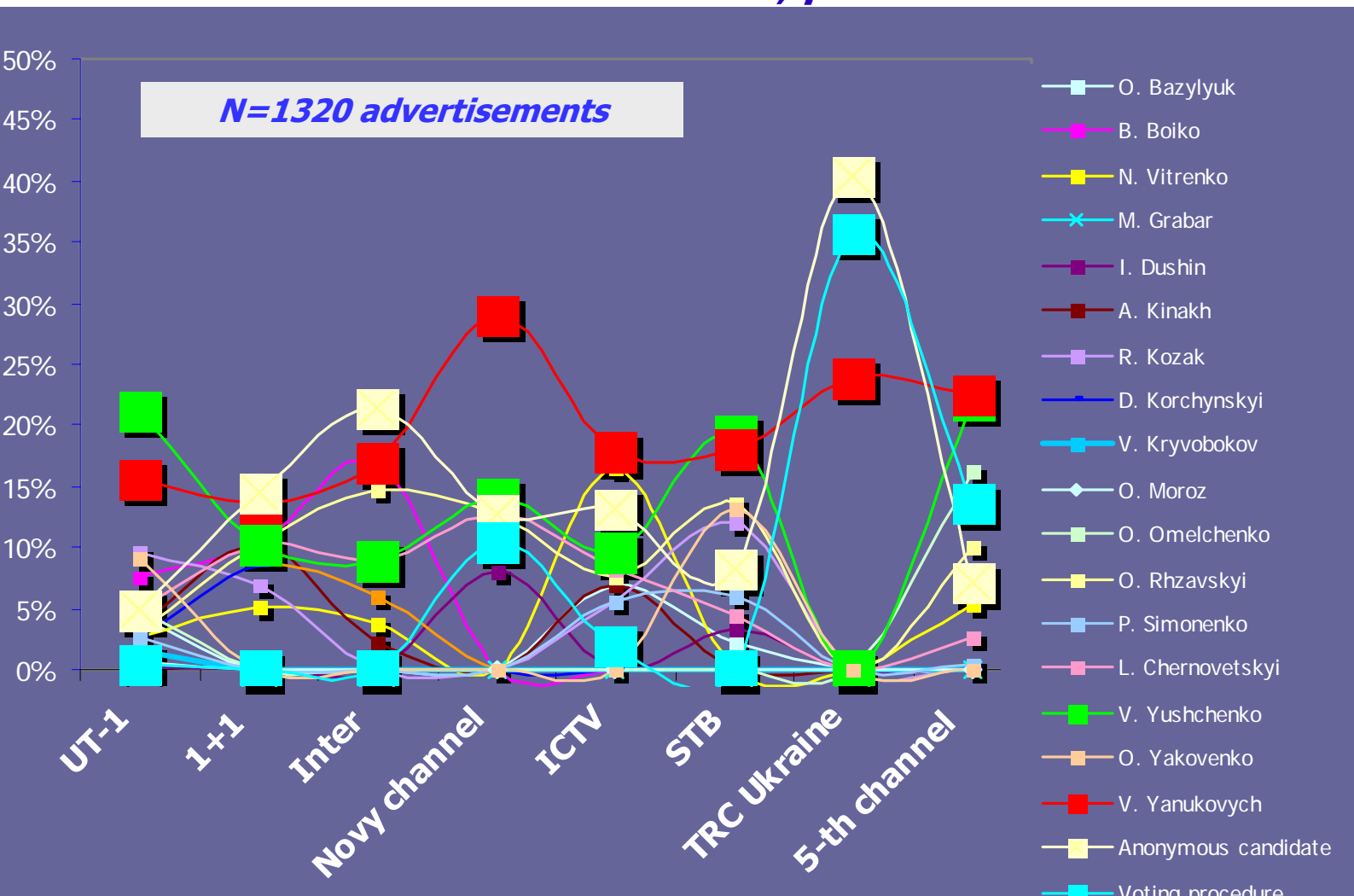
ADVERTISEMENT OF PRESIDENTIAL CANDIDATES

October 2004, prime-time



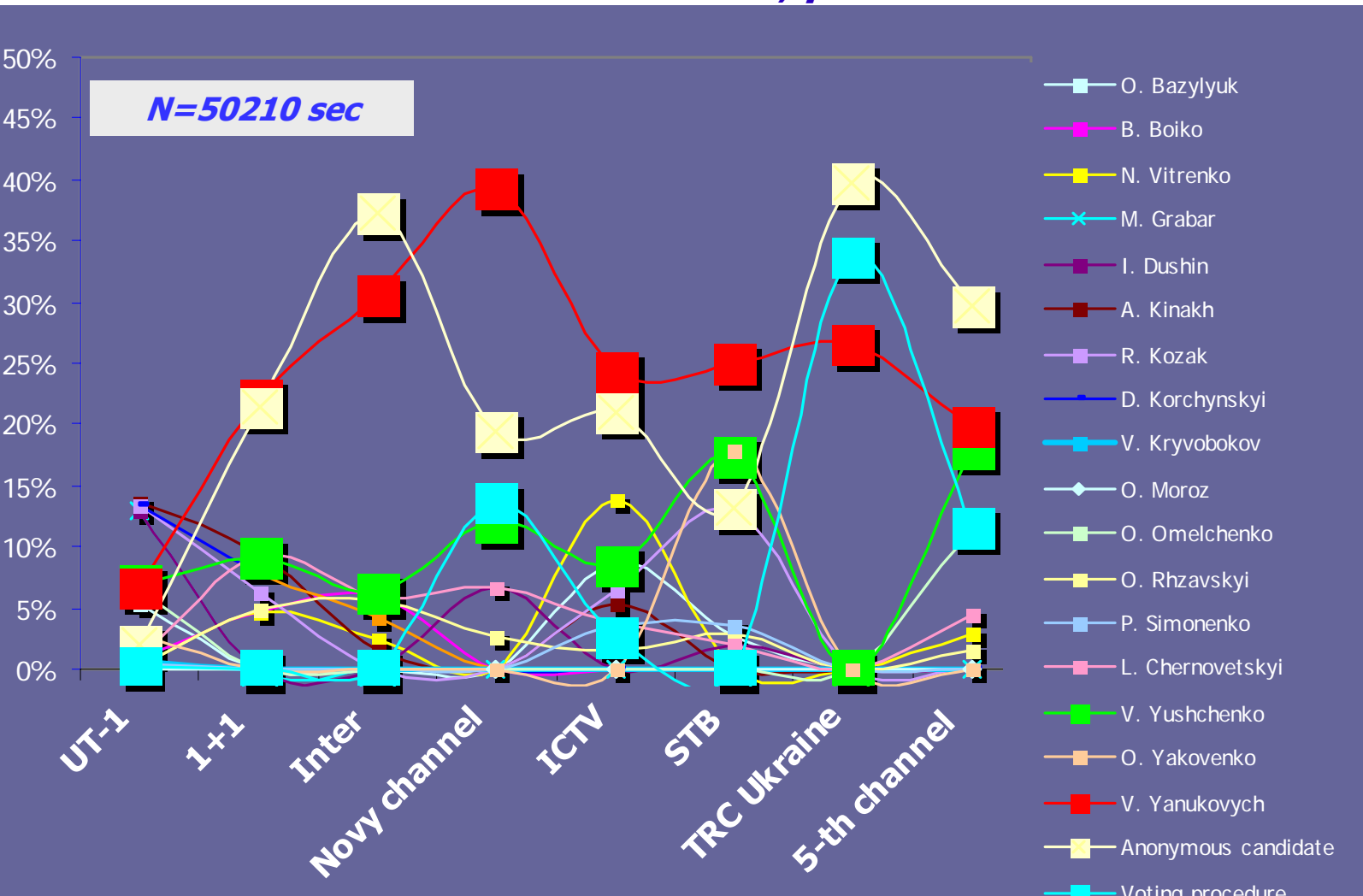
POLITICAL ADVERTISEMENT

ADVERTISEMENT OF PRESIDENTIAL CANDIDATES ON TV CHANNELS October 2004, prime-time



POLITICAL ADVERTISEMENT

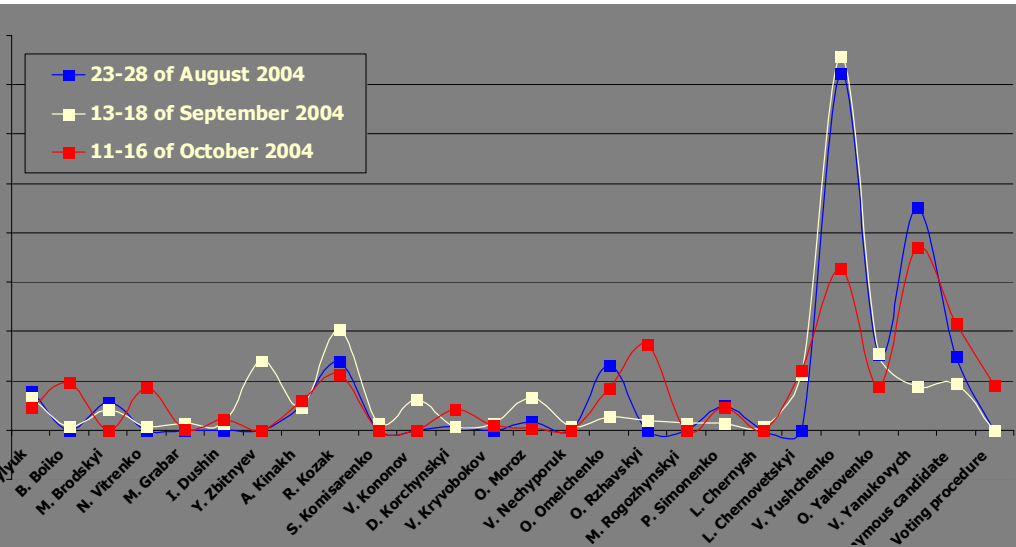
ADVERTISEMENT OF PRESIDENTIAL CANDIDATES ON TV CHANNELS October 2004, prime-time



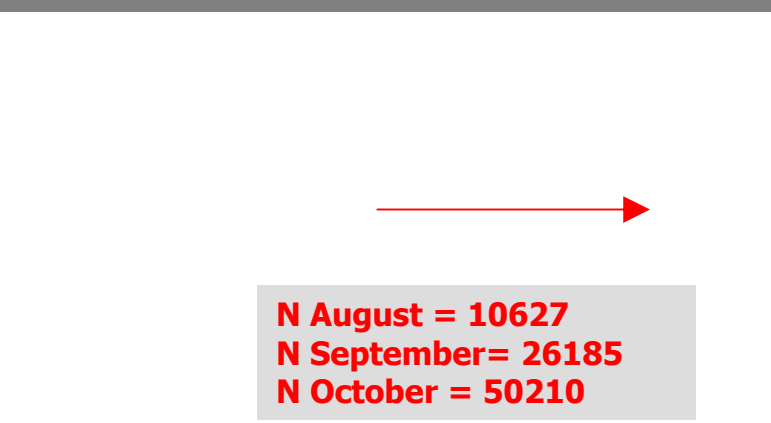
POLITICAL ADVERTISEMENT

ADVERTISEMENT OF PRESIDENTIAL CANDIDATES

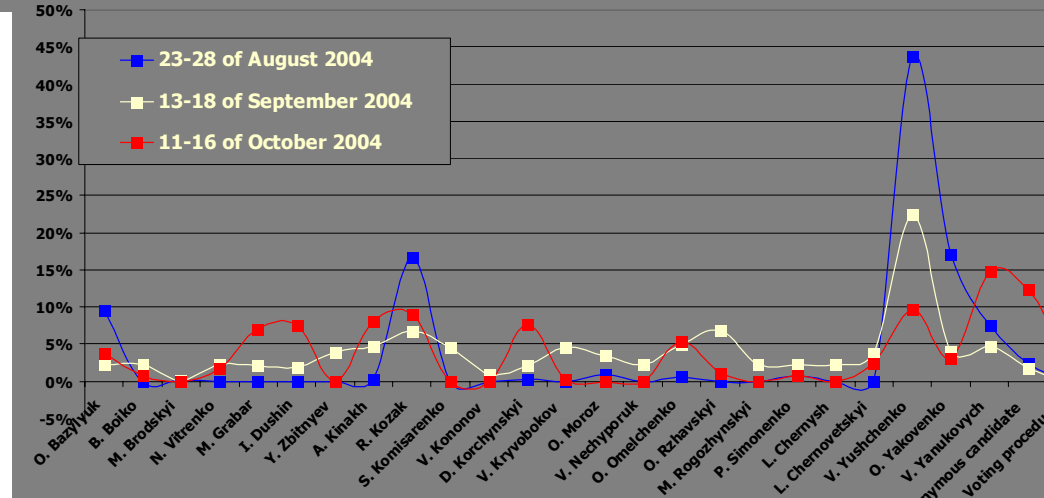
August – October 2004, prime-time



N August = 363
N September = 296
N October = 1320

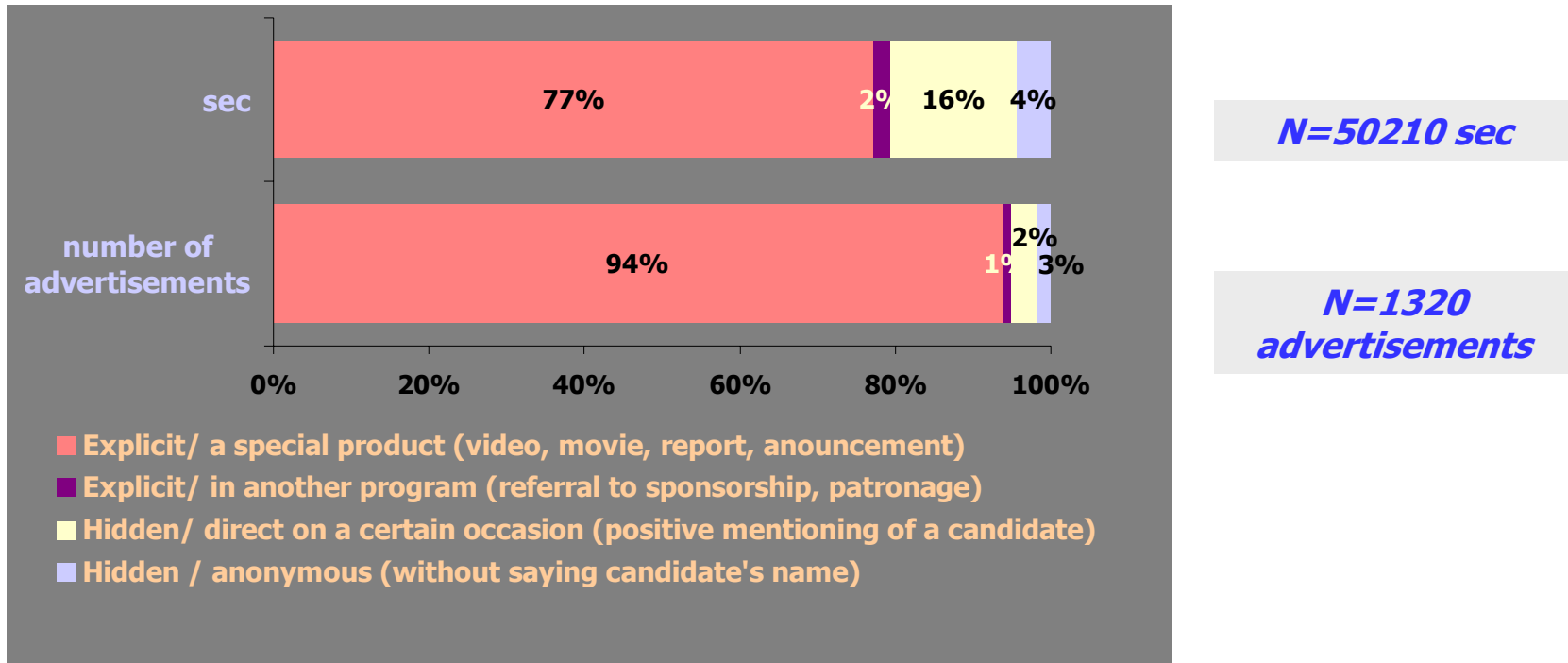


N August = 10627
N September = 26185
N October = 50210



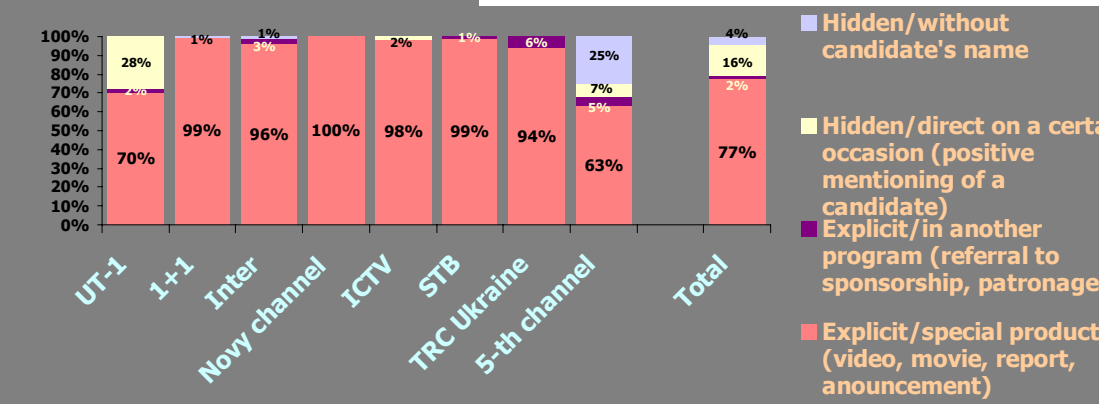
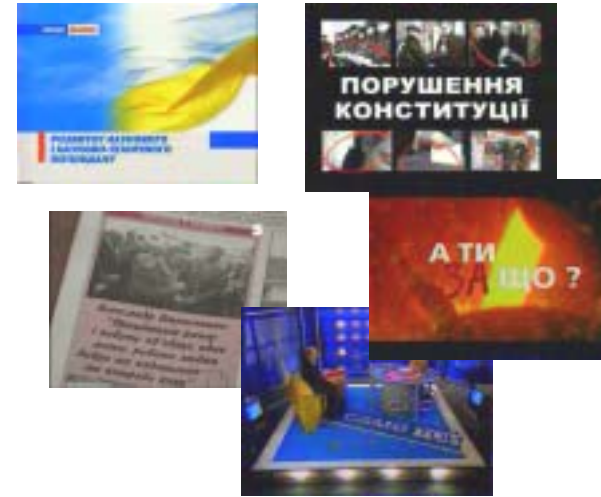
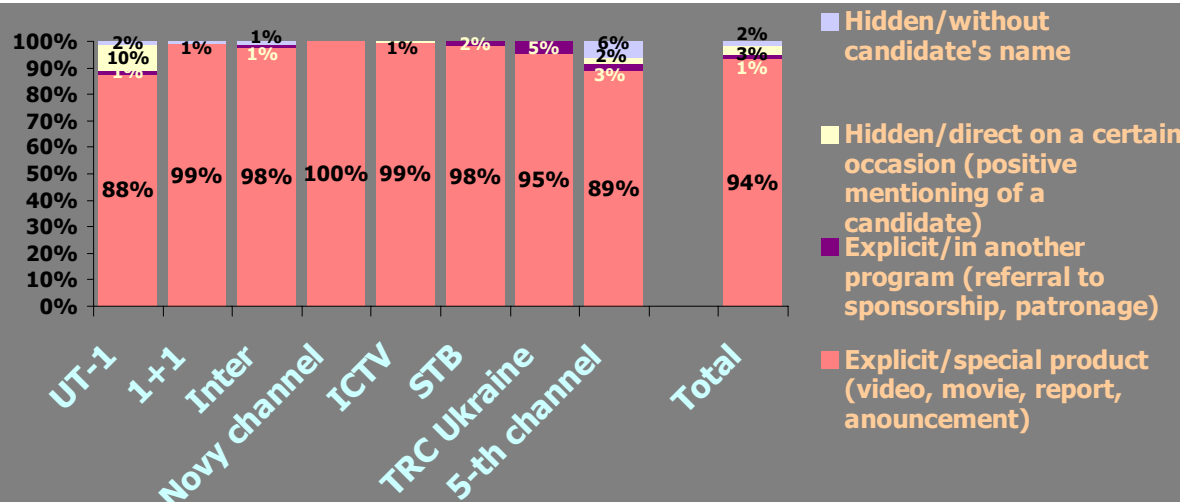
POLITICAL ADVERTISEMENT

TYPES OF ADVERTISEMENT OF PRESIDENTIAL CANDIDATES October 2004, prime-time



POLITICAL ADVERTISEMENT

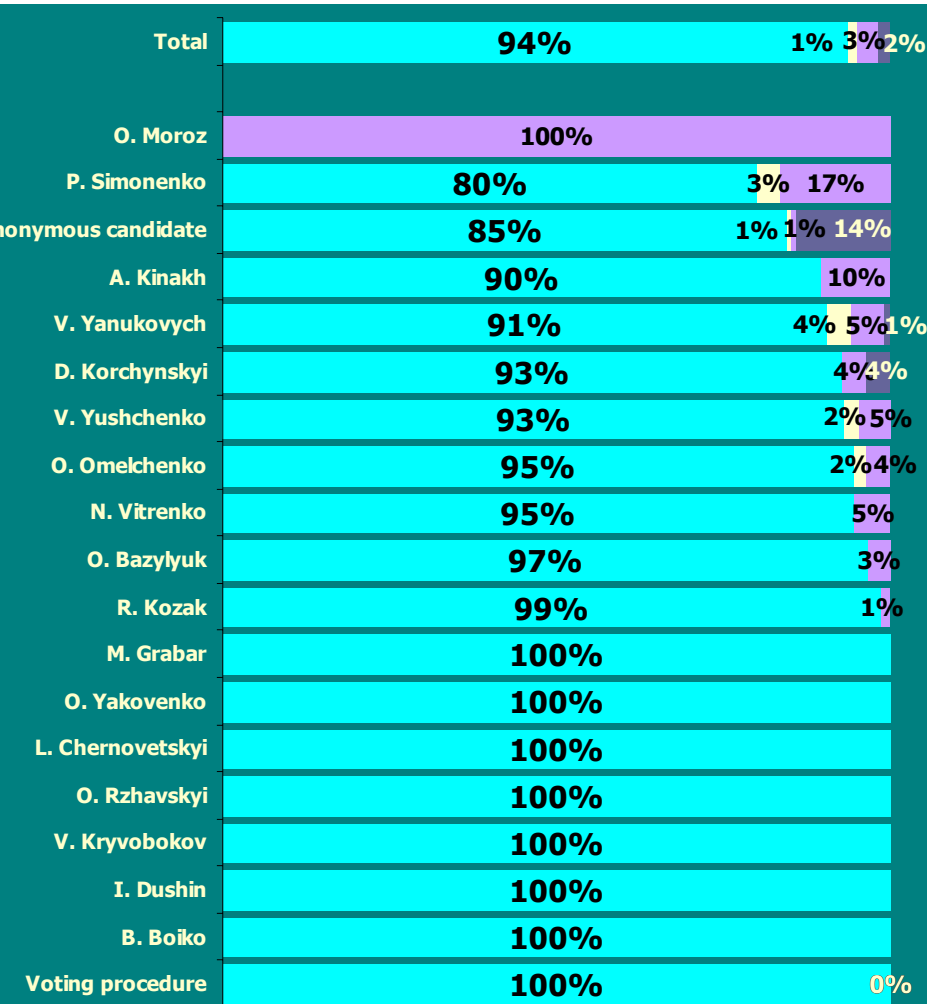
TYPES OF ADVERTISEMENT OF PRESIDENTIAL CANDIDATES October 2004, prime-time



N=50210 sec .5

POLITICAL ADVERTISEMENT

TYPES OF ADVERTISEMENT OF PRESIDENTIAL CANDIDATES October 2004, prime-time



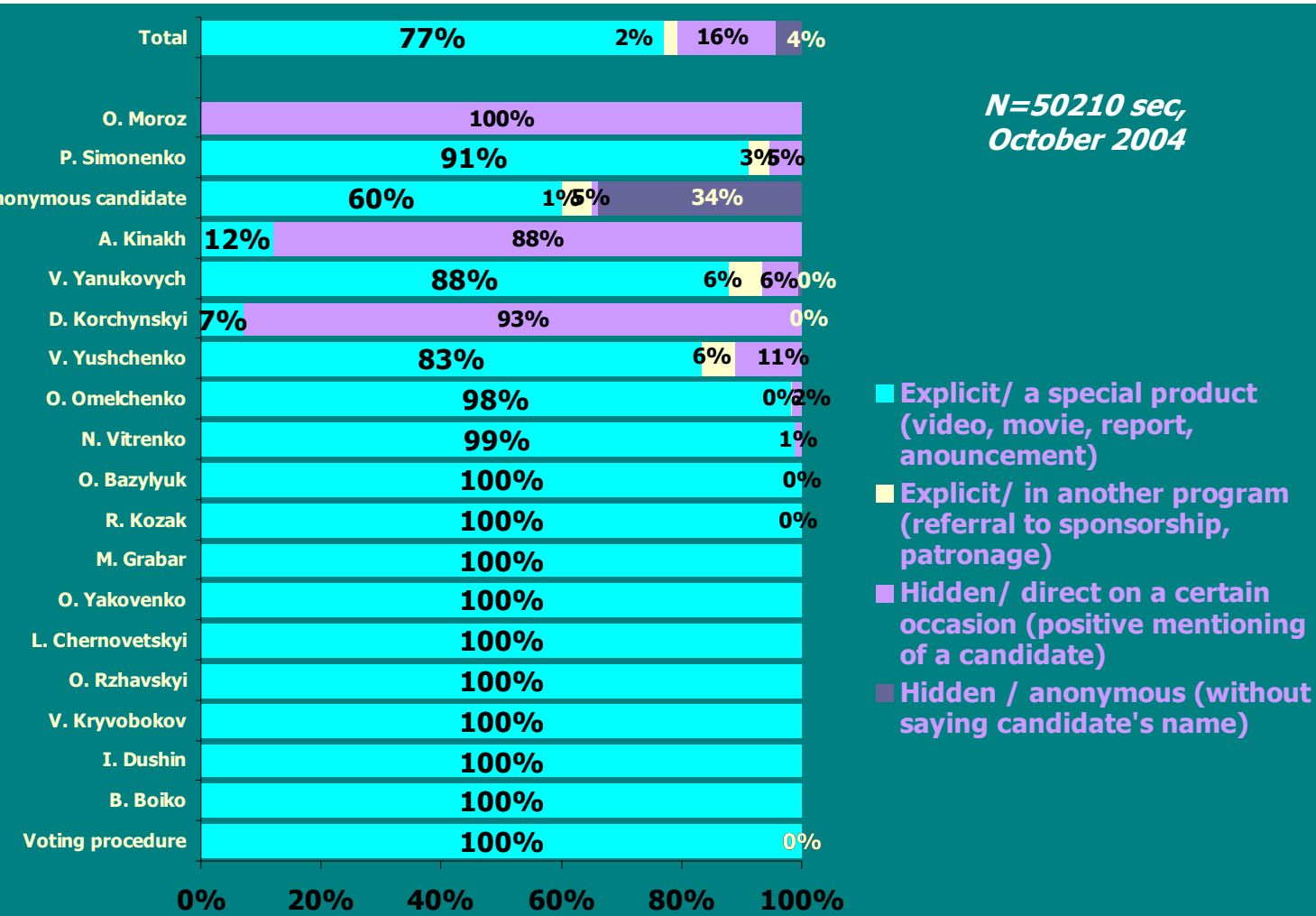
N=1320
advertisements,
October 2004

- Explicit/ a special product (video, movie, report, announcement)
- Explicit/ in another program (referral to sponsorship, patronage)
- Hidden/ direct on a certain occasion (positive mentioning of a candidate)
- Hidden / anonymous (without saying candidate's name)



POLITICAL ADVERTISEMENT

TYPES OF ADVERTISEMENT OF PRESIDENTIAL CANDIDATES October 2004, prime-time



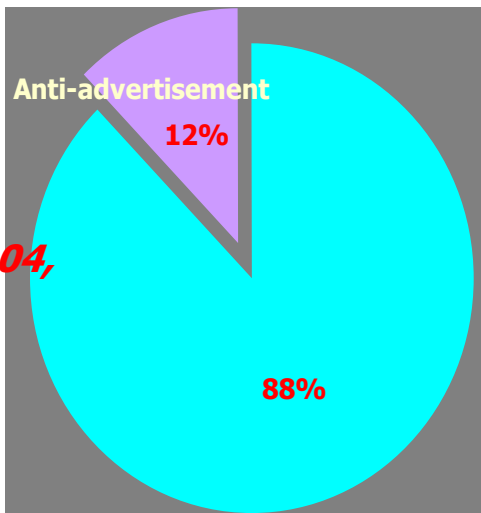
POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT*

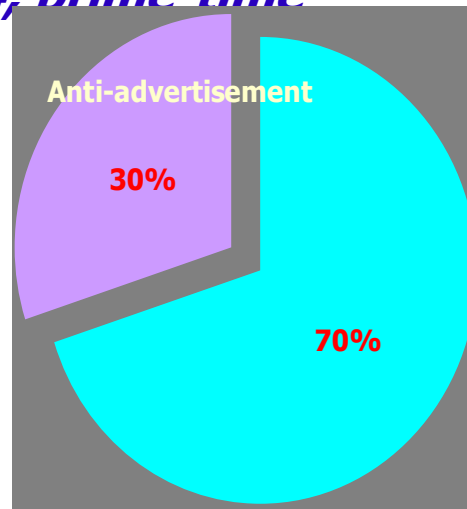
*% anti-advertisements/ time

October 2004, prime-time

October 2004,

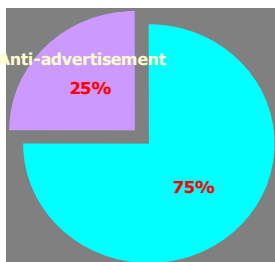


N=1320
advertisements,
October 2004

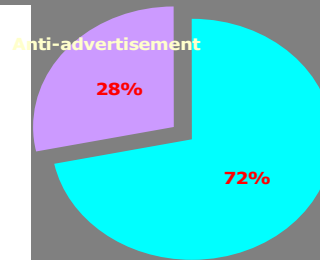


N=50210 sec,
August 2004

September 2004,

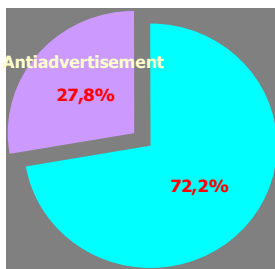


N=296
advertisements,
September 2004

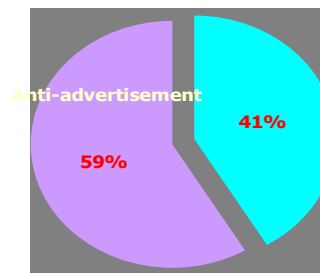


N=26185 sec,
August 2004

August 2004,



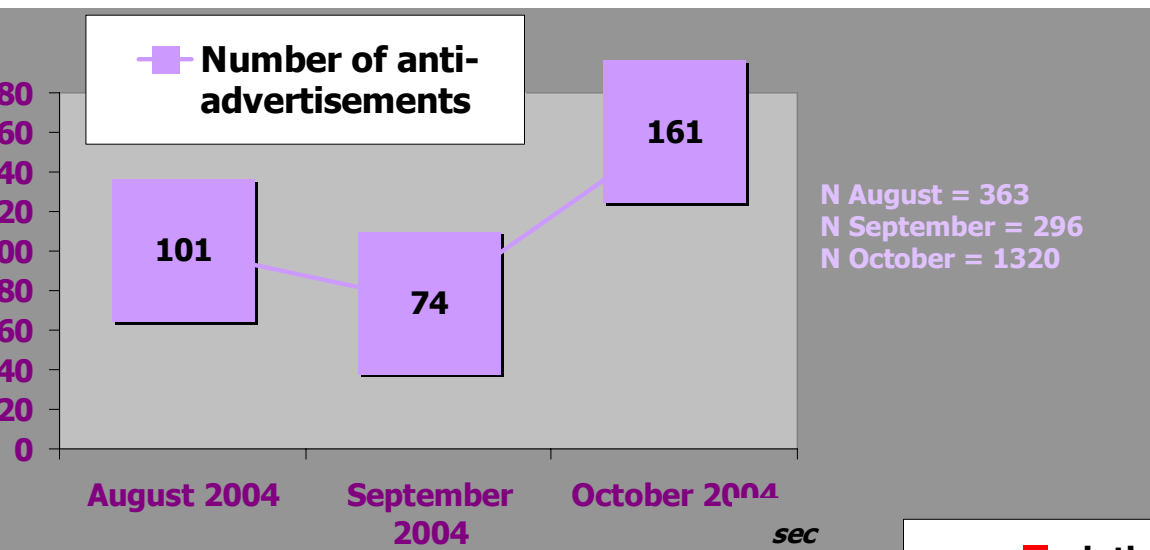
N=363
advertisements,
August 2004



N=10627 sec,
August 2004

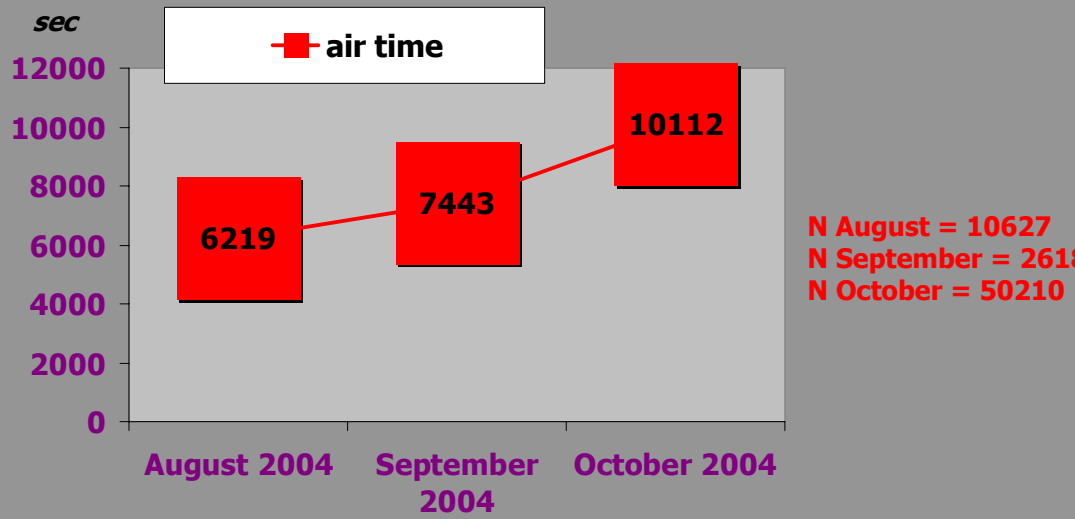
POLITICAL ADVERTISEMENT

*ANTI-ADVERTISEMENT** *August – October 2004, prime-time*



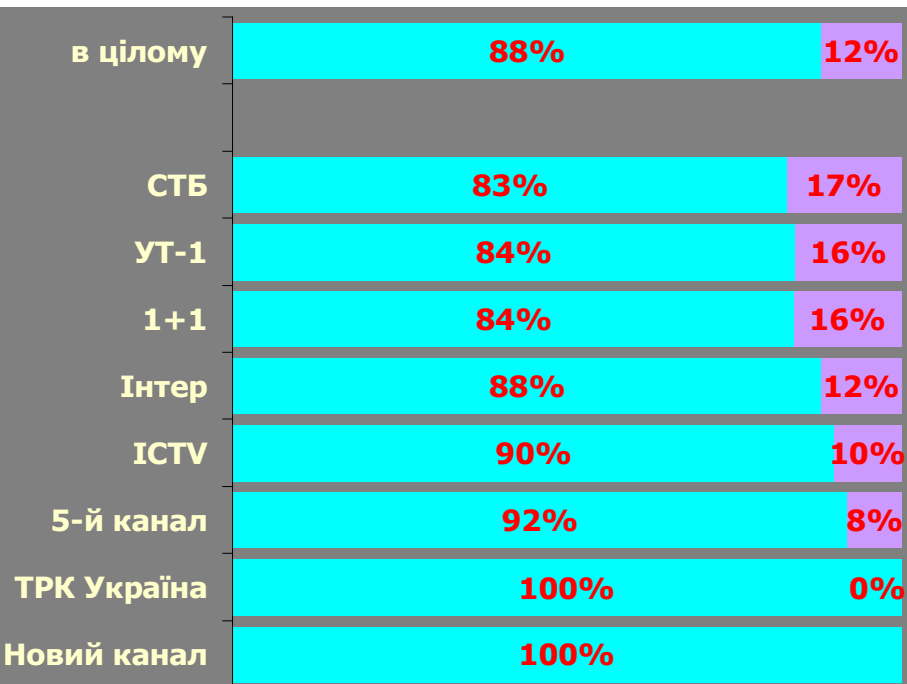
* Absolute figures

23-28 of August 2004	13-18 of September 2004	11-16 of October 2004
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POLITICAL ADVERTISEMENT

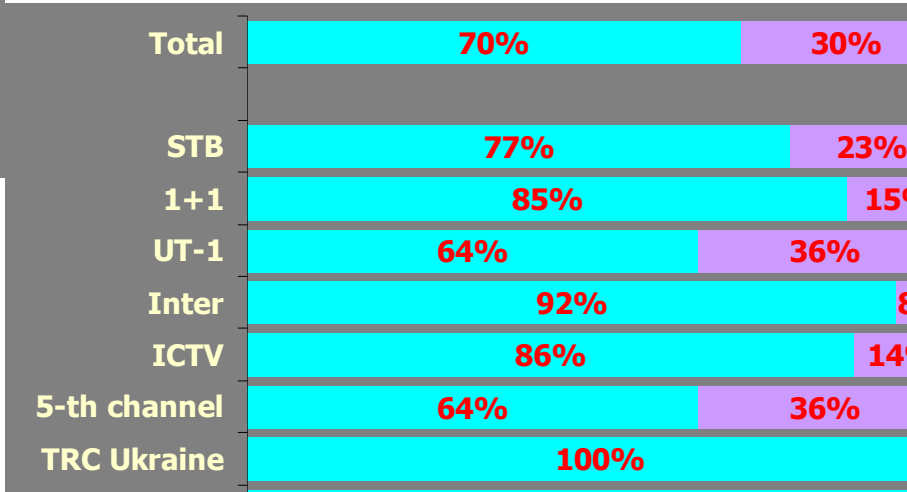
*ANTI-ADVERTISEMENT** *October 2004, prime-time*



N=1320
advertisements,
October 2004

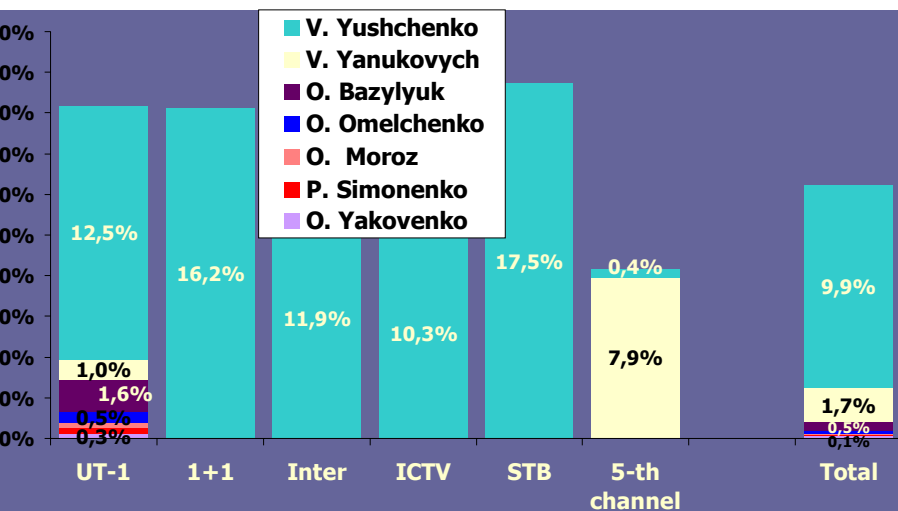
*% of anti-advertisements/
time

N=50210 sec,
October 2004



POLITICAL ADVERTISEMENT

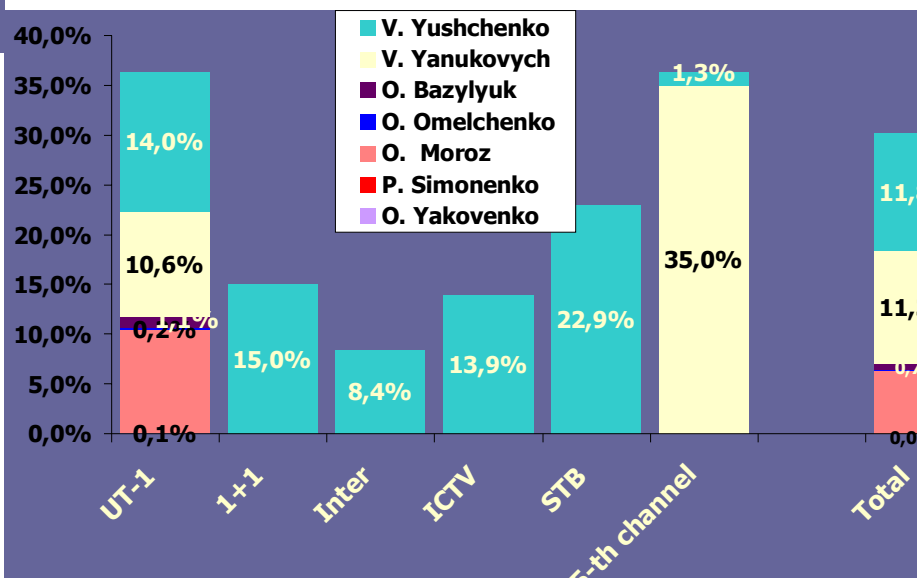
ANTI-ADVERTISEMENT* OCTOBER 2004, prime-time



**N=1320
advertisements,
October 2004**

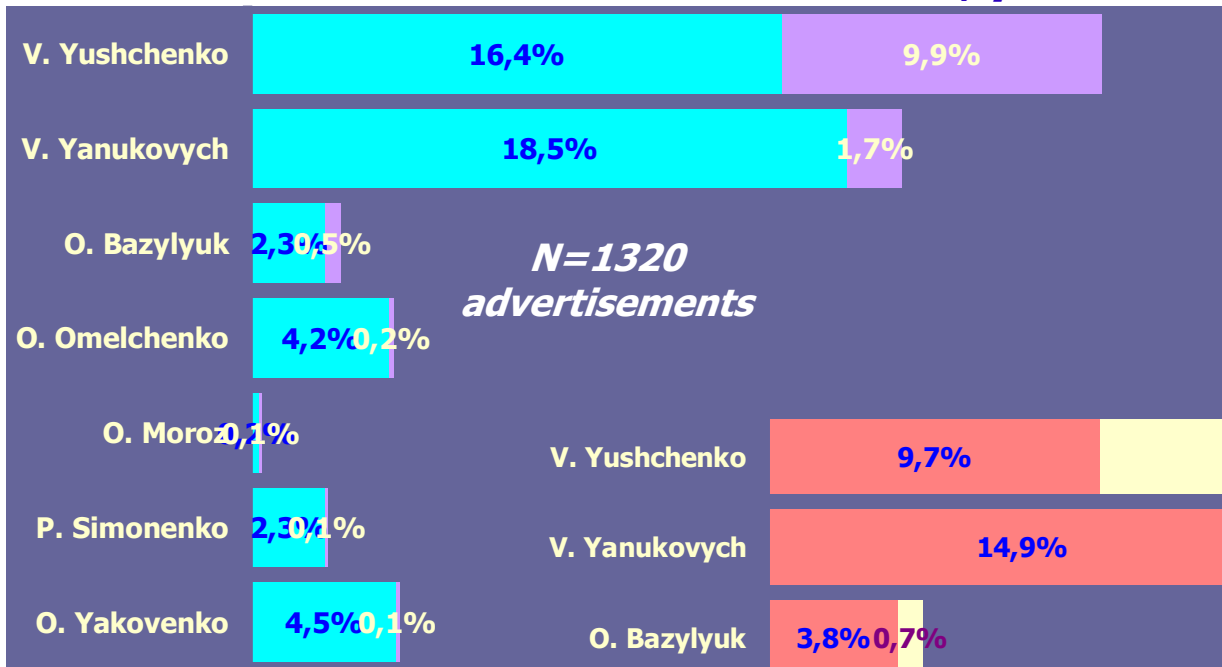
*% of anti-
advertisements/time

**N=50210 sec,
October 2004**

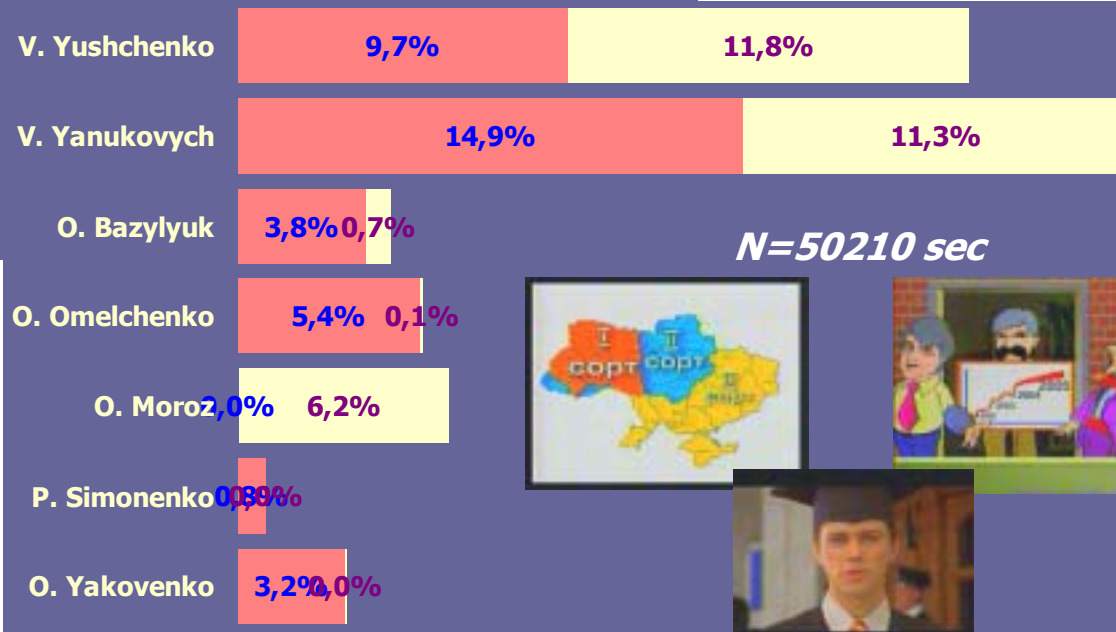


POLITICAL ADVERTISEMENT

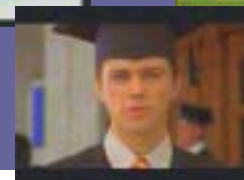
ANTI-ADVERTISEMENT* October 2004, prime-time



■ **93%** of anti-
advertisement of V.
Yushchenko contains in
advertising product of
other candidates
(explicit anti-
advertisement)



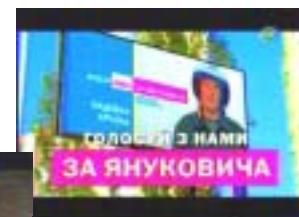
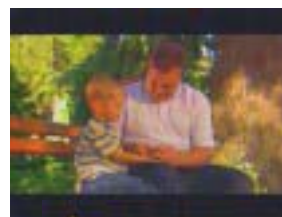
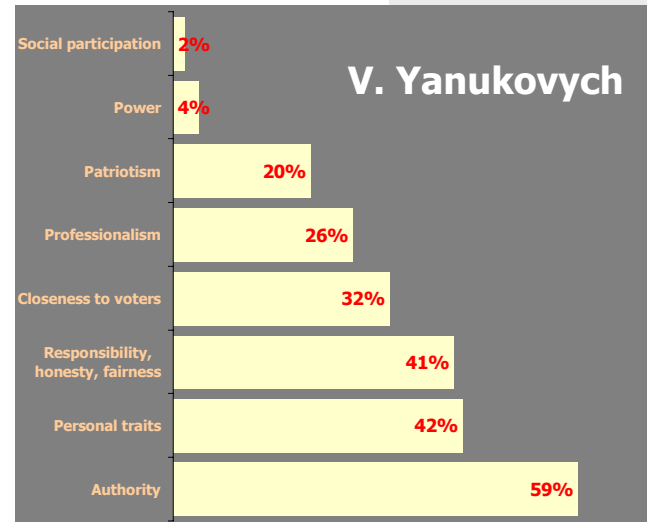
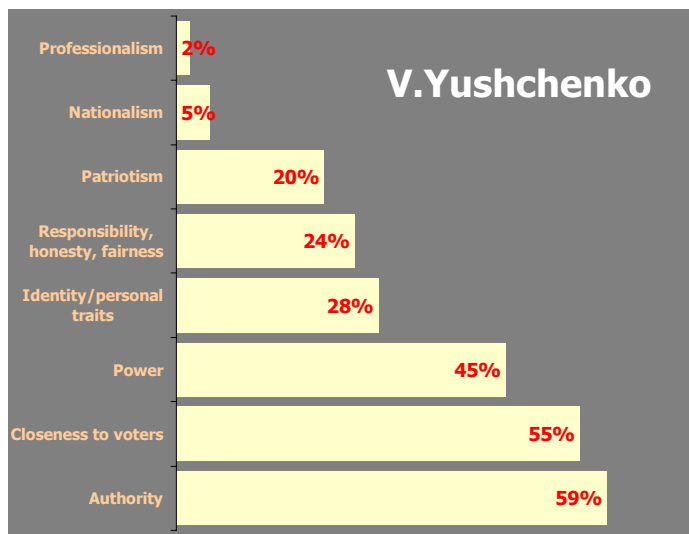
■ **77%** of anti-
advertisement of V.
Yanukovych contains in
current political
programs/speeches of
candidates (hidden anti-
advertisement/ "on a



POLITICAL ADVERTISEMENT

IMAGE OF RPRESIDENTIAL CANDIDATES October 2004, prime-time

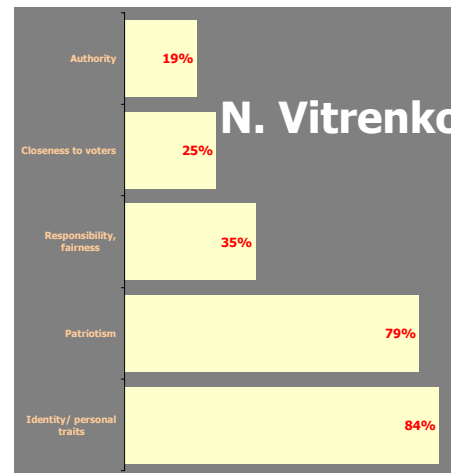
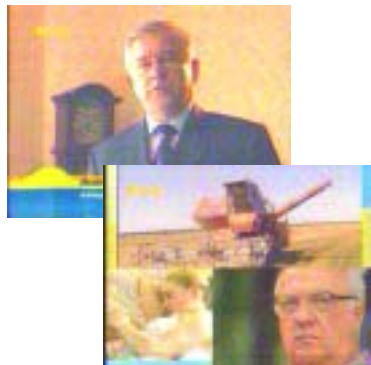
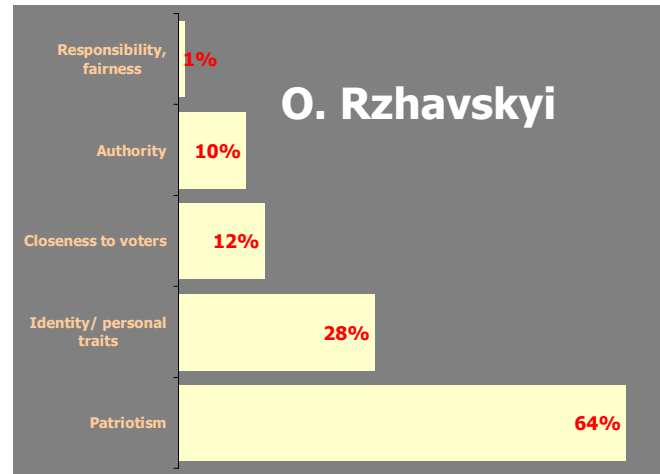
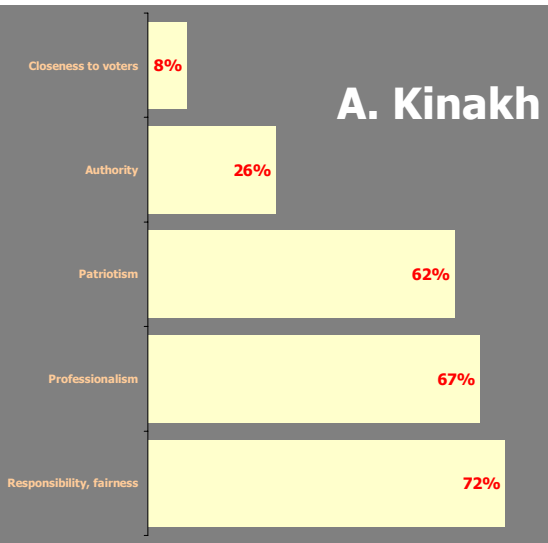
*N=1320
advertisements*



POLITICAL ADVERTISEMENT

IMAGE OF PRESIDENTIAL CANDIDATES October 2004, prime-time

*N=1320
advertisements*



POLITICAL ADVERTISEMENT

VALUE CONTEXT OF POLITICAL ADVERTISEMENT August-October 2004, prime-time

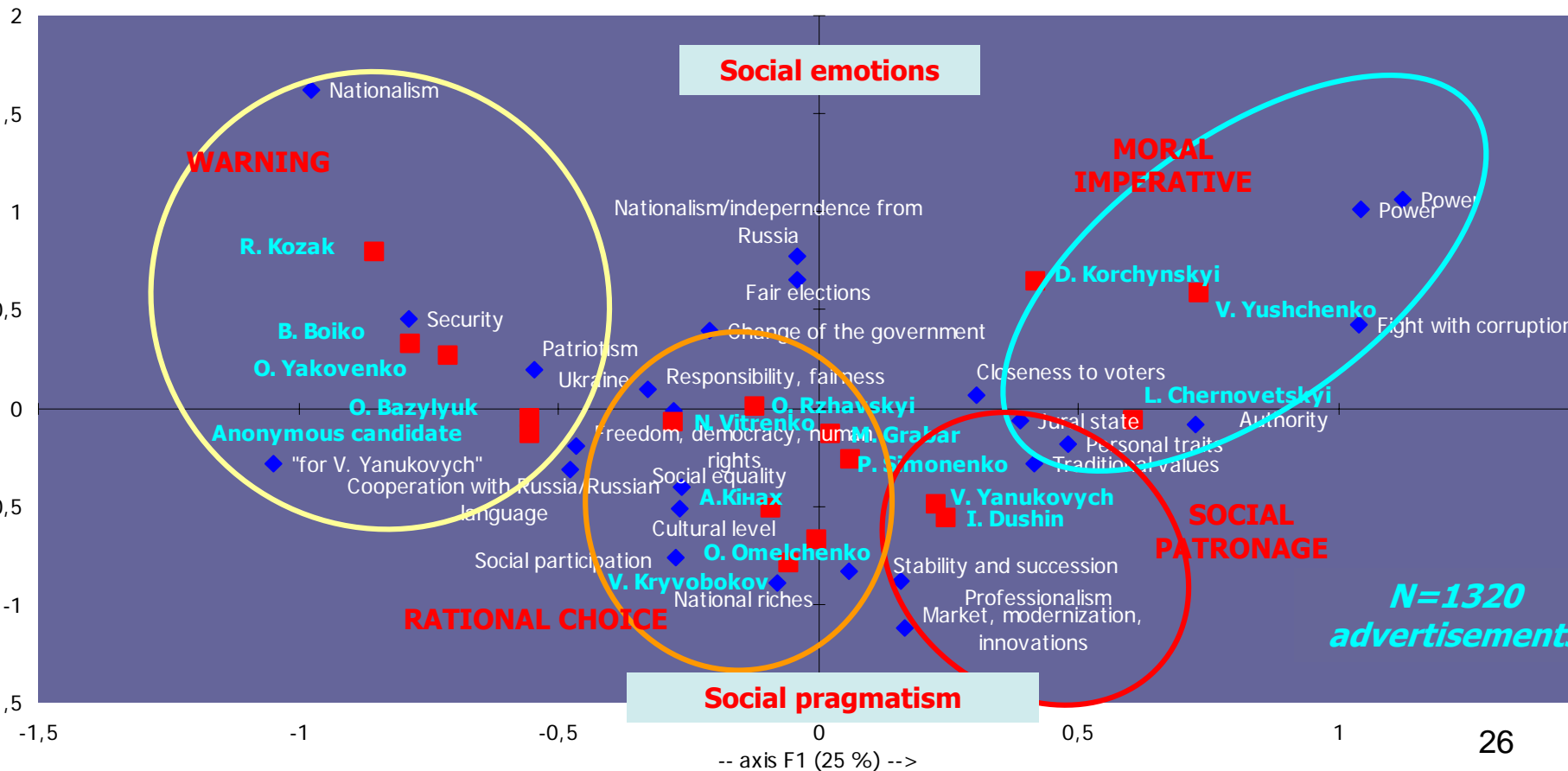


N August=363 advertisements
N September = 296 advertisement
N October = 1222 advertisements

POLITICAL ADVERTISEMENT

VALUE CONTEXT OF POLITICAL ADVERTISEMENT October 2004, prime-time

Points-rows and points-columns (axis F1 and F2: 45 %)

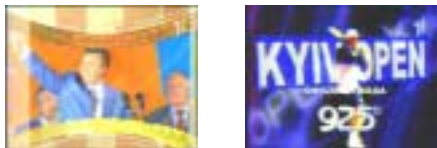


POLITICAL ADVERTISEMENT

STRATEGIES OF ADVERTISING CAMPAIGNS OF PRESIDENTIAL CANDIDATES August - October 2004, prime-time

V. Yanukovych

SOCIAL PATRONAGE



"Bonus of post"
(Head of the Olympic committee)

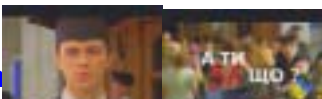


"Their choice"
(mass music shows «Choice 2004»)



"Personality"
(political advertisement
Future of children)

**"For social justice,
against second-
quality"**
(social advertisement
«What is your
choice?»)

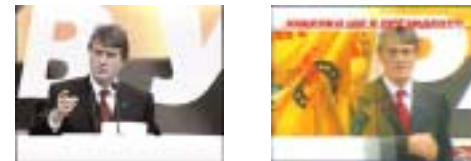


**"Government
bonus"**
(social advertisement
«Only facts»)



V. Yushchenko

MORAL IMPERATIVE



"Yushchenko goes for presidency"
(political advertisement "Yes!")



"My choice"
(political advertisement "Yes!")



"You do not poison us!"
(political advertisement "Yes!")

August



September



October



POLITICAL ADVERTISEMENT

STRATEGIES OF ADVERTISING CAMPAIGNS OF PRESIDENTIAL CANDIDATES

August - October 2004, prime-time

