

# The impact of Beeline and Vivacell



Advertisements.

TV vs Social media



Presentation

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# Overview

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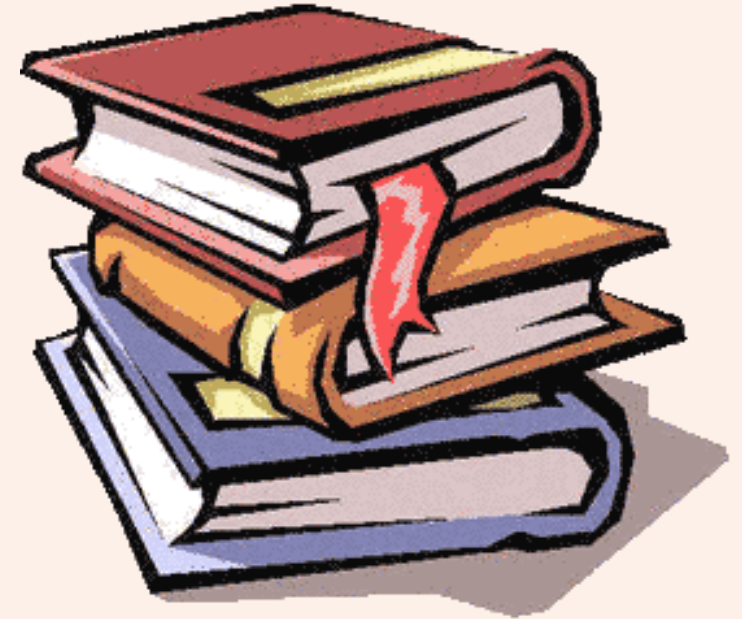
# Abstract

- This Capstone try to find out which one is more influential TV or Social Media
- From the Literature Review, it was clear that Social media is more impactful than TV
- At the end it became clear that in Armenian culture and reality, TV is more influential than social media.



# Literature Review

- Social media
- Effects and impacts of TV advertising





# Literature Review

➤ **Social media** – According to the statistics that was clear that in other countries apart Armenia social media is influential than TV.

➤ **Effects and impacts of TV advertising** – According to the statistics it was clear that TV is a trustworthy medium however it is not gaining popularity in the world



# Research Question

- ❖ RQ1: Is advertising on social media platforms more profitable than traditional advertising techniques, in particular TV?
- ❖ RQ2: Vivacell and Beeline are two of the major telecommunication companies in Armenia. How have they utilized social media platforms to advertise their products and services.
- ❖ RQ3: Which type of advertising has been more profitable for these two companies?



# Methodology

## The basic methodology employed for the Capstone;

- ❑ Survey - conducted with different people from different age group and with different occupations

- ❑ Interviews – conducted with different professionals of their fields.





# Findings



- Arina Arustamyan - Beeline Marketing Service head
- Arevik Papoyan - the Senior coordinator of advertising subdivision
- Hasmik Galstyan - the Supervisor of the communication department in Vivacell
- Yelena Sardaryan - American University of Armenia psychologist
- Hrachya Hovhannisyan - Yerevan State University lecturer and PHD candidate
- Emma Sargsyan - AUA lecturers
- Raffi Meneshian - AUA lecturers

# Interview

- TV vs Social Media – TV engage wider audience than social media. It is more influential in Armenia.
- TV vs Billboards, Radio
  - Radio is gaining popularity day by day
  - Billboards do not show motion
  - TV is influential in Armenia
- TV vs Social Media: Cost, Targeted audience – TV is expensive than social media, but that engage wider audience than social media.
- Advertisement techniques – Clarity of the message, transparency, emotions, history and target
- Celebrity –Is not only to increase the sales but to make the advertisements more positive and colorful.
- Color psychology – This branch is less explored but it is proved that each color can have an impact on people's behavior.



# Survey

- A survey was conducted to gain a clear understanding of the impact of TV and social media.
- The results of the survey illustrated that TV advertising is more influential than social media advertising.
- The survey was conducted among 100 people; they were given nine questions about TV, social media, Beeline and Vivacell advertisements.



# Limitations for further research

- The survey only with 100 people and all of them were from Yerevan. Thus, the further research should include responses from other parts of Armenia as well.
- The second limitation to take an interview with Beeline and Vivacell call center professional and do a survey with them. Thus, the further research should include the responses of call center as well.
- For the further research it will be better to get the data from both Vivacell and Beeline companies about the advertisements.



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Thank  
you!