

The impact of Beeline and Vivacell



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Advertisements.

TV vs Social media



Presentation

Overview

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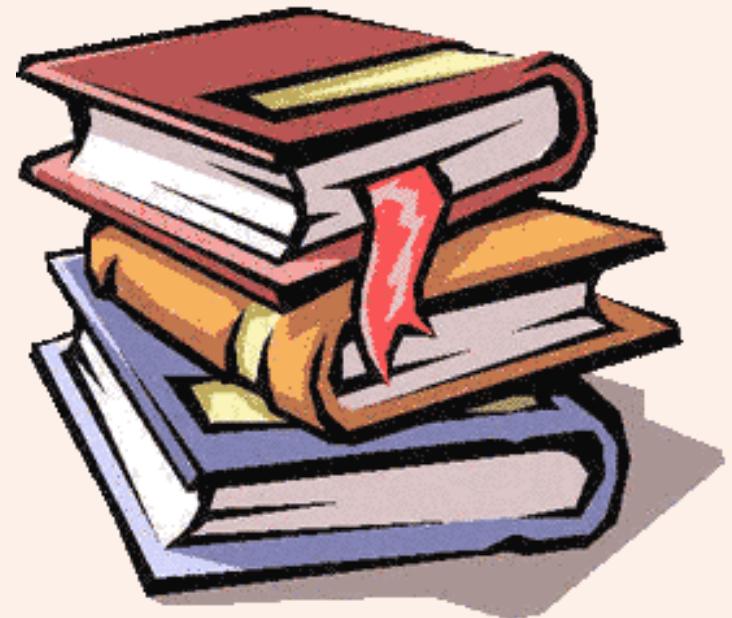
Abstract

- 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



What is



"Advertising is any paid goods by the sponsor that is designed to promote goods and

ideas or services for exchange.” (Moriarty, et. al (2012))

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?



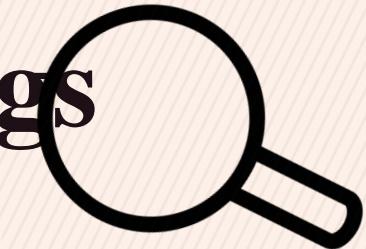
Methodology

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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