THE APPLICATION OF SENTIMENT ANALYSIS IN PREPARATION OF TELEVISION ADVERTISEMENT

The world wide web became nowadays the biggest source of data for consumer research. Large amounts of data are gathered thanks to the common usage of social media platforms, forums, blogs and other communication tools, where people exchange images, videos, opinions and informations. Such a large archive of information is often called Big Data. One of the most modern method of application of the Big Data in marketing analysis is the Sentiment Analysis. The method allows to associate the polarity (positive, neutral or negative) and derive a strength of emotions for any opinions provided by users of social media, forums or blogs. The sentiment analysis is the method of analysis which uses the new technics of machine learning, statistics and natural language processing. The data are collected from the internet, then cleaned in the process of stemming and tokenization. The data may be then processed, categorised and analysed with the usage of the above mentioned methods.

Due to its capability to measure attitudes, the sentiment analysis became a modern method of marketing research used in consumer opinion mining analysis. It allows to analyse the image of brands, products, services or even people. Thus it may be used in different fields of marketing including communication. The research may be run on Twitter, Facebook, blogs and forums according to the problem and deliver hundreds of thousands and more qualitative opinions.

One of the methods used in communication is advertising and particularly TV advertising. The production and broadcasting of an advertisement is very expensive thus it is recommended to optimise its elements to get the expected impact and to minimise the production cost. During the ad preparation it is necessary to choose a message, the way of its presentation (lifestyle, people) and the music. The sentiment analysis may be very useful on the stage of ad preparation, that is it may help to choose the message containing the brand USP (unique sales proposal) most appealing to consumers and help to optimise the usage of means of expression: lifestyle, colors and music - the ad tone and the personality or celebrity to play.

The research on brand or product detects not only the sentiment but also connotations with the product or brand in consumers’ mind. The connotations may be positive and thus used as an USP and strengthened in the message or negative thus weakened in communication. It is easier and cheaper to strengthen the attribute already existing in consumers mind than to create new features. The sentiment analysis may also help to discover what features are desired by consumer and not presented by the brand. The research on car image showed that Opel brand is connected with no special car features while Mercedes is associated with „luxury“ and „airport“, so the Opel brand should look for a message to upgrade its image.

The sentiment analysis may also help to optimise the means of expression: the tone of an advertisement and the choice of a celebrity if appearing in the ad. The tone of an ad is composed of the lifestyle, colors and the music. Sentiment analysis with additional technics of big data research using image mining is a meant to find out the lifestyle for the product of the brand. The research will show the situations the product is used or placed in and also the true lifestyle of the consumer of research product or brand. The same applies to the colors, which are most adequate to the brand and its presentation. In the Opel advertisement the astonishment of driving was chosen as an USP but the main role in image building was played by a celebrity – Borussia trainer Jurgen Klopp, and the place of advertisement – a plane, which is associated with luxury in car brands perception analysis.

The choice of music is very important and may affect the perception and effectiveness of an advertisement. It affects the ad likebility but may also dominate the message. To strengthen the message the most popular hits are often used. It is important to decide what soundtrack should be used and by whom it should be performed. The music is one of the most commented subjects on the internet.
The sentiment analysis in social media allows to detect the current trend in music style as well as the most famous singers and groups. The interest of sentiment analysis is to show the perception and attitude toward the singer. Very popular singer perceived in a negative way may be dangerous for the product image. In the same time it may be recommended to use the popular soundtrack performed by another person, as it delivers positive connotations and is more cost effective. The advertisement of Louis Vuitton broadcasted on the internet was highly commented and liked by consumers. The sentiment analysis revealed that the most discussed subject in the advertisement was the soundtrack while the brand and the product was hardly noticed. In order to avoid such a situation it is recommended to check the impact of the music as it should reinforced the message and not dominate the advertisement.

The choice of the performer may be supported by another kind of analysis based on the Big Data. In order to verify the popularity of a singer or a music type the research on all music hit list in countries where the advertising will be broadcasted may be run. This kind of analysis allows to detect the differences between countries and discovers the general artists popularity eg. the presence in top 10 singers on countries’ hit lists. The following research allows global brands to optimise the production of advertisement without the necessity of local adaptation.

Advertising very often uses the image of the famous persons to indorse the product or brand. It is the most popular type of advertisement used by banks, sport, luxury brands and many others. The choice of a celebrity should be made with cautiousness because of the high cost and expected impact thus the sentiment analysis is highly recommended to be run. Thanks to the sentiment analysis it is possible to check the sentiment toward the famous person and the connotations he or she entails. It will show the perceived attributes of a personality which should be different depending on the brand and its message. The sentiment analysis of Keira Knightley showed the positive sentiment and luxury, royal connotations linked to her play in historical films. This image makes her the perfect person to be the ambassador of luxury products. In the same time the honorarium will be lower than the most famous actresses like Julia Roberts or Angelina Jolie.

The sentiment analysis makes also possible the verification of the person likebility during the broadcasting. The sentiment analysis made for Ewelina Lissowska in Polish advertisement of Media Expert (sales channel of rtv products) showed that the singer once liked by consumers became almost hated during the broadcast what could be dangerous both for the producer and the singer. Moreover, the image of celebrity may change in time. Very popular celebrity may start to annoy people and influence the brand image in negative way even without objective reasons such as inappropriate behaviour. The repeated sentiment analysis allows to detect the changes in attitude toward the celebrity and to avoid possible problems linked to that change.

The Big Data creates the new opportunity for the consumer research. It delivers current data and allows to follow trends based on millions of consumers’ opinions placed in the web. In marketing management and in communication in particular the modern method of research – the sentiment analysis – provides the information about people preferences, attitudes and emotions. Thanks to the sentiment analysis it is possible to increase advertising impact by the proper usage of means of expression such as sound and image. The sentiment analysis is particularly useful in unique sales proposal and the lifestyle detection, and also in the high quality evaluation of music and celebrities to perform in the advertisement. All these elements should be carefully analysed during the advertisement preparation as they are very costly and highly influence the consumers’ perception.