

Abstract

Researchers observe the growth of advertising communication as a feature of the information society. However, they are not in agreement about the relationship of ad's effectiveness and its message. In this thesis, I examine the mentioned relationship and show how sociology can contribute to this debate in marketing. First, I summarize the key arguments in marketing literature. Second, I identify key insights in agenda-setting theory and symbolic interactionism which are relevant to message in advertising. Based on the first two parts, I define four hypotheses: ad's effectiveness is related to recognition of the message by audience, message type, its relevance, and uniqueness. In the third part, I analyze a sample of 90 television ads aired from 2021 to 2023. Based on the results, the first two hypotheses can be confirmed. In the last section, I discuss the conclusions and their limitations with respect to marketing and sociological approaches.

Keywords

ad effectiveness, ad messages, video segments analysis, brand lift, brand salience