Chapter 23
Advertising Appeals Used in Children's Television Networks:
An Analysis of the Advertisements on Disney Channel in Turkey

Elif Esiyok
Atilim University, Turkey

ABSTRACT

Advertisement is a way of communication preferred by companies so as to communicate with their target audience. Nowadays, children account for a large number of consumers worldwide, having their own preferences in terms of fashion, toys, foods, and television channels. One of the most important aspects of advertisement is the appeal. This chapter deals with the appeals mostly used in children targeted advertisements and analysis their content. In total, 334 advertisements were analyzed through content analysis method. The findings of the study show that emotional appeals are far more commonly used than rational appeals. Specially in toy advertisements, the joy/happiness sub-appeal is preferred more than the other sub-appeals. As for the use of rational appeals analyzed, it appears that the price sub-appeal tops the list.

INTRODUCTION

Advertisements are crucial for companies in order to promote or introduce their products to the target audience. It can be defined as "the structured and composed non-personal communication information, usually paid for and usually persuasive in nature, about products by identified sponsors through various media" (Arens et al., 2013: 12) and this definition, wraps up everything about advertising. The structure of an advertisement is very important because it establishes the root of the intended message. This message can be conveyed in several ways and the nature of the product together with target audience, determinant in the choice of ways to deliver the message.

In general, advertising bears three objectives. These objectives could be defined as informative, persuasive and reminder (Kotler & Armstrong, 2006: 456). Once the objective of the advertisement decided, then advertisers move to the next step. In this step, they need to answer "how are we going to send the message?" at this stage the importance of advertising appeals comes to surface.

Over the past decades, children's have become the large part of any consuming society. In the 1980's, children's market researchers, brand managers and advertisers found themselves in a strong economic environment and a favorable social-moral climate as regards children and the commercial world (Cook, 2009). Today, part of the population is a major target audience for a variety of products. Over a billion dollars a year is spent on marketing communications to children for advertising, promoting, publicity and packaging (McNeal, 1992:3).

As part of these developments and relating with children's as consumers this group started to have their own fashion stores, toy shops, restaurants, etc. With an increased spending power, kids and teens have created their own markets in areas that would previously cater to adults only. From clothing to foods to personal-hygiene products such as soap, shampoo, and cosmetics, everything can now be made in kid-appealing formats (Lusted, 2009: 25). The aside, child consumers have also started to watch more television channels, designed and programmed for their specific interests. Naturally, advertisements that appears on these channels are mainly targets these consumers.

BACKGROUND

Advertising is paid for and, as such, is part of the economic arrangements that characterize most free markets and capitalist societies in the world where goods and services are exchanged and consumption is encouraged (Young, 2008: 407). In order to persuade the target audience to purchase their products/ services through advertisements the advertisers need to use many different channels in order to stay in touch with their target audience. Television, magazine, radio, social media and cinema are some of these mediums.

A research carried out in 2005 in United States showed that children tend to spend an average of 3 hour/day in front of the television. This figure amount to more than 1,000 hours in a year (Stitt & Kundel, 2008). Today, there is no doubt that these figures have increased. Apart from this, it is known that advertising is a way for children to stay connected with their environment. Therefore, for the companies produce goods for children, there should be no difficulty in making their products known to its target audience (Schneider, 1987: 9).

Television attracts a large market share of the youngest media users and audiences (Mjos, 2010). For this reason television advertising remains a major delivery system for marketing to children (Young, 2008: 410). In the past, commercials targeting to children were limited to satellite and exclusive cable TV channels; however, today children have their own television channels in just about any ordinary and non-exclusive network. One of the main motivating factors for children-targeted marketing is the increase in the demand for this target audience. In the United States alone, there are more than 75 corporations that produce goods for children. Some of these are, Kellogg's, Hasbro, Hershey's, Mars, M&M's, Warner Communications, Burger King and McDonalds (Schneider, 1987:7). The goods produced by these large corporations also find their way to several countries worldwide. Some of these products are, toys, fashion, fast-food, candies, breakfast cereals, children programs, etc.

Lusted (2009: 25) explains the importance of the children markets in the following:

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