テレビCM成果へのタレント貢献度の測定： タレントイメージと製品カテゴリーとの適合関係分析

Measuring the Contribution of TV Personalities to the Performance of TV Advertisements: An Analysis of Fit between the Images of Personalities and Product Categories

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Abstract

This study aims to estimate the contributions of TV personalities to the performance of television advertisements. We also discuss the application of the scientific decision-making method in choosing the optimal personality for a product category. Determining advertising strategy is one of the most important tasks for firms; they have to design an advertisement plan to accurately describe products' attributes and identity to consumers. However, it is difficult for firms to make decisions regarding advertisement content, for example, the selection of TV personalities for advertisements using scientific analysis. Further, TV advertising is quite expensive, and the choice of TV personality significantly affects the performance of advertisements. Therefore, based on survey data, we examine the decision-making methods used by companies for selecting TV personalities to endorse products.

Keywords: Advertisement, TV Personality Choice, Decision-Making Models