CREATIVE EXECUTION OF UK BANKS’ PRINT ADVERTISEMENT

Presented at University of Bedfordshire Research Institute for Media, Arts and Performance, Post-Graduate Symposium Thursday 14th May 2015

Emmanuel Mogaji
University of Bedfordshire
Luton, England
emmanuel.mogaji@beds.ac.uk
@ e_mogaji
Financial services are described as utilitarian, as money is needed to run our daily activities.

Previous researchers suggest that it demands a different advertising strategy.

Arguing that banking services are more functional in nature and decisions regarding them are based on rational needs.

However, it is important to create awareness about unique banking products in this highly saturated industry.
Creative strategy to present a message in a manner that the prospective customers can relate with, and appreciate.

Presenting the central message of an advertisement which is unique, creative and give a positive impression of the product to the target audience.

Usually by presenting something that attracts the consumers and develops their interest in the product.

This research aims at developing an understanding of creative strategies adopted in UK Banks’ print advertisement.
CONTENT ANALYSIS

Sample
1,274 Bank Advertisements
Minimum size of a quarter of a page
9 National Newspapers
12 months period.

Categories
Advertisment Size | Images | Colour | Orientation

Objectivity and reliability
Two individuals coders, independent of each other.
Training with Codebook
Input data through web application.
Full Centre Spread advertisement size were rare with a percentage of 0.9.

Where as small advertisements (quarter of a page or larger, but smaller than half a page) had the largest share with a percentage of 40.

Most advertisements were positioned in the portrait orientation with 71.1 percent while landscape orientation had a share of 27.6 percent.
49.7 percent of advertisements did not have any image, which is almost half of the entire sample.

The images used however were of animals, cartoon characters, celebrities, children, colleagues, couples and customers.

Cartoons were predominately used by the old LloydsTSB Bank and TSB Bank use illustrations. Halifax and Natwest Banks featured their staff Santander Bank used the presence of sport celebrities.
9.2 percent of advertisements were black and white advertisements while the full colour advertisements proceeded with 72.4 percent.

HSBC Adverts were predominantly printed in black colour on a plain white background while First Direct advertisements predominantly had white text printed on black background.

Natwest adverts are more likely to be in Purple, Lloyds in Green and TSB in Blue.
Evidence suggests that creative efforts are being made towards creating an emotionally appealing financial services advertisements in UK.

The creative design enhance the emotional reactions towards these advertisements.

It also enhance the attention-getting role of advertisement, their ability to raise questions, memorability and convey credibility.
The research contributes to the study of financial services marketing communication design.

Providing outcomes relevant to numerous types of stakeholders, including the financial services brands, advertising industry and academic researchers.

The generalisability of the findings is also limited because the findings have been limited to the UK banking industry.

Future research, therefore, needs to replicate this study in other countries and seek consumer’s perceptions about the creative designs in the advertisement.
THANK YOU
Questions and Comments please.

emmanuel.mogaji@beds.ac.uk  
e_mogaji