

Advertising Message Strategy on Ghana's TV

Authors : Aisha Iddrisu, Ferruh Uztuğ

Abstract : This study is a quantitative content analysis of advertising message strategies used in Ghana's TV commercials (2020-2021) using the modified strategy of Wang and Praet (2016) with the objective of exploring the various advertising message strategies used in Ghana's TV advertisement, its variation according to product category including the most widely used message strategy. The findings indicate that, out of the 220 commercials used in the study, the Affective message strategy (n=122, 55%) was the dominant message strategy used in Ghana's TV commercials. The most advertised product category in Ghana's TV commercials (2020-2021) was the food category, and a significant relationship was observed between message strategy and product category as well as message strategy and brand type.

Keywords : advertising, message strategy, Ghana, television

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