

## **The impact of the advertising display on the brand image**

### **Case study: Condor electronics**

### **أثير عرض الإعلان على صورة العلامة التجارية دراسة حالة: كوندور إلكترونيكس**

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#### **Abstract :**

In a competitive market, the company must stand out and be visible to the consumer, not only but it must attract his attention using different marketing strategies and several advertising tools, one of these tools is known as the advertising display, a technique which serves the company in promoting both its brand and its products .

It also helps in creating and developing the company's brand image, an objective that every company hopes to achieve in order to make its name lasts even more than its product. A strong brand image also increases the sales and creates a relationship between the consumer and the brand which leads to the customer loyalty.

So, through our research we aimed to show the impact of the advertising display on the brand image by answering the following question: how does the advertising display contribute in strengthening company's brand image? And we took the local brand CONDOR as a study case.

We tried to discuss and answer this question by using a quantitative study based on the results of a survey addressed to the algerian consumer. In addition to the study case, we presented a theoretical study that explains the fundamentals of the advertising display and the brand image.

As a result, we find that advertising display is unique advertising technique which attracts consumer's attention to the product and increase company's brand awarness.

**Key words:** Communication, advertising display, brand, brand image, brand awa

#### **الملخص:**

في ظل التنافس المتزايد الذي تشهده السوق حاليا كان من الضروري على الشركات أن تبرز وتكون مرئية للمستهلك، وليس ذلك فحسب، بل يجب أن تجذب انتباهه الى منتجاتها باستخدام مختلف تقنيات التسويق وأدوات الإعلان، ويعد عرض الإعلانات واحدا من هذه التقنيات التي توظفها الشركات لتعزيز علامتها التجارية ومنتجاتها.

يساعد عرض الإعلانات في إنشاء وتطوير صورة وسعة العلامة التجارية وهذا ما تهدف الشركات إلى تحقيقه، عن طريق ترسيخ العلامة التجارية في ذهن المستهلك بغض النظر عن المنتج، فتقوية صورة العلامة التجارية تعني زيادة في المبيعات وخلق علاقة ثقة بين المستهلك والعلامة التجارية وبالتالي ولاء العملاء لهذه العلامة.

لذا، هدف بحثنا إلى إظهار تأثير عرض الإعلانات على صورة العلامة التجارية من خلال الإجابة على السؤال التالي: كيف يساهم عرض الإعلانات في تعزيز صورة العلامة التجارية للشركة؟ وأخذنا العلامة التجارية المحلية كوندور كدراسة حالة.

حاولنا مناقشة هذا التساؤل والإجابة عنه باستخدام دراسة كمية تستند إلى نتائج استبيان موجه إلى المستهلك الجزائري. إضافة إلى ذلك، قدمنا دراسة نظرية تشرح المفاهيم الأساسية لعرض الإعلانات وصورة العلامة التجارية.

توصلنا من خلال البحث إلى تأكيد أن عرض الإعلانات تقنية فريدة لها أثر كبير في جذب انتباه المستهلك إلى المنتج، وزيادة الوعي بالعلامة التجارية للشركة وترسيخها وتحسين صورتها لدى المستهلك.

**الكلمات المفتاحية:** عرض الإعلانات، العلامة التجارية، صورة العلامة، الوعي بالعلامة التجارية.C510

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### **Introduction:**

Creating profits and developing sales is a company's main objective and great challenge. In a growing market where the competition is more and more aggressive, the company is forced to stand out and prove its presence in the market and that is by developing new communication/promotion strategies to win the consumer's attention and motivates his purchasing act, these strategies includes advertising, a communication technique that helps the company in asserting and making both the product and the brand well known.

Moreover, in order to increase a company's market share and guarantee its position in a competitive market, the company must simultaneously create and improve its own brand image, establish brand awareness and assert a strong brand identity. The company has to use several communication tools to achieve the brand's objectives, One of these tools is the advertising display, a technique that still stands as efficient when it comes to promoting the company's products along with attracting the consumer and offering him a chance to discover the company's products and offers outside his house and for free, helping him to create a certain image of the brand. This makes the relation between the advertising display and the brand image an interesting study subject for the marketers.

In order to develop our idea, we chose to study the impact of the advertising display on the brand image, and to take the Algerian company Condor as a study case for our research.

Our main question is "how does the advertising display contribute in strengthening Condor's brand image?"

Research questions:

- Does the brand image enable the company to assert its identity?
- Does the advertising display influence the brand image of Condor?

To answer the previous question we suggest the following hypothesis:

H1: The brand image enables the company to assert its identity and distinguish itself from the competitors.

H2: The advertising display contributes favourably in promoting Condor's brand image.

The research method: our work is going to be presented in two parts:

- The first one contains two sections based on a literature search (different books, articles, and previous thesis and dissertations).
- The second part will contain a quantitative study consists on making a sample survey using a questionnaire addressed to the consumers.

### LITERATURE REVIEW

There is a lot of research that has studied the subject of advertising and brand image, among this research:

(i) **Tikarrouchine, Halima, (2015). *L'impact de la publicité télévisuelle sur le comportement du consommateur dans un marché concurrentiel*, master's disertation, HEC kolea**, This study aimed to analyze the contribution of TV advertising of SIM flour in the orientation of consumer behavior. The results of the research showed that :

- TV advertising plays an important role in changing the attitudes of Algiers consumers
- TV advertisement improves brand awareness and product image among Algiers consumers.

(ii) **Kadri, Anis, (2015). *L'impact de la communication externe sur l'image de marque d'une compagnie d'assurance de personnes en Algérie* Étude de cas : CAARAMA assurance, master's disertation, HEC kolea.**

This study aimed to mesure the influence of external communication on the brand image of an insurance company. The results of the research showed that:

- commercial communication contributes to the promotion of the image of an insurance company, contrary to what most people think, believing only in the contributions of corporate communication on the brand image.
- Public relations and sponsoring are the most effective communication tools that enhance the image of a life and health insurance brand.

(iii) **Kara Chan, Yu Leung Ng, Edwin k.luk. (2013). *Impact of celebrity endorsement in advertising on brand image among chinese adolescents*, young consumer journal, 2013, Vol.14 issue 2, pp167-179 <https://doi.org/10.1108/17473611311325564>**

This article aims to identify attributes of celebrity endorser and attributes of celebrity endorsement advertisements that are most appealing to the adolescents. The article also aimed to examine adolescence perceptions about how celebrity-endorsement advertisements work. Results showed that

interviewees were best able to recall celebrity endorsers that they considered attractive and funny. They identified popularity, a good image and congruence between the celebrity's image and that of the brand as important factor for marketers to consider in selecting celebrity endorsers.

## **Part one: The fundamentals of advertising display and brand image**

### **Section01: The fundamentals of advertising display**

Communication is an essential element in the mix marketing, it is the foundation of the new customer focused marketing, it uses several studies, strategies, tools to produce defined messages (direct or indirect) in order to commercialize the company's products and services and also to build a certain image for the company.

In this first chapter, we are going to explain one of the communications well known tools "Advertising".

#### **1. Definition of advertising:**

##### **Definition 01:**

*"Advertising is the set of techniques intended by the mass media (media) to make known to one or more target audiences a product, a range of products, a service, or any other information proposed by an organization (company, association, institution, etc.) called the advertiser"* (Filali, Grivel & Maniak, 1996, P.4)

##### **Definition 02:**

*"Partisan mass communication made on behalf of a clearly identified issuer who pays for media to insert promotional messages in separate areas of editorial content and disseminate them to the selected media audiences"* (Lendrevy, De Baynast, 2014, P.104)

From the previous definitions we can define advertising as a non-personal communication tool that gives the advertiser a chance to promote his products, services and brand through one or multiple mass media. Its main goal is to reach out to the target and attract, convince the consumer to buy the product/service.

#### **2. The Characteristics of advertising:**

The characteristics of advertising are (Lendrevy, De Baynast, 2014, P.106):

- Advertising is partisan communication.
- Not exclusively commercial.
- Born of industrialization, driven by globalization, transformed by new technologies.

- Advertising can all but miracles.
- Often advertising varies...

### 3. The players of advertising :

The advertiser (person or organization) initiates the advertising process the moment the problem or the need is detected and supervises it until the message is seen heard, read by the identified target and even after.

To achieve such process I the most successful way possible, the advertiser call out many players:

#### (i) *The advertiser:*

“An advertiser is any company or organization that advertises.” (Lendrevie & Levy, 2014, P.441)

#### (ii) *The communication agencies:*

An agency is an independent body composed of specialists responsible for designing and creating communications operations on behalf of advertisers. The agencies include both creative; technical (studies, media-planning and purchasing of space) and commercial services.” (Kotler & Keller, 2012, P.649)

#### (iii) *Media*

“Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. Media is the plural of medium and can take a plural or singular verb, depending on the sense intended. “ Media. (n.d). business dictionary. Retrieved 12/04/2017 from <http://www.businessdictionary.com/definition/media.html>

### 4. The six major media:

There are six major advertising media that address to a large audience or what we call a public audience:

#### i. **Television:**

Present in the majority of the houses. The most expensive and a very popular advertising media used by many advertisers to create an audio-visual effect.

#### ii. **Press:**

Also called Print media are popular and widely used for commercial advertising. It mainly involves newspapers, magazines, and other

publications. This media can be very segmented and offers a targeting capability.

**iii. Internet:**

The newest mass media yet the most growing and most popular media nowadays. It is considered less expensive comparing with the television yet it also creates an audio-visual effect. This media has been the reason of creating a new powerful methods and types of advertising.

**iv. Outdoor (the display)**

“The display is the oldest advertising media, the only one to have a sole advertising function, the only offered to all, totally free.” (Lendrevie & Levy, 2014, P.462)

It is present every way and has many types .Most effective solution to spread the message regarding products and services.

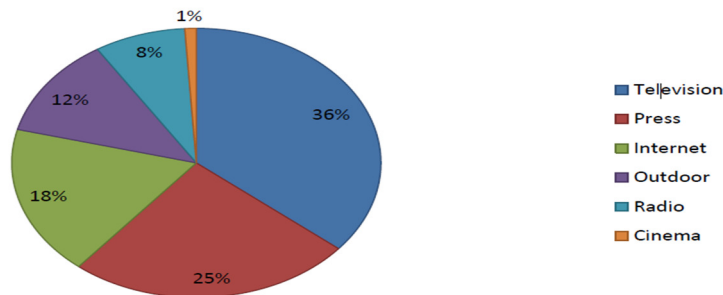
**v. Radio:**

An audio media that has a wide coverage, and can addresses a large audience of listeners or a segmented audience. The radio requires from the advertiser to get very creative in order to achieve the communication goals by relying on the customer’s imagination to create the visuals.

**vi. Cinema:**

“It is a marginal media by its advertising revenue but exceptional by its qualities of communication. The audience of the cinema is quantitatively low compared to that of the other major media. It is very typical urban and young but in recent years, the share of seniors (50 years and more) has made great progress“(Lendrevie & Levy, 2014, P.463)

**Figure n°1:** the distribution of communication expenditure between the six major media.



**Source:** Kotler, p., & Keller, K., Manceau, D. (2015). *Marketing Management* (15<sup>th</sup> Ed), Paris: Pearson, P666.

The television is the most used media with high percentage, than comes the press with its different types, after that the internet that has an increasing percentage today higher than the out door's which still is ranked in 4th position. Radio and cinema are classified in last positions.

## **5. Advertising display :**

The oldest form of all advertising is the advertising display that crossed from being just an artistic display to an essential marketing tool which is an interesting progress for this mass media that still stands as a very used media. And it is proved that one retains more what one sees than what he hears. With different types and forms the advertising display aims to reach the customers everywhere it is considered as a successful "PUSH" strategy.

### **5.1. Definitions :**

#### **Definition1:**

*« Called also outdoor advertising, the oldest advertising media, the only one to have a sole advertising function, the only one offered to all, totally free.»*  
(Lendrevie & Levy, 2014, P.462)

#### **Definition2:**

*« The display is a medium that presents great qualities for advertisers: its power, its flexibility of use with a great geographical selectivity, but it also has a big flaw: it is the medium of which we know the least well the audiences. »* (Lendrevy & De Baynast, 2014, P.284)

### **5.2.The different types of advertising display (outdoor advertising):**

Advertising might be a changing industry, but it is still important as ever to make your business' name known to potential customers. There are many different types of outdoor advertising. Depending on what kind of product is being sold and the message the business wants to get across will determine the best choice of outdoor advertising.

The three of the most popular types of outdoor advertising are : Type of outdoor advertising. (n.d). Retrieved 04/18/2017from : <https://www.inspiriamedia.com/blog/3-types-of-outdoor-advertising-and-benefits-of-each>

#### **(i) Billboards:**

Billboard advertising is one of the oldest forms of advertising and remains strong today. Located on key highways, intersections and choke points in major cities, billboards offer unparalleled large format advertising. Billboards offer tremendous visibility to vehicular traffic as they reach both the driver and all passengers on their commute to and from work or while out shopping on the weekends.

**(ii) Rail:**

Rail platform poster advertising represents an excellent way to position the business in front of the affluent suburban commuter, each and every day. This media form provides high frequency coverage of a very upscale audience while offering the ability to target geographically by placing ads only at the specific stations which target your consumer.

**(iii) Bus:**

Advertising your products and services on buses can provide your business with a prime audience of potential buyers. King/Queen/Tail bus posters offer superior eye level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable. These displays represent moving billboards which draw attention to your message, reaching active, on-the-go consumers in the marketplace.

**Table n°1:** Distribution of external advertising revenues in 2012 according to the nature of the posting. (France)

The Type	In Millions €
Large format display	385
Transport	288
urban furniture	411
other	87
totale	1171

**Source:** Lendrevie, J., De Baynast, A., Opcit, P287

**5.3. The legal framework of the advertising display:**

The principle of the outdoor advertising is that it targets the moving population, it's outside in the highways, in the roads, on the buses so its regulation is different than the other media. The display also incorporates notions of road safety, foot traffic or other means of transport, which must not be hindered by posters.

The display is much regulated: advertising display is forbidden outside the places qualified as agglomerations by the regulations relating to road traffic. On the details of the regulations governing the various forms of the advertising display, the law n° 79-1150 of December 29, 1979 relating to advertising, signs and pre-signage, codified in the environmental code in articles L.581-1 to L.581-45.2 (in France). (Lendrevy & De Baynast, 2014, P.287)

This legal framework depends on the regulation of:

- The protection of the environment.
- The maintenance of road safety.

In the agglomerations, display advertising is allowed but subject to a number of rules depending on its nature (luminous or not), depending on the size of the agglomeration, depending on the geographical areas (classified sites, historical monuments..) outside Of the agglomerations, the advertising display is in principle prohibited.

Vehicle display is permitted on condition that it is not driven in convoy, not to drive at abnormally reduced speed, not to park or remain in a visible place on a lane open to public traffic, it should be noted that the display panels are limited to a maximum area of 16m. (Decaudin, 2003, P80)

#### **5.4.The outdoor advertising in Algeria:**

The advertising display is well placed in the media plans of economic operators in Algeria. It is the second favoured media by advertisers after television. Over 300 million euros of advertising investments in 2014, the share of the outdoor advertising is estimated at 25%, said Wednesday Mourad Hadj Saïd, CEO of the Algerian leader of urban advertising display AD Display. According to him, urban advertising is becoming essential today for advertisers who perceive it as the shortest and most practical way to reach as many consumers as possible. So much so that competition becomes very tough.

The outdoor advertising is still standing as one of the most used and important media, with its new techniques. It attracts the consumer and increases the brand awareness and builds a strong, visible brand image for the company. The outdoor advertising in Algeria (n.d).

Retrieved 04/24/2017 from

<http://www.maghrebemergent.com/actualite/maghrebine/48034-1-affichage-urbain-accapare-25-des-investissements-publicitaires-en-algerie-m-hadj-said-sur-radiom-audio.html>.

#### **Section02: The fundamentals of brand and brand image**

Today's customer buys a brand instead of a product, and the competitors are trying to lead a brands'not products that's why brand is a priority to both companies and advertisers with its different elements and different strategies.

In this part we are going to explain those elements and try to present the importance of the brand.

## 1. Definitions of the brand

### Definition1 :

*The American Marketing Association defines a brand as « a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. » (Lendrevie & Levy, 2014, P.241)*

### Definition2:

*« The brand is a set of signs (a design, a name, a sound, a form ...) attached to one or more products, or services that attest the authenticity, the origin and which indicates their difference from other concurrent products and services. » (KAPFERER, 2006, P.37)*

We can define the brand as the identity given to a product, service, a person or a company, and that is expressed by a certain name, a logo ....in order to differentiate them from the competitors.

## 2. Brand's elements :

The brand, through its identification system, offers a set of perceptible elements that activate the different senses and make it possible to identify, recognize, and distinguish it from other brands. That is to say to the set of graphic elements (name, logotype, symbol) activates the sense of the view. It more frequently integrates the other sensory dimensions .That is why we speak of sensorial identity of the brand.

## 3. The brand image :

One of the brand's most valuable assets is its image, that image that the company tries so hard to build and improve in the customer's mind, and also in its competitors minds. The way it wants to be seen. It is a deciding factor that determines a brand's future. The character and value of the brand is portrayed by its image, it reflects its values.

### 3.1.Definitions

#### Definition1 :

*“A set of features and ideas that customers connect in their minds with a particular product or brand” Brand image (n.d). Cambridge dictionary.*

Retrieved 12/04/2017 from

<http://dictionary.cambridge.org/fr/dictionnaire/anglais/brand-image>.

#### Definition2:

“Brand image is the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers’ psychological or social needs“(KAPFERER, 2006, P.248)

**Definition3:**

« *Brand image is generally defined as the set of material and immaterial representations associated with a brand and organized in the memory of a group of individuals* » (LAI, AIME & PINSON, 2016, P.59)

We can define the brand image as the overall impression of the brand in the consumer’s mind, created based on brand’s sources.

**3.2. Concepts related to the image :**

Brand image is a key component in the formation of a clear and recognizable brand identity in the market.

It is related to how the brand is currently perceived by consumers. In other words what is the reputation of the brand in the marketplace. But it is related to other concepts as well:

**i Brand awareness:**

It can be defined as « The percentage or proportion of consumers who, in a research operation, recognize a particular brand » (Yadin, 2001, P.52)

**ii Reputation:**

Unlike the image of a brand which is a static, punctual approach, a photograph that restores an instant of the public life of a product, a company; The reputation of a brand that one likes or dislikes, in which we project ourselves or not, it is finally what one has confidence or not in this brand, especially since it is based on a cultural, historical and historical approach. (Harrison, 1995, p. 71)

**iii Perception :**

“ Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world, in marketing, perceptions are more important than reality, because perceptions affect consumer’s actual behaviour.” ( Kotler & Keller, 2012, P.161)

**iv Attitude:**

“ An attitude is a set of beliefs, experiences, feelings more or less coherent that form a stable predisposition to evaluate an object or a question and to act in a certain way” (Lendrevie & Levy, 2014, P.127)

**v Positioning:**

Brand positioning is what a company stands for, how it wants to be perceived by all of its different stakeholders in all of the many different ways they will experience the things you say and do as an organization.

### 3.3.The types of image:

The image is perceived differently that's why we find three types of image:

- The desired image: is the image that the company wants to convey to its targets using different ways of communication , and that can be related to the brand or the product or even to the company itself
- The transmitted image: is related to the way of presenting and communicating for the desired image to the customers and that is seen from a neutral vision.
- The perceived image: is the result of the communication campaigns launched by the company and it is the way customers perceive, see and evaluate brands, products and companies.

### 3.4.Developing image in the good way:

What is important for customers is what they experience

- The bad experience always results in bad image.
- If a company has a poor image, it has to take the correct measures to improve it based on reality
- Company unknown or not well known:

**Action:** it needs a communication campaign.

- Company known but performing badly.

**Action:** at a first level the actions should be internal in order to improve performance .communication can be used but at a second level.

The brand is not just a name or a logo, it goes further than that it is an identity, a promise given to the consumer and it is what the company stands for, for that reason it has a huge importance. It is both an advantage (even a system of benefits) if it is well created and well developed and it could present a risk if it is handled with neglect.

### Part three: Study of the impact of the advertising display on the brand image:

In order to study and figure out the kind of impact that the advertising display has on the brand image, and complete our research we took Condor as a case study from the field, since it is one of the Algerian companies that uses this kind of advertising very often as a communication tool to reach its

customers, and To reinforce the results using a research method that serves the nature of the theme, we decided to make an external research and that is by addressing to consumers.

It consists on selecting a sample survey which need to be representative, than conduct a survey using a questionnaire, In our questionnaire, we decided to ask the consumers different types of questions, that are related to the brand image and the advertising display and we tried to make him evaluate the brand image of Condor based on different criteria, and the quality of the advertising display that the company uses based on several standards.

Our questionnaire was submitted to the general public, it is constituted on the basis of the responses of 100 individuals. The mode of choice of sample number "by convenience" is the mode most used in quantitative research, it was launched online through social media, and that is to obtain fast results and to touch different categories (Algerian customers from different regions). It was also useful to use a new method to collect information and that is to help the respondent take his time on answering the questions, and choosing the convenient time and place for him to answer the questions (when he is most comfortable), beside some people don't like to be supervised while answering, all that explains why we have chosen to use an online questionnaire.

### **1. The empirical findings**

- 54% male and 46% female, the percentages are not that far from each other which makes the sample very representative; since it touches both genders in a closely equal way.
- More than 80 % of the respondents are aged from 18 to 30 years and that proves that our sample is very representative since the majority of the Algerian population is young. Besides, this age category is the most dynamic and spends most of its time outside which make is a good sample to study the impact of the advertising display on.
- Most of the sample are students, they represent 74% of the sample, then comes the employees with 18,4% of liberal profession,2% retired, and 1% jobless and 1% other.

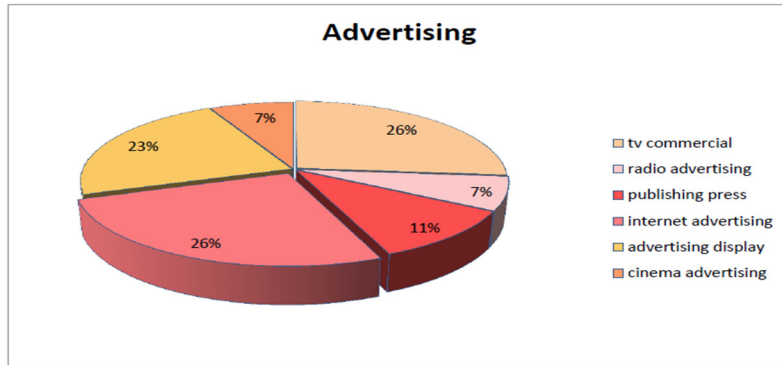
These results show a diversity of the sample.

- ✓ 68% of the sample represents people with an income that is less than 20000 DA, we can explain that by the fact that most of the samples are young people, and that 74% of the sample are students and

students generally have a low income compared with the rest of the sample members.

**Question 1:** What kind (s) of advertising do you find most attractive?

**Figure n°2:** Attractiveness of the advertising's types



The Algerian consumer classifies the television commercial and the internet advertising as the most attractive types of advertising and that can be explained with the fact that the Algerian consumer is very interested in watching television and seeing attractive commercials, and since most of the sample is young, they are very interested in the web advertising and the internet as a modern media.

And the advertising display was classified third with a percentage of 23%, since the Algerian population spends a large part of its time outside, it fronts this kind of free advertising all the time.

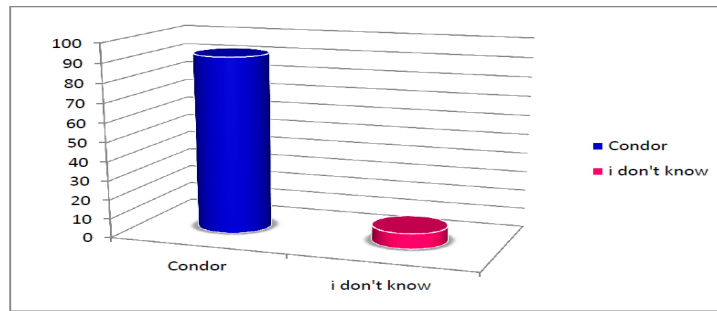
11% was publishing press, and the least attractive are the least used in Algeria: radio and cinema advertising (7%).

**Question 2:** This symbol belongs to .....?



.....?

**Figure n°3:** The distribution of the sample according to the recognition of CONDOR's symbol



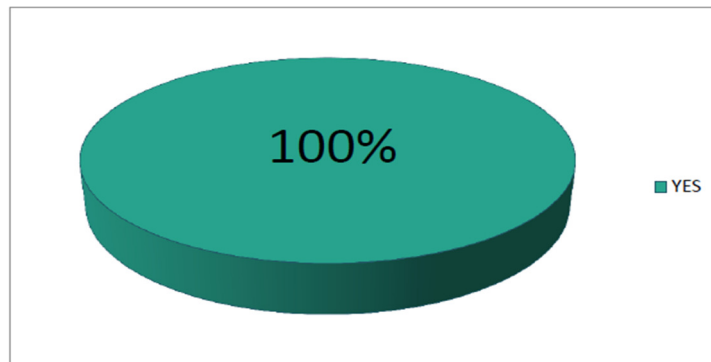
92% of the sample connected this symbol to the brand “CONDOR”, and recognised it as the logo of the Algerian brand Condor. This result proves that Condor has strong brand awareness.

**Question 3:** Are you familiar with the brand Condor?

Yes

No

**Figure n°4:** The distribution of the sample according to the knowledge of the Condor brand

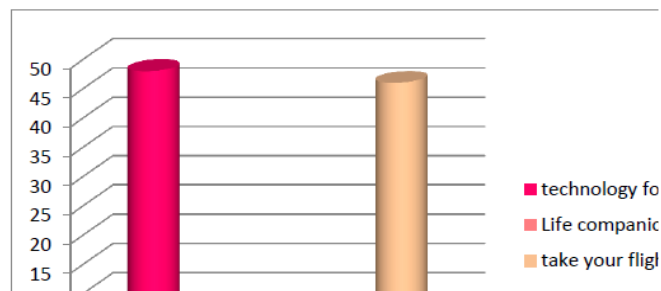


The brand name “Condor” is very well known in Algeria since its present in the Algerian market, and this also shows the strong brand awareness of Condor.

**Question 4:** Among the 03 slogans below, which is that of Condor?

- Prenez votre envol (Take your flight).
- La technologie pour tout le monee (Technology for everyone)
- Life companion

**Figure n°5:** recognition of Condor’s slogan

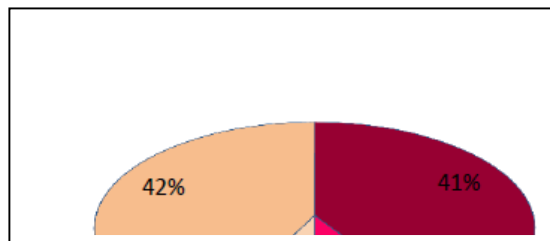


48% of the people we questioned thought that Condor’s slogan is “Technology for everyone”, and 46% thought that its slogan is “Take your flight”, and only 6% of them thought its slogan is “ life companion” and that can be explained by the fact that “life companion” is a famous slogan and known as Samsung’s slogan.

**Question 5:** What are the products of Condor brand that you know?

Home Appliances	<input type="checkbox"/>	photovoltaic Panels	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	computer and multimedia	<input type="checkbox"/>

**Figure n°6:** The distribution of the sample according to the knowledge of the variety of CONDOR products



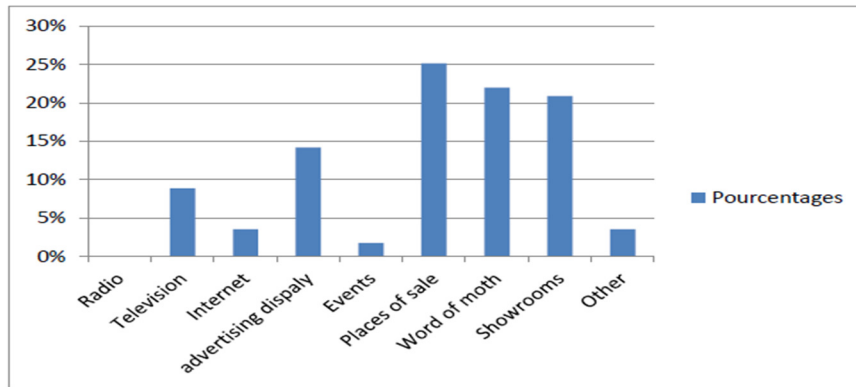
The most known products of Condor are computer and multimedia(42%), home appliances (41%) as it is shown in the chart above ,these two types of products are addressed to the final consumer (individual) and Condor communicates (advertises) these two types using several media ,

the photovoltaic panels(9%) and lighting products (8%) are less known than others .

**Question 6:** How did you learn about Condor?

- Radio.                       Television.                       Internet.                       Advertising display.  
 Event.  
 Places of sale.                       Word of mouth                       Other

**Figure n°7:** Promoting Condor’s name for the first time



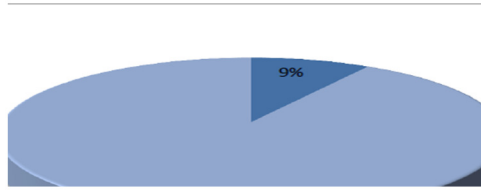
25% of the sample heard of the brand Condor through places of sales for the first time, we can explain that with the success that home appliances of Condor made at the places of sale when it first started, 21% through word of mouth and then comes the showrooms(20,92%), the advertising display(14,18%),Television(8,86%), internet(3,55%) and that can be explained by the communication efforts taken by the company.

None of the sample’s individuals heard of Condor through the radio, the reason is: Condor used the Radio to promote its brand image and products only once.

**Question7:** Have you seen any of Condors’s advertising display?

- Yes                       No

**Figure n°8:** The distribution of the sample according to the knowledge of Condor's advertising display.

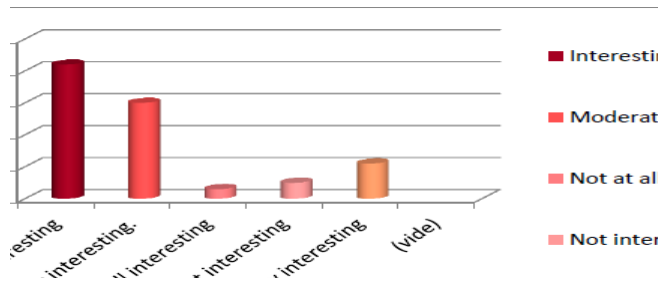


91% of the people we asked said that they have already seen Condor's advertising display, because it's everywhere and very used, and only 9% have not seen it.

**Question 8:** If yes, do you think that the advertising display of the Condor brand is:

- Very interesting.
- Interesting.
- Moderately interesting.
- Not interesting.
- Not at all interesting.

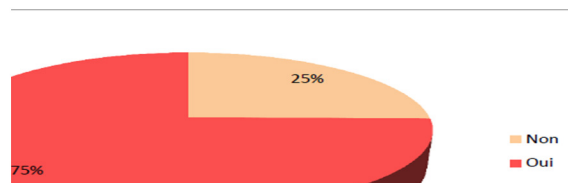
**Figure n°9:** The evaluation of Condor's advertising display



42% thought that Condor's advertising display is interesting, and 30% thought it's moderately interesting. Only 5% found it not interesting, and 3% evaluate it as not at all interesting.

**Question 9:** Do you find the messages conveyed by Condor's advertising display clear?

**Figure n°10:** The evaluation of the advertising display's messages.

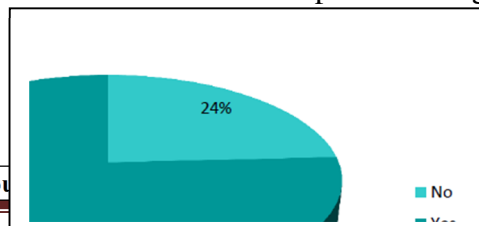


75% evaluated the messages that Condor addresses to the consumers through the advertising display as clear; we can explain that by the simplicity of the message....

**Question10:** Do you think that advertising display of Condor products participates in the transmission of the information of these products:

Yes  No

**Figure n°11:** Distribution of the sample according to question 10



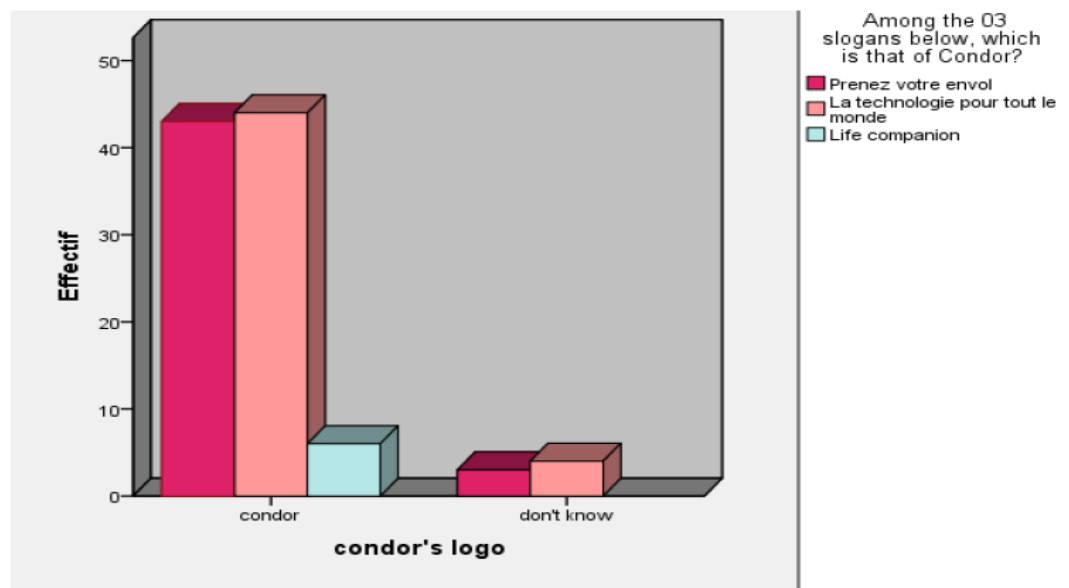
76% thought that Condor's advertising display participates in the transmission of the information of Condor's products, which makes the messages representative of the products.

24% thought the opposite.

**Cross sorting:**

To reinforce the results that we achieved, and in order to confirm or reject the hypothesis that we suggested when we first started our work, we applied the cross sorting method on some of the questions we found related:

**Figure n°12:** Cross sorting of question 2 and question 4



43% of the people we asked have managed to distinguish both Condor's logo and slogan, which is considered as a good result for Condor's brand image since that number distinguished Condor from other brands.

From the other hand, many of them found the logo familiar yet; they were very confused about the slogan and thought that "technologie pour tout le monde" is Condor's slogan.

We should point to the visibility of Condor's slogan in the advertising display; it is of a very small size.

**Cross sorting: Question 2 and Question 7:**

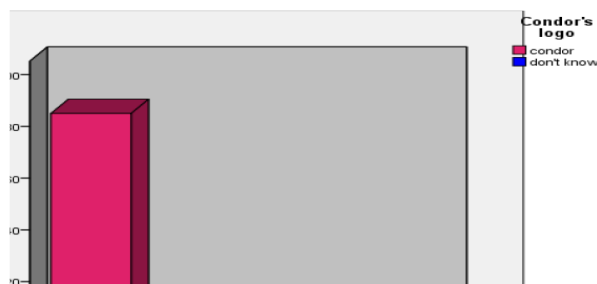
**The objective:** find out the relation between distinguishing Condor's logo and seeing any of Condor's advertising display; also find out if Condor's advertising has any impact on the brand image (brand awareness).

**Table n°3:** cross sorting of question 2 and question 7:

		The logo belongs to..	
		condor	I don't ki
u seen any of	YES	85	6
s advertising			

Source : SPSS

**Figure n°13:** cross sorting of question 2 and question 7



The chart above shows us that the majority of people who have distinguished Condor's logo as a symbol of the brand Condor have actually seen; at least, one of Condor's advertising display. That proves the role which the advertising display plays in promoting the "Condor brand image "

## **2. Analysis.**

- The most attractive forms (types) of advertising are television commercial and internet advertising in the first places and then come the advertising display as the third most attractive form of advertising.
- We tried to evaluate the brand awareness of Condor and, all the people we asked recognised the brand and the results proved that it has strong brand awareness when it comes to its logo but the slogan was confusing with others.
- When we studied the most known product categories, we found out that the two most known categories of Condor's product are those promoted by the advertising display which are home appliances and computer, multimedia
- Condor made its way to the consumers using many techniques, the advertising display played in important role in this process.

## **3. Recommendations :**

After analysing the results of the study, we managed to prepare a few recommendations addressed to the company to improve its marketing situation, brand image and be closer to its consumers and win their satisfaction:

- Reinforce its advertising display with more creativity and innovation since it has a direct impact on its brand image.
- Show the diversity of its products using advertising display since it is such a successful tool in the Algerian market.
- Make the slogan more visible in the advertising display as it presents a part of Condor's identity as a brand, which helps distinguish the

brand from its competitor especially with the enter of new competitor to the market "brandt".

The previous results show how important the advertising display is, it also puts the light on the role that the brand image plays in a competitive market, and the kind of impact the advertising display has on a company's brand image.

### **Conclusion**

Advertising is the art of convincing the consumer by consciously or unconsciously bringing him to the brand or the product, especially the advertising display, a medium of great importance because of its presence in the consumer's daily life, anytime and anywhere.

In our research we were interested in this type of advertising and in finding out the kind of impact it has on the brand image, since the brand image is an element of a major importance, an element which is created, developed by the company in order to win the consumers attention, satisfaction, trust and loyalty.

The objective of this research was to provide a theoretical framework on advertising display concepts and then study the elements of the brand along with the brand image characteristics and dimensions. The research also includes a survey to analyse the impact of the advertising display on the brand image.

After presenting these theoretical foundations, it turned out that the advertising display is unique advertising technique which has great impact on the company's brand image.

Our research study led us to the results below, which provided us with an amount of information on the influence of the advertising display on the brand image.

After analysing the results, we found that:

- During the evaluation of the brand awareness of Condor we found out that 92% of the sample recognised the logo of the brand Condor as significant sign of the brand and 46% of the sample managed to distinguish the company's slogan from other slogans; and 43% of the people who knows the logo also knows the slogan. Analysing the previous results helped us to confirm our first hypothesis; the brand image enables the company to assert its identity and distinguish itself from the competitors.

- While analysing our results, we found out that the advertising display is classified the first above the line media that promoted Condor as a brand (14, 18 % of the sample knew the brand for the first time through this medium), 91% have already seen Condor's advertising display, 85% of the people who have seen the advertising display have recognised the company's logo, the results also showed that the most known products categories are promoted using the advertising display. All this helped us to confirm the second hypothesis: The advertising display contributes favourably in promoting Condor's brand image.

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**APPENDIX**

**QUESTIONNAIRE**

- **Are you:**  
Male   Female

- **How old are you:**

Under 18 years  [18 years to 30 years old [   
 [30 à 45ans [  [45 à 60ans [   
Plus de 60 ans

- **What is your profession?**

Student  Employee   
Liberal profession   
Without jobs  Retired  Other

- **Your income is between:**

Less than 20000 DA  
20000 and 40000 AD  
Between 40000 and 60000 DA   
than 60000 DA

Between  
Greater

**Questions:**

**Question1:** What kind (s) of advertising do you find most attractive?

TV commercial  Radio advertising   
Publishing press  Internet advertising   
Advertising display   
Cinema advertising

**Question2:** This symbol belongs to .....?



.....?

**Question3:** Are you familiar with the brand Condor?

Yes  No

**Question 4:** Among the 03 slogans below, which is that of Condor?

- Prenez votre envol (Take your flight)
- La technologie pour tout le monde (Technology for everyone)
- Life companion

**Question 5:** What are the products of Condor brand that you know?

Home Appliances  photovoltaic Panels   
Lighting  computer and multimedia

**Question 6:** How did you learn about Condor?

- Radio.  Television.  Internet.  Advertising display.
- Event.
- Places of sale.  Word of mouth  Other

**Question7:** Have you seen any of Condor's advertising display?

Yes  No

**Question 8:** If yes, do you think that the advertising display of the Condor brand is :

Very interesting.

Interesting.

Moderately interesting.

Not interesting.

Not at all interesting

**Question 9:** Do you find the messages conveyed by Condor's advertising display clear?

Yes  No

**Question10:** Do you think that advertising display of Condor products participates in the transmission of the information of these products:

Yes