

Editorial marketing the program Balanço Geral - The Optical Market case study

Marketing editorial no programa Balanço Geral - O estudo de caso Ótica do Mercado

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ABSTRACT

In this article we will get the references and in the example of a market interpretation about the merchandising editorial in popular news. The behavior of the Viewer, the influence of journalism, advertising strategy, the credibility of the host and the sectors that compete for this media space are aspects, which we will develop in this work.

KEYWORDS: Merchandising editorial; News broadcasting; Consumer behavior; Advertising; Balanço Geral.

RESUMO

Este artigo buscou identificar, nas referências bibliográficas e no exemplo de mercado, uma interpretação sobre o merchandising editorial em telejornais populares. O comportamento do telespectador, a influência do jornalismo, a estratégia publicitária, a credibilidade do apresentador e os setores que disputam esse espaço de mídia, foram os aspectos desenvolvidos neste estudo.

PALAVRAS-CHAVE: Merchandising editorial; Telejornalismo; Comportamento do consumidor; Propaganda; Balanço Geral.

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1 INTRODUCTION

This study aims to show the reader that the commercial, the merchandising, within a popular television news, influences the viewer's buying attitude. Throughout the article, it will be possible to perceive that television has a power to conquer and to transfer credibility to that product that is being promoted by a presenter in strategic time, interspersed between local reports.

For that, a specialized bibliography was consulted, but few books were found dealing with merchandising in television news, which served as motivation to produce this article and to expand references in this area, since only productions dealing with POS merchandising or novels were found. The authors studied were: Aquino and Araújo (2013), Blessa (2010), Barbeiro and Lima (2002), Cobra (2013), Kotler (1998, 2000), Haguenauer (1983), Vieira (2004), Tamanaha (2011), Blessa (2011), Feltrin (2010).

The corpus of the research was defined based on an analysis made in the television media in Campos dos Goytacazes. In the city, there are two television broadcasters that produce television news programs. In the case, the Globo affiliate, InterTV Planície, the edition of 7 pm, RJ, 2nd edition, is held in the municipality and transmitted to the north and northwest regions of the state, and target classes B and C. Their competitors are TV Record, TV Norte Fluminense, with three daily news programs (from Monday to Friday): RJ in the Air (morning), the Balanço Geral (noon) and RJ Record (night). The editorial line of the three is similar and the target audience also: class C, but also D and E. The General Balance was chosen for analysis because it has more tradition and recognition to the population. They are nine years in the air, a great popular appeal and a demarcated space in the advertising market of the region. A survey was conducted by the Laboratory of Quality Research in Services of the Cândido Mendes Institute, Universe Campos dos Goytacazes, which interviewed 1,000 people in November 2015, and announced the recognition of the Record flag to its competitors.

In the dynamics of this television news was developed the fundamental point of the research: the merchandising of products and services. Thus, access was obtained to the worksheet of June 2016, the sectors were divided into sectors of advertisers and observed the effective participation of each one in the disclosure within the 30 days of that month. The company that participated in this study was the Market Optics, a company that became the case study to prove the positive return on sales and brand gain after investing in this type of merchandising, which is another marketing tool to increase profits.

2 REFLECTION BEGINS BY MARKETING

According to Kotler (2000), marketing is an administrative and social process by which individuals and groups obtain what they need and desire by creating, offering and exchanging products and values with others. The author also states that it is the process of planning and executing the design, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals.

Doing a managerial analysis, marketing is understood as "the art of selling products". Most of the time people are surprised when they hear that the most important thing in marketing is not to sell! Selling is just one of the marketing steps. The goal is to know and understand the customer so well that the product or service suits him and sells by himself. The ideal is that the marketing let the customer ready to buy. From there, just make the product or service available.

Even though price is a marketing variable that directly affects competitiveness, sales volume, margins and profitability, it no longer enchants customers as it once did. According to Kotler (1998: 497), "consumers have become smarter and more sensitive to prices, they see no more reason to pay more for identical brands," customers have a new buying stance, they want more than quality products And excellence, want to be seduced and excited.

Thus the company must communicate its product, making it attract its target audience using a set of tools like: sales promotion, advertising, public relations and merchandising. All companies' efforts to communicate to customers about the potential of their products and services to meet their needs

are activities pertaining to corporate marketing strategies. Therefore, the company must know its market and seek to satisfy it through strategies, distributing them effectively to obtain profitability (Kotler, 1998).

3 CONSUMER BEHAVIOR ON TELEVISION

In order to meet and satisfy the needs and desires of consumers, it is necessary to understand them, that is, to know how the customer behaves. Kotler (1998, p.161) explains that "the area of consumer behavior studies how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to meet their needs and desires."

It is known that consumers vary in age, income, social class, lifestyle, personality, beliefs, and ethnicities, among others. All of these factors characterize consumers at cultural, social, personal and psychological levels and have enormous power over buying behavior as they affect preferences and choice decisions for brands or products. And television has mapped the taste of the viewer tied to the concept of each attraction, be it entertainment, variety or journalism. The latter option caters to a larger viewer range, but the display time also helps to delimit them.

According to Vieira (2004, p. 3), "more than ever, understanding the consumer is recognized as a vital need not only for companies, but for the entire organization that assumes itself as market oriented." Consumer behavior analyzes how the individual looks for the product or service, how and why it selects the alternatives of choice, how and what they buy, what they use, and their evaluation. According to Blessa (2010, 57), "man has infinite needs and desires that are opposed to his finite and limited possibilities of satisfying them", because the consumer, through the process of choice, even guided by the financial condition, Most of the time he tries to choose what gives him the most pleasure, thus, the satisfaction of desires gains space in relation to the satisfaction of needs, being ends up acting more by emotion than by reason.

4 WAYS OF MERCHANDISING EDITORIAL

In an increasingly competitive market, offering attractive products or services is no longer enough for the current consumer's degree of demand, it is necessary to gain the attention of the same, transforming the simple act of buying into an intangible experience, in which the consumer is Willing to repeat this participation and become closer to the loyalty to the company, the product and the service. According to Haguenauer (1983), competitiveness refers to the market position achieved by the company at a given moment, resulting from the conciliation of factors such as consumer behavior, price, angle of vision and distribution of the product, and a text that leaves the message clear to the receiver.

4.1 Shopper marketing and product positioning

It is the employment of any marketing and merchandising stimulus based on a deep understanding of shopper behavior and its segmentation, designed to meet your needs and enhance the shopping experience, creating value for the brands and businesses of manufacturers and retailers.

The complexity in understanding shopper behavior has increased in recent years. Today, in addition to reporting purchase behavior, one must understand the mental models that explain this behavior for different groups. This understanding will allow the definition of actions of influence to the shopper proactive and not more reactive.

The announcement of a product that is displayed on a television program is done through a strategic bench positioning, the distribution of the mix through the space, the organized presentation of each packaging and the use of the company logo on a screen to strengthen the Brand image. Thus, it exposes the concept of the company to consumers directly, facilitates the purchase, crystallizes the concept of the brand and remembers the needs of the consumer.

5 COMMUNICATION COMPOUND: THE CROSSING OF MERCHANDISING AND ADVERTISING

Cobra (2013), works in his book, merchandising applied at the point of sale, like most authors, but this article aims to discuss the topic within popular news releases, in the case of the General Balance Sheet. For him, "sales promotion is any activity that aims to increase sales, of the non-personal kind, but often includes advertising" (Cobra, 2013, p. 444).

Figure 1 shows the uses and applications of the promotional compound modalities developed by Cobra (2013).

Uses and applications	Advertising	Public relations	Sales promotion	Merchandising
Mass consumer products	It is used on a large scale as a vehicle of purchase persuasion.	They are used as an institutional image setting medium.	It is used as sales reinforcement.	It is used on a large scale to force the purchase.
Durable consumer products	It is used on a large scale as a vehicle for buying persuasion.	They are used as an institutional image setting medium.	It is used as sales reinforcement.	It is used on a large scale to force the purchase.
Industrial products	It is used for the product specification.	It is used as a vehicle for the dissemination of uses and applications.	It is used as a tool for product specification.	It is used as a tool for product specification.
Services	It is used both in the persuasion of buyers and in the specification.	They are used as vehicle of disclosure of uses and applications.	It is used as tool for product specification.	It is used as tool for product specification.
Institutions Public and political	It is used in large scale to fix the institutional image.	Are used to improve the relationship with the different target groups.	Restricted use.	Restricted use.
Health service	It is used for institutional image purposes and to instill credibility.	They are used as reinforcement of image to the public, government etc.	It is applied with restrictions.	It is applied with restrictions.
Agricultural products	It is used for institutional image purposes and to include credibility.	They are used as reinforcement of image with the public, government etc.	It is applied with restrictions.	It is applied with restrictions.

Figure 1 - Uses and applications of promotional compound modalities

Source: Adapted from Cobra, 2013.

As shown in Figure 1, it is easier to define how each modality of the compound has its share in the sales motivation of the product. Advertising and merchandising dialogue together when the goals are to disseminate mass consumer, durable, industrial products and services. The two tools, on television media, use persuasion, force the purchase, and specify the product for the customer. Advertising can effectively participate in applications in public and private institutions, health services and agricultural products. These areas are not contemplated by merchandising because specific legislation restricts these types of disclosure.

6 MERCHANTISING EDITORIAL ON THE TELEJORNALIS OR PRODUCT PLACEMENT

At the end of the 1990s and at the beginning of the new century, there was a great growth of advertising of popular products in the Brazilian media, particularly in television. One feature commonly used to attract audiences in these programs is sensationalism. Barbeiro and Lima (2002, p. 26) portray this:

What it looks like, is the fastest way to get a hearing, especially with the exacerbation of the news. Dark musical backgrounds, shouting news or dramatic inflections are aimed at winning the audience at any cost, even if the story will be disproved in the future.

In the journalistic sphere, the programs directed to "the popular sectors predominate those destined for police coverage" (Amaral, 2006, p. 44). One of the followers of this genre that deserves to be highlighted is the daily *Balanço Geral*, aired on Record broadcasters in Brazil, and the object of this article's research.

On television, the edition of a tabloid newspaper cannot be the same as an analytical-informative newspaper. There is need to show just what the other does not show. [...] The edition cannot cut the image of the mother who cries desperately for the death of her son. Rather, it should preferably show the corpse, or blood on the floor. (Angrimani, 1995, p. 40)

According to Aquino and Araújo (2013), another point frequently explored in the popular newscast is the insertion of merchandising actions among the news. This shows that the dependence on the financial return on advertising is more evident than that of traditional television news. Considering that the attention of the public is directed to the context of the narrative, the television merchandising acquires its privileged position with the actions inserted during the program.

The message is sedimented in the mind of the consumer and more, the interaction of the offer and the visual appeal of the product reaches the cognitive system of the receiver and reinforces the impulse to buy.

According to data from the Instituto Brasileiro de Geografia e Estatística [IBGE] (2009), television is in 95.4% of households and reaches practically all municipalities in the country. "TV is a perfect scenario for the propagation of products and the incitement of the desire to consume, this prominence in relation to the other means of communication comes from its popularity" (Aquino & Araújo, 2013, p. 15-16).

TV predominates because it is the medium of greater penetration in society and, consequently, receives most of the advertising investments. It alone takes in more than half of all the money, which makes it possible to count on considerable resources to invest in state-of-the-art equipment capable of capturing and transmitting images and sounds with increasing speed and fidelity. (Barbeiro & Lima, 2002, p.16)

According to Blessa (2011), there is a conflict of definitions about merchandising applied in television. Television networks define merchandising as the whole subtle inclusion of products, services, brands and companies in their normal programming, but the right term is editorial merchandising or product placement. The item can be defined as a dissemination action integrated to the development of the editorial scheme, to order and can be divided into three parts: visual (screen placement), verbal (script placement) and integrated (plot placement). It has higher costs than the advertising itself, as it is "digested" by the public much more easily than the regular commercials in the intervals. Despite the name, these actions have nothing to do with traditional merchandising.

From this point, one can understand as editorial merchandising the promotional strategy that complements or acts together with other advertising actions, being executed, according to Schiavo (1999, p. 85-86), from four basic models:

1. Mention in the text: when the characters mention the name of the brand or product in a dialogue;
2. Use of the product or service: when the scene shows the use of the product or service by the character, where the brand and the model are highlighted;
3. Conceptual: the character explains to others the advantages, innovations, relevancies and prices of the product or service;

4. Visual stimulus: the product or service is shown in a way that is appreciated, seen in the context of the whole scene, properly explored by the camera.

According to Feltrin (2010, p. 5) "editorial merchandising is intended to promote a product, brand or service, but it must be seen as a television format ... and can be interpreted as the Its programming the glamor that always competed to advertising.

According to Tamanaha (2011, p. 261) "television has appropriated the term because it considers that the programs function as points of sale and the action of merchandising of the product, as it happens in stores, appears naturally and integrated to the environment of the program". The author believes that the question must be clear because there is the interference of the presenter of the program that narrates a text or testimonial about the advantages of the product and tries to convince the viewer about the importance in acquiring it.

Television merchandising actions differ from "conventional" intervals that are limited to the duration of 30 seconds or their multiples. Currently, the merchandising actions are appropriate to the environments of the different program genres. The visualization of the products within a sports program, film or novel, also differs from the advertising space of the commercial breaks because it counts on the direct interference of the presenter in the own narrative of the program. (Tamanaha, 2011, p. 261)

According to Tamanaha (2011), this type of merchandising tool uses several aspects to offer advertisers several strategies to approach the viewer (consumer):

1. Integrated action Mention + product focus + possible consumption situation, inserting the product/service in the context of the program. Base text 30s + product focus, totaling 60s;
2. Exclusive Testimonial Mention + product focus, in which the character / presenter (a) endorses the product/service. Mandatory use: daily programs, 50% to 70% of the number of program views per month; Weekly programs, 100% of the number of views in the month. Products competing with exclusive testimony customers will only be able to advertise in this format 30 days after the end of the client's placement;
3. Commercial Calling - The character/presenter will draw the attention of the viewer to the 30s commercial that will be displayed in the following break, always in the first position. Base text calling the commercial + commercial of 30s in the first position of the break;
4. Integrated Action with Commercial Calling - The presenter performs integrated action and then calls the 30s commercial within the program. The program logo will be inserted in the corner of the video during the display. 30s base text + product focus + base text calling the commercial + a 30s commercial within the program;
5. Visual Stimulus - Brand/product focus integrated into the program scenario. Duration: minimum of three views per program of 5 seconds each.

The editorial merchandising aims to increase the sales potential of the advertised products, since the content space of the program/television news was used to convey the advantages and properties of the durable or non-durable object. Thus, Tamanaha (2011) defines in the programs, the public associates the merchandising with content of the program and the endorsement of the presenters is received with credibility. The cost may be affordable for small business owners since there is no production cost, but the presenter receives a cache to make the advertisement.

7 HISTORY OF THE TELEJOURNALISTIC PROGRAM BALANÇO GERAL IN BRAZIL

Balanço Geral is a journalistic program in local Brazilian journalism format of Rede Record and its broadcasters, each with a different style of presentation and journalistic focus that varies between police and community journalism, in addition to the stakes and cadres of strong popular appeal.

It emerged in Salvador, initially on Radio Sociedade da Bahia in 1979, shortly after the station was sold by Diários Associados of the communication entrepreneur Assis Chateaubriand, to the Northeastern Communication System of businessman Pedro Irujo, being presented initially by the radio and reporter Guilherme Santos. After the success of the radio version throughout Bahia, it was created its version for television in 1985, by Alfredo Raimundo Filho, Carlos Borges and Pedro Irujo. In that first moment, the radio anchor and former mayor of Salvador, Fernando José (in memoriam) became an anchor of the program and, as a street reporter, besides producer, Guilherme Santos, who, due to the great success in the attraction, became the third most voted alderman of Salvador in 1988.

In São Paulo, it has appeared since December 3, 2007 and currently is in two editions: at 6 o'clock in the morning, presented by Luiz Bacci and at noon, anchored by Reinaldo Gottino. In Rio de Janeiro, he has been aired since 2005. He has had Wagner Montes as a presenter for ten years. Currently has a noon edition with Gustavo Marques.

7.1 The beginning of the Balanço Geral on TV Norte Fluminense, Campos-RJ

In early 2007, the station's director of journalism, Melissa Munhoz, invited Alexandre Tadeu to anchor the program that would debut that year. It was two months of preparation, analysis of the format, editorial adjustments for the north, northwest and lakes of Rio de Janeiro. The first edition to air was on May 14, 2007. The program starts at noon and runs until 1 pm, Monday through Friday. The proposal, as in all Brazil, is to reach the public of classes C, D and E. The age group is broad and reaches the child to the elderly. Next year, the format celebrates 10 years in the region and has won a loyal audience (Figure 2).



Figure 2 - Premiere of the Balanço Geral on TV Norte Fluminense in 2007

The content profile also does not change much. Police journalism, service, domestic economy, reports that charge the work of public power, live entrances, studio interviews, always seeking interaction with the public in a popular way, simple vocabulary. Another point that can be emphasized in the style used by the BG are funny behavior reports.

The edition tries to offer the viewer a mix of information and entertainment. Another feature is the opening to the presenter's opinion on various subjects, using images to enrich speech. The idea is to get close to the taste of the viewer, be his voice and thus represent him.

8 AUDIENCE RESEARCH OF THE INTERIOR RECORD MADE BY THE UNIVERSITY CÂNDIDO MENDES

In January 2016, Record Campos released a poll stating that the station ranked first in the public's preference for the city in which it is installed. According to the Laboratory of Quality Research in Services of the Cândido Mendes Institute Campos dos Goiytacazes Universe, the research was conducted with 1,000 respondents and reached the result of 44.8% preferably. The data collection that occurred between November 10 and 30, 2015, asked which of these stations is your favorite? And which of these stations do you watch most often? Second place, InterTV Planície, affiliated with Globo, had 40.7% and the third place (SBT) appeared with 9.3%.

8.1 Editorial Merchandising in the Balanço Geral

Each insertion lasts from 1 to 1 minute and a half. During the 30 days of the analyzed month, 4 to 6 insertions per day were identified. With this, in a few days, are two "merchans" within the same block. In addition, there were 124 insertions this month. The names of the companies will not be divulged, how much they spent and the participation in the total, but sectors were created that include some of them that are in related areas, as shown in Figure 3.

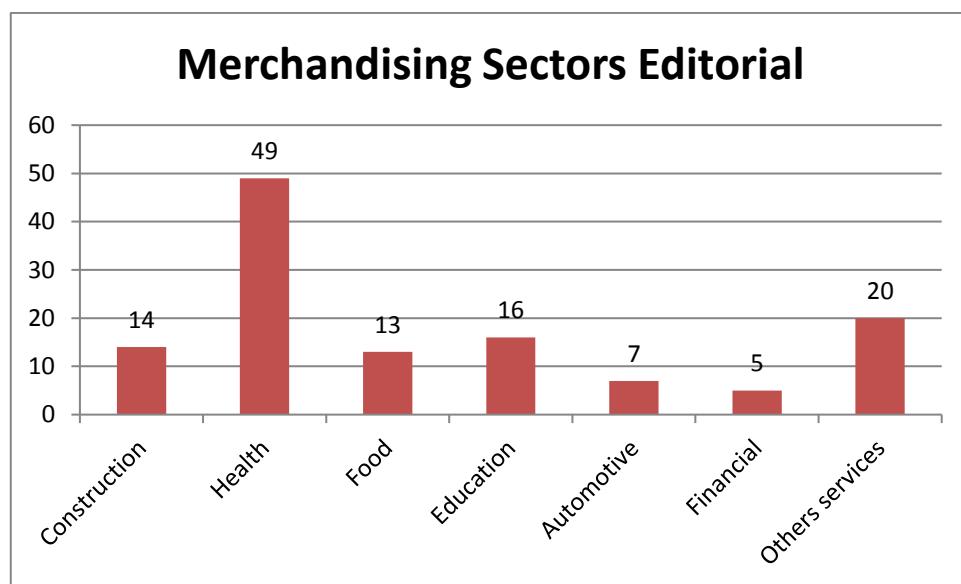


Figure 3 – Sectors of Merchandising Editorial

The commercial department does not maintain two brands that sell the same product because it ends up with a clash of interests and a dispute of the same customer. For example, the Optical Market Case Study, which will be better known later, is part of the Other Services group. Her share is 20% in that group. To better clarify each sector (Figure 4):

- Civil Construction encompasses construction company, construction material and finishing shops and paints;
- Health encompasses health insurance, pharmacy, medicines, slimming creams and a cosmetics store;
- Food is a large supermarket chain, which is one of the largest sponsors;
- Education is constituted by the companies that compose it, are centers of qualification, technical school and a university;

- Automotive consists of a tire shop;
- Finance encompasses a personal credit bank.
- Other services, besides the optics, are the capitalization bonds, the funeral plan and the cable TV.

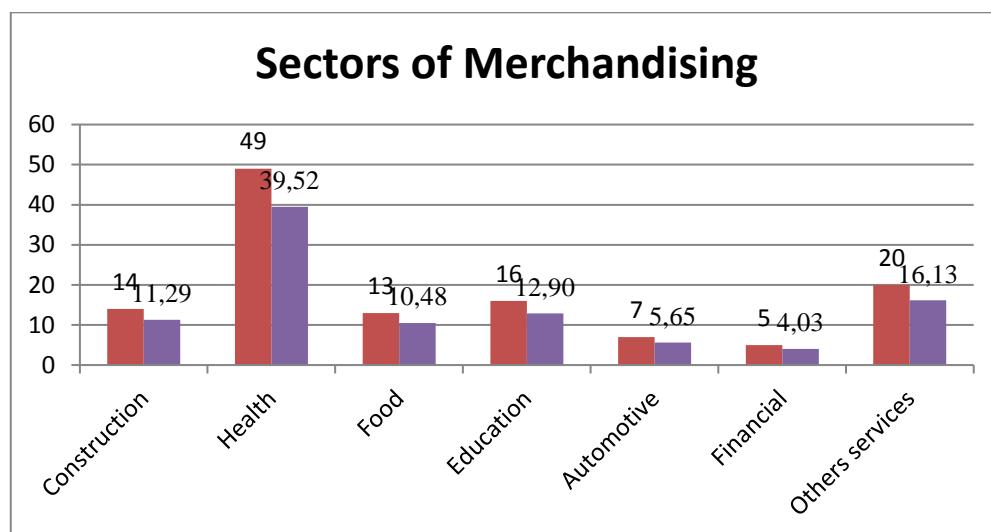


Figure 4 - Percentage and volume of each sector in the total accumulated

It can be observed that the Health sector has almost 40% of the total, followed by: Other services, Education, Construction, Food, Automotive and Financial. The explanation for the large volume of the leading group is the growth of public interest in beauty and aesthetics (55.1%), followed by pharmacy (26.53%) and health care left the rest (18.37%).

9 OPTICAL EXPERIENCE OF THE MARKET

The company that analyzed operates in the camper market for 22 years. The first time the owner hired a space in a programming grid was two decades ago. "Things did not go well in the business and there was a chance to close the doors, but the shop owner risked and invested in a space in the Jornal Nacional (Figure 5). It was a success, sales were heated, and he began to believe in the power of advertising," the company's chief marketing officer said in an interview.

Since 2007, beginning of the Balanço Geral in Campos, they have invested in the editorial merchandising that the commercial department offers to the advertising market of the region. The result, according to Bruno Ferreira, until 2014 was exciting. "The return costed with the media in Record and still covered the value applied in other media, apart from the strengthening of the brand and the movement of people in the four stores in Campos." In the years of 2012 and 2013, the company had a reserved budget of R \$ 20 thousand per month to invest in advertising. A good part of this value, about 60%, was passed on to Record. The money was divided into insertions scattered throughout the schedule, in the intervals of the Balanço Geral and also, 12 actions of merchandising per month within the program. According to the director, in questionnaires answered by customers, 60% of the shop's consumers were aware of the brand in the announcements published in Record and BG was quoted in two thirds of the answers, ie 40% of the total audience and belonging to the C + and B.



Figure 5 - Disclosure: Facebook Market Optics - Program exhibited on 06/01/2016

In the interview made, Bruno made it clear that he applied in other media such as internet, radio and newspaper, but did not get to have the success of BG. According to the marketing director of the Market Optics, in the surveys conducted during the years of partnership with the broadcaster, the frequency on the day of disclosure increased by 50% and sales increased during the time announced by about 30% in the annual balance from the company.

In mid-2014, Market Optics stopped advertising in the program and reduced its advertising money. The strategy was to apply seasonally and explore other markets such as Macaé, 100 kilometers from Campos, where two more stores are located. In the Macanese market, the company opted to announce at InterTV affiliate Globo, also in the midday newscast, for having a more efficient penetration, according to the company's marketing director.

According to the interviewee, profits fell by half with the installation of the economic crisis and two optics franchises entered the camper market. One of these competitors took over the space that was empty in the Balanço Geral and stayed for 1 year and a half. At the end of 2015, Market Optics resumed its position, but with a much lower investment. Only the insertion of editorial merchandising on Mondays with promotions, festivals and sweepstakes that change throughout the month.

The apparition costs 15% of the old investment, but was the output to strengthen the relationship with the target audience and fight for space in the consumer market. "When he returned, store managers reported that, on the day after the announcement, every 10 customers they bought in the store reported that they had seen the merchant in the Balanço Geral. The average ticket for each is R \$ 400, "said Bruno Ferreira.

10 FINAL CONSIDERATIONS

During the development of this study it was possible to realize that marketing and media planning are essential for a company that needs advertising to raise sales or gain brand image. The popular news programs are promising spaces for this investment and the return is satisfactory for the businessmen.

The ads only exist because the daily news programs have audience and this public has a profile of consumption and behavior. In the case of the General Balance, the target class is C, which today is about 30% of the Brazilian population. The BG style, police officer, popular, commented by the presenter, is a source of information for a type of viewer, and is not the opinion maker, or with many years of training, because it is not a product that analyzes the news, but the owner Home, public school student, worker. It is for this consumer that merchandising will offer the need or create the desire to buy.

Journalism has a fundamental participation in this process of convincing the viewer because the television news script, in this type of program, interpolates reporting, live entries, comments and merchandising. The news mixes with the publicity and the citizen who watches it is taken to absorb that offering. This is called editorial merchandising.

The number of insertions during the month of July 2016 and the division into sectors showed that, in that period, the Health sector invested more. It is a finding that people are more concerned with aesthetics and quality of life. In this case study, this group is not included, but it has a long-standing relationship with the Balanço Geral and registers good results with this media and the gains are two or three times the investment.

It is believed that the topic can be explored more, because the number of references that deal with it is few. Regarding merchandising, there is a lot of talk about POS, but it is not observed the impact that this type of advertisement has on the behavior of the customer / new consumer and how the news flow can be a promising channel to increase the advertising gains. The editorial merchandising is a good tool, when used rationally, being subtle, elegant and subliminal.

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