

# THESIS

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FOR REFERENCE

NOT TO BE TAKEN FROM THIS ROOM

## WHY ADVERTISING IS INEFFICIENT IN TURKEY

by

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## I. INTRODUCTION

The recent developments achieved in technology and science have enabled the Western countries to apply automation to provide large scale mass production. In a market economy, where sellers have the freedom of what produce and consumers have the maximum freedom of choice with respect to what to buy, advertising has become an important tool for the maximization of profits, especially for the mass producing enterprises.

But, even in the West "... some people are highly critical of advertising on social and economic grounds"<sup>1</sup>, and many anti-advertising books and articles have been and will be being written. Whether advertising contributes to over all economy of a country or increases the efficiency of consumer choice, is beyond the scope of this paper, because many authorities have dealt with the problem and taking into account all the pros and cons mentioned by them, a satisfactory solution to this aspect of advertising has not been brought up. However advertising is one

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<sup>1</sup>Dunn, S. Watson. Advertising. New York: Holt, Rinehart and Winston, Inc., 1961, p. 3.

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of the best means of communicating with masses and is a useful device when used appropriately. In short it is inevitable.

In this paper I have tried to put forward the existing structure of the Advertising Institutions as they are in Turkey and have tried to search for the factors responsible for the inefficiency of the Advertising Process in Turkey, as it is today. In Turkey advertising is a relatively new field of activity both to the business enterprises and to the people who have chosen advertising as a profession. For instance, use of medium of radio has started only after 1951, in Turkey.

However, especially after the May 27 Revolution, by the release of the distribution of advertisements to the newspapers and magazines, through state sponsored institutions, a great path of development and improvement has been opened for advertising. But as most of the concerned authorities say advertising is still not efficient in Turkey and great progress has to be achieved in order to reach a satisfactory level.

The aim of this paper is to bring the main problems of advertising to the surface and provide better understanding of these problems by the people in this business.

It has been mentioned above that advertising is not efficient in Turkey at its present situation. In order to dig out the reasons for this inefficiency, this paper is prepared mainly by

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interviewing several advertising agencies and large advertisers in the Turkish market. With regard to the advertisers emphasis is given to the foreign business enterprises which have a parent company outside of Turkey and operate in our countries as legal entities. The reason behind such an emphasis is mainly due to the fact that a foreign business enterprise brings technical knowledge and know-how, beside capital and the executives who are in charge of the advertising departments have at least familiarity with the proper functioning of advertising and could be able to make comparisons with regard to the functioning of advertising in Turkey and in the Western countries.

When it seemed to clarify and strengthen the arguments and discussions carried out during the interviews, certain books and articles are also referred to.

There are three main chapters in this paper, each being devoted to the problems of the Advertisers, the Advertising Agencies and the Advertising Media. However, there are problems related to all of these advertising institutions. Such problems are mentioned in one of these chapters only, in order to avoid repetition.

In the Conclusion and Recommendations chapters, the main factors which lead to the present inefficient structure of the Advertising Structure are mentioned with brief explanations as derived from the content of this paper and certain suggestions

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have been made to improve the situation within the frame of the interviews held and written material used in the preparation of this paper.

In order to be able to present and reflect the points discussed with full objectivity, additional personal remarks and comments have been kept to a minimum throughout the whole paper.

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## II. THE ADVERTISERS

In this chapter of the paper, I shall try to put forward the attitude of the advertisers with regard to advertising and the advertising agencies. At the end of the chapter the consumer is discussed briefly in order to be able to identify the group to whom advertising is to appeal.

### A. ATTITUDE TOWARDS ADVERTISING

In Turkey the notion of advertising, its contribution to sales and therefore to profits of a business enterprise is very new and still it is not realized in full by the businessmen. This should not be astonishing, because as mentioned medium of radio was made use of only after 1951 and as Mr. Nezi Neyzi mentioned in his speech at the Basında İlan ve Reklam Semineri, " Advertising has gained importance only after the development of domestic industry. Sales and advertising problems were given stress after the development of domestic industry and cure of the inflation, since there was no difficulty met in selling, advertising could not be important."<sup>1</sup> In fact, still for most of the products

<sup>1</sup> Neyzi, Nezi. Basında İlan ve Reklam Semineri. İstanbul:Yenilik Basımevi, 1965, p.56.

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there exists a sellers market in the Turkish Economy.

Another reason is that there is still not yet a capital market where savings can be channeled into the hands of the investors. As the rate of capital accumulation is relatively low, the stage of mass production, which permits large scale advertising yield high returns, has not yet been reached in Turkey.

The non-existence of a capital market also does not provide for the separation of ownership and management in the business concerns. As far as advertising is concerned, the last word of approval from a company may come from the owner if he is in the business also, though he may not be familiar with the notion of advertising.

As Mr. Nejat Gönenç says, " Businessmen lack entrepreneurship, and do not recognize the benefits of advertising for their companies. If an engineer becomes the executive and everything is asked from him in the company, how could he possibly know about advertising to contribute and comment on. "1 The lack of entrepreneurship in a somehow different sense is stated by Mr. Erol Moran, " It is really a problem, especially the Turkish businessmen do not value advertising, but the same cannot be said for the foreign ones, even if they are not satisfied with our performances, they at least appreciate."2

<sup>1</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

<sup>2</sup>Mr. Erol Moran, Moran Reklam Advertising Agency.

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Mr. Nadir Kamran approaches the problem from another point of view and in a rather technical way :

"An advertiser and the advertising agency may have different attitudes towards an advertising campaign, though the advertiser realizes that a campaign prepared by the agency would be much more efficient and effective than the visualisation of it by himself. An advertisement may be weak for an advertiser, whose main interest is in his product and its quality, where as the consumer is always interested in the benefit he or she can get out of the product in question, and the advertisement prepared by the agency may be the most effective one to influence the consumer to buy that stuff. The factor of importance to the consumer is -What is in it for me ? - What sort of a benefit can I get from this product ?- Therefore, the benefit to the audience is to be emphasized, but usually the advertiser do not realize this, but just to say best for a product is not enough, it has to be proved."<sup>1</sup>

But the advertiser who do not face competition and who is not sure whether he will be able to find the necessary raw material for his final product, in most of the times is not in a position to consider his future earnings.

Mr. İhsan Köroğlu says, "Businessmen do not give heavy emphasis to advertising, most of the time they consider it as an expense item which has to be incurred and not as a means of increasing sales."<sup>2</sup> In fact, we can also say that, for some businessmen advertising is only a matter of prestige; the publicity of their product or name of their firm is considered is considered not to increase the sales, but just to show that now they are in such a

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<sup>1</sup>Mr. Nadir Kamran, Man Ajans Advertising Agency.

<sup>2</sup>Mr. İhsan Köroğlu, Arçelik A. Ş.

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position that they can advertise.

Beside the above mentioned points that reflect the general attitude of businessmen in evaluating advertising, we should also include that they show resentments and are usually right. In order to gain their sympathy as Mr. Semiral Bilbaşar says :

"Much falls to the advertising agencies to develop the notion of advertising within the advertising agencies' nature. In order to win the psychology of the advertiser and gain his confidence for the preparation of advertisements is very important, and should be considered as a duty of the advertising agencies."<sup>1</sup>

## B. RELATIONSHIPS WITH THE ADVERTISING AGENCIES

The business enterprises I have visited were more or less heavy advertisers and have separate advertising departments to handle the function of advertising and its problems; most of these people were not satisfied with the services offered by the advertising agencies. In his report to Chamber of Commerce Mr. Affan Başar says that "Sometimes rightly or wrongly the advertisers accuse the advertising agencies. They, not only scorn the services and the cooperation provided by the agencies but evaluate them as parasites making a living through the advertisers' means."<sup>2</sup>

Such an evaluation of the advertising agencies is well-justified

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<sup>1</sup> Bilbaşar, Semiral. Basında İlan ve Reklam Semineri. İstanbul: Yenilik Basımevi, 1965. p. 125.

<sup>2</sup> Mr. Affan Başar, from his unpublished report.

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because beside the few well-established ones, most of the advertising agencies are adventurers in the market. As this problem is discussed in the Agency Structure chapter it will not be discussed here, but it is a fact that such adventurers damage the reputation of the advertising profession even after they leave the business.

So when the advertiser and the advertising agency accuse each other, they both have a right to do so, because each has weaknesses and they show little effort to improve their situation. Actually some measures which are essential to improve the situation cannot be realized immediately, for instance the increase of competition both in the product market and in the agency market, or, change in the attitude of both parties.

Another advertiser Mr. Halit Talayer states, "It is a must for the company to work by itself, therefore the advertising department becomes somehow an advertising agency in the company."<sup>1</sup> This statement may be true for the particular company and for the companies where specialization on functional basis has been realized, and, this statement reflects a common attitude of the advertisers whom I have interviewed.

But in Turkey beside the foreign enterprises and the few big Turkish companies, most of the business concerns are either family

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<sup>1</sup>Mr. Halit Talayer, Good Year Lastikleri T. A. Ş.

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corporations or one man companies, and to what extent division of labor and specialization on functional basis is realized, is questionable, and, this creates a problem to the advertising agencies as far as cooperation is concerned, as Mr. Affan Başar says, "In most of the firms the authority for advertising problems, is not left to the advertising department or to the manager of this department. Even for the simplest advertising planning the last word is spoken by the General Manager, or by the Commerce Manager, or by the Personnel Manager, or by the Finance Manager, or by the Marketing Manager if there is any. If the owner is in the business also, then he retains the right to say the last word of approval, and the number of ideas thus rises to three or four."<sup>1</sup>

So, what happens is this: every decision even for a single advertisement, is made by an authority or by authorities who are not familiar with the principles and the concepts of advertising. Therefore, as most of the advertising agencies claim, when an advertisement appears in a daily newspaper with a naked woman beside the product, with no relation whatsoever, it is not an outcome of the advertising agency only, but the advertiser has to be blamed also.

When an advertiser insists on certain advertisements that, in the eyes of the agency are not the appropriate ones, the agency has not much to do at that moment. It, either has to refuse to prepare such advertisements on the basis that it would be against the established quality principles of the agency or will

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<sup>1</sup>Mr. Affan Başar, San Organizasyon Advertising Agency.

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have to accept the idea of the advertiser since he is the customer, who who will also be able to buy the same service from another advertising agency, and, it is the second alternative which the advertising agencies choose in most of the cases, because they very well know that if not this time, next time the advertiser will go to another agency since it does not have much superiority over the other advertising agencies as Mr. Remzi Balkanlı says, " In Turkey advertisements are prepared from the point of view of the advertisers, who have a right to do this, because the Turkish Advertising Agencies do not have skilled and specialized copy writers and so on. In Europe and in USA there are copy writers who make more money than novel writers, when compared."<sup>1</sup>

Mr. Affan Başar says that, in relation to same problem:

"When someone sees an unpleasant advertisement of a certain product, he should not blame the advertising agency of that company alone. It could also be thought that the advertising agency people should be men of principles, but even under such a condition the advertiser is able to find a so-called adventurer advertising agency to place an advertisement as he has visualised."<sup>2</sup>

Furthermore the other advertising agency may even accept to give back certain percent of its commission which is received from the media. There is saying in the advertising people environment

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<sup>1</sup>Balkanlı, Remzi. Mukayeseli Basın ve Propaganda. Ankara: Resimli Posta Matbaası Ltd. Şti., 1961, p. 674.

<sup>2</sup>Mr. Affan Başar, San Organizasyon Advertising Agency.

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that sometimes the advertisers ask to share the commission of the agency, which may accept it in order to increase the number of accounts handled, at the expense of lower quality advertisements. It is doubtful whether an association or a federation formed among the advertising agencies may check such practices, because the organisation may contribute a lot to the present structure but this return of commission cannot easily be avoided since in most of the times this is in the form of a secret agreement between the advertiser and the advertising agency.

So, the essential change is to occur in the attitudes of the advertising agencies. They should feel the need to increase their efficiency and offer various other services to their customers. Because at present, due to incomplete services of the advertising agencies, advertisers make use of certain methods appropriate to them for Market Research and Advertising Control.

For instance, some companies have signed a contract with the PEVA-Research Institute for media survey and to measure the effectiveness of their advertising campaigns. Regularly, at the end of two months these surveys are carried out. Furthermore companies carry out market researches through Peva-Institute individually, as BP Petrolleri A. Ş. has agreement with this institution for three research programme annually.

Arçelik A. Ş. carries out price analysis and consumer research by the company itself. Forms of questionnaires are sent to the

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customers who have purchased a product of the company, to measure the efficiency of the advertisements and which media influences the consumer most to buy that product. The profession of the customers, their income levels and purchasing power are also estimated by means of the Guarantee Certificates of the product sold.<sup>1</sup> Furthermore the reports general sales agencies and territorial sales stores which sell the products of the company are used for market analysis. At the time of the interviews, a new-ice-box of 4 1/2 feet size was questioned as to its applicability in the offices.

Lever Brothers Türkiye Sanayi ve Ticaret Ltd. Şti. with its own crew of 18 people carries out extensive researches, especially in Anatolia. For instance as Mr. Hadi Kolman says, "We have found out that in Anatolia the house-wives put lavender-leaves among their laundries after they are being washed, and we have the same smell in our detergent which provides additional satisfaction to the consumer."<sup>2</sup>

All of these services should be carried out by the advertising agencies. In fact all the full service advertising agencies are to include these to their field of activities, but as they will be discussed in detail in the next chapter, it is enough to say here that none of the advertising agencies in Turkey is

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<sup>1</sup> See Appendix IV for the forms.

<sup>2</sup> Mr. Hadi Kolman, Lever Brothers Türkiye Sanayi ve Ticaret Limited Şti.

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a full service one.

## C. THE CONSUMER

So far I have tried to examine the relationships between the advertisers and the advertising agencies. We have seen that both parties have resentments towards each other, and the advertisers rightly or wrongly insist on the advertisements which they find appropriate to be placed on the basis that they know the consumer better than the agencies and therefore the advertisements they insist should be more influential to the consumer.

It becomes evident that the consumer is a source of friction and resentment to the advertisers and to the agencies in their relations, therefore it may be beneficial to all, if we study the consumer very briefly at this part of the paper.

Even the advertising agencies admit that due to various reasons as discussed in the Media Structure Chapter, to reach the consumer in the most effective way is not possible, and even if they can be reached as Mr. Semiral Bilbaşar says, "In Turkey people are illiterate and one cannot easily influence them with the proper advertising methods."<sup>1</sup>

The rate of illiteracy is really a bottleneck because more than

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<sup>1</sup>Mr. Semiral Bilbaşar, Basın Organizasyon Advertising Agency.

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50 percent of the people in Turkey can neither read nor write:<sup>1</sup>

	<u>Number of literate people (000)</u>		<u>Percent of Total</u>
	<u>Male</u>	<u>Female</u>	
1927	852	260	11
1955	5479	2436	41
1960	6158	2743	40

Therefore when the advertiser insists on an advertisement which seems most appropriate for being placed in a newspaper, he is not completely wrong; because he may have a better chance to know the consumer for his product and may be able to insert a better motive or a better layout to influence the reader, though the advertisement prepared as such may not necessarily be a high quality work and may not be prepared willingly by the advertising agency.

It is not possible to deal with the problem of consumer with all its aspects in this paper, but the following cases and the examples may suffice to show the level of consumer and their reaction to advertising in broad lines.

Mr. Nejat Gönenç says, "To influence the Anatolian consumer is really a great problem and there is no easy way to solve it. Level of illiteracy is a bottleneck. Therefore our attitude

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<sup>1</sup>Cillov, Haluk. Türkiye Ekonomisi. İstanbul: İktisat Fakültesi Yayınları, 1965. p.259.

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inevitably turns to the average people and not to intellectuals who resent for instance use of sex motive, which is applicable for Anatolian consumer. So, the advertising agencies have to surrender from their ideals."<sup>1</sup>

In fact the general education level and the rate of illiteracy is also an important factor leading to inefficiency of advertising. Mr. İhsan Köroğlu says, "People are more likely to percieve and accept things as they are presented, therefore the copy and the idioms have to be simple, since to imply something is not quite possible."<sup>2</sup> In order to be able to identify the situation an example was set.<sup>3</sup> The advertisement for Miele products, that appeared in the German and Italian magazines, shows a man sitting with an apron and telling about the utility provided by the Miele products. This advertisement although has a man in it does not imply that in the countries where printed, all the house-work is carried out by men and not by women. However it is not quite possible to prepare an advertisement like that in Turkey, and when Arçelik A. Ş. company prepared an advertisement with the theme of comfort and utility provided by one of its consumer durables, a woman reading a book was placed in the advertisement. The name of the book at first was -Aşk Bahçesi(Garden of Love)- but later on it was changed to -Çocuk Bakımı(Child Care)-, in order to appeal

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<sup>1</sup>Mr. Nejat Gönenc, Yeni Ajans Advertising Agency.

<sup>2</sup>Mr. İhsan Köroğlu, Arçelik A. Ş.

<sup>3</sup>See Appendix III, for the advertisements.

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to notion of motherhood of the housewives.

For another example Mr. Nejat Gönenç says, "When we had a campaign for a detergent, we also established a lottery and a number was given to each customer who would sent three carton-covers of the detergent boxes. Much to our astonishment we also received three boxes of detergent in full."<sup>1</sup>

Number of examples could easily be increase for such changes in order to bring the advertisements to the level of the consumer, again Mr. İhsan Köroğlu says that for a hand woven shoe, it is not also possible to place a woman in a shoe of a large size, and showing the woman sewing the shoe with an exaggerated size needle. The same is true for gas oven advertisements, I am told that in Europe their pipes are not placed in the advertisements but it is known and accepted as ovens with pipes from their shape and size. But in Turkey one has to include the pipes into the advertisements as well as to explain that the ovens are with pipes.

Mr. Mehmet Aktar says, "The themes and the motives to appeal should be different according to group characteristics of the consumer whom we want to influence, but this is not done in Turkey and an advertisement of a tractor, for instance, is drawn or pictured with its full outside details, no shadowing or lines

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<sup>1</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

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are used for loose identification of the tractor."<sup>1</sup> This is almost true for all the advertisements in Turkey, because they are not different according to demographic factors of a group and advertisements appearing in a newspaper for a certain product may very well be seen in another newspaper, which has different readers in attitude and beliefs. Some advertisements of the same product differ in theme and motive when placed in magazines and in newspapers, but the differences are negligible.

All of these examples and cases may provide at least some notion of the difficulties encountered by the advertisers or rather by the advertising agencies. A very last comment made by Mr. Nejat Gönenç is also worthy mentioning:

"The problem is not with the peasants, who have the notion of abstract values and eagerness to grasp new things, but it is the big class of town-people who are literate but conservative in their attitudes. They demand and ask what advertisements are today. We have to appeal to them therefore, the advertisements are at such a standing at present."<sup>2</sup>

So, if the rate of illiteracy in comparison to now, decreases in Turkey, then the influence of town-people over the advertising is likely to lessen and the advertisements which are to appeal and reach to the peasants will inevitably be works of quality.

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<sup>1</sup>Mr. Mehmet Aktar, Mobil Oil T. A. Ş.

<sup>2</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

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## III. THE AGENCY STRUCTURE

In this chapter of the paper, I shall try to put forward the present situation of the advertising agencies in Turkey, the functions they perform, the way they operate and the factors that are responsible for the inefficiency of the structure.

### A. A COMPARATIVE ANALYSIS

Advertising as a profession is very new in Turkey. It has started to develop and show some progress very recently, particularly after the May 27 Revolution. But, still none of the advertising agencies in Turkey is in a position to fulfil the very first condition required for agency-membership in the European Association of Advertising Agencies. The constitution of this association states as a prerequisite, that a member should have "The experience and ability within its own organisation to supply a media buying plan and a creative plan, and to be able to advise on sales and distribution problems, and to supply a marketing plan and to interpret research."<sup>1</sup>

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<sup>1</sup>Article No. 5. The Constitution of the European Association of Advertising Agencies. London: The Fanfare Press Ltd. p. 1. See Appendix I, for Article 5.

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However among these requirements only media buying plan and the creative work for the advertisements are carried out by the advertising agencies and the others are not.

The advertising agencies in Turkey do very little with regard to marketing and in handling sales and distribution problems. As it may be seen fully in the Appendix II, a report of European Association of Advertising Agencies with regard to Full Advertising Agency Service, Full Marketing Service function is considered essential for the effectiveness of advertising. "If effective advertising is to be produced then it is necessary to study the broader picture of marketing as well as advertising. Therefore, the advertising agency should have an understanding of marketing and modern techniques of merchandising and sales promotion."<sup>1</sup> But, beside the few big agencies, in Turkey most of them do not have a fair knowledge of what marketing is and what its principles, are. In fact with regard to market information and advise, it is the advertiser who assumes the burden to search for facts and offer them to the agency, so that the agency can prepare advertisements in line with the general policy of the advertiser. As stated by Mr. Zuydam, "We do not have an agency to carry out extensive market surveys and researches. Therefore with a personnel of 18 people we carry out surveys of our own."<sup>2</sup>

<sup>1</sup> Full Advertising Agency Service, Report of the Commission on Advertising of the ICC (October 1960). A Guide to Full Advertising Agency Service and Remuneration. Zurich. p. 17. See Appendix II, for full report .

<sup>2</sup> Mr. Zuydam, Lever Brothers Türkiye Sanayi ve Ticaret Ltd. Şti.

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It is true that none of the advertising agencies in Turkey is organised well enough to carry out what is called Market Research as Mr. Hadi Kolman says, "A research department organized for efficient operation requires an additional fund of 300,000 T.L. and since the agencies are earning money at their existing structure they are not likely to invest that much."<sup>1</sup> This statement is very true, but the advertising agencies will inevitably establish market research departments as the advertisers realize the importance of it and the competition gets keener among the advertising agencies.

For the time being, only PEVA-Institute of Dr. Nezih Neyzi, is engaged in market research. Apart from individual requests, recently this Institute has engaged in a media and slogan research; for which about 20 advertisers pay, for the control of their advertisements' effectiveness. Mr. Alican Sipahioğlu says, "PEVA-Institute is the only one which carries out market research in Turkey and our company is a regular customer . But being the only one, it is not possible to make any comparisons, furthermore researches may also be reflecting a situation which may not be exact, as Istanbul, Ankara and Izmir is by no means all Turkey. Furthermore statistics are not adequate too."<sup>2</sup>

Mr. Nezih Neyzi, in his address on Research in Advertising has

<sup>1</sup> Mr. Hadi Kolman, Lever Brothers Türkiye Sanayi ve Ticaret Ltd. Şti

<sup>2</sup> Mr. Alican Sipahioğlu, BP Petrolleri A. Ş.

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stated, "In our country, research in advertising is not established yet. Upon study of 35 advertising agencies, four of which had relatively good organisation and capacity to carry out research, it was found out that all of these agencies regarded research as useless."<sup>1</sup>

The functions of the 35 advertising agencies, with regard to their services and supply of information required for an efficient advertising campaign, as stated by Mr. Nezih Neyzi is as follows:<sup>2</sup>

The related percentages are derived from the answers received from 35 advertising agencies.

<u>Services and functions</u>	<u>Percentages</u>
Knowledge about the product . . . . .	54
Knowledge about the competitive products. . . . .	20
Present Market Analysis . . . . .	40
Future Market Analysis . . . . .	5
Knowledge about the Advertising Media. . . . .	85
Preparation of Advertising Plan. . . . .	100
Coordination of the plan with sales campaign . . . . .	30
Copy-writing and Art Work. . . . .	100
Purchase of Space . . . . .	80
Placing of the Advertisements . . . . .	83
Supervision of the advertisements . . . . .	94
Advertising Research . . . . .	0

Beside other functions, this table illustrates perfectly that there is no research carried out by the advertising agencies whatsoever.

As for merchandising and sales promotion, according to the

<sup>1</sup> Neyzi, Nezih. Basında İlan ve Reklam Semineri, İstanbul:Yenilik Basımevi, 1965, p. 55-56.

<sup>2</sup> Ibid. p. 55.

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the report of the Commission on Advertising of the ICC, "The Full Advertising Agency Service should include advising the advertiser on the best methods to be followed for any particular product. This would involve advice and assistance on matters such as premiums, samples, consumer tests, special deals, free deals, dealer participation schemes and guarantees."<sup>1</sup>

But in Turkey almost all of these methods and policies are carried out by the decisions of the executives of a business enterprise and the material necessary for such a decision is always collected by the means of that certain business enterprise. Mr. Mehmet Aktar says:

"There is no advertising agency in our country in the sense I understand, which can provide some ideas as to merchandising and sales promotion. We, as advertisers have to solve our problems to a certain extent and ask for their help. In fact I believe the agencies are another medium between the advertiser and the media."<sup>2</sup>

This last comment is shared by most of the advertisers with whom I had interviews, but some did not blame the agencies only, due to the other various factors mentioned through out this paper.

The report of the Commission on Advertising of the ICC, under the topic of a full marketing service, includes campaign planning among the functions of the advertising agencies, "...while it is the responsibility of the advertiser to decide upon the policy

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<sup>1</sup> Full Advertising Agency Service, Report of the Commission on Advertising of the ICC (October 1960). A Guide to Full Advertising Agency Service and Remuneration. Zurich. p. 18

<sup>2</sup> Mr. Mehmet Aktar, Mobil Oil T. A. Ş.

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of the campaign, the advertising agency must nevertheless, be able to offer sound advice on the formation of policy and to draw up the campaign plan complete with schedules timing and estimated costs."<sup>1</sup> This function in most of the times is performed by the advertising agency alone, but the advertiser also to a certain extent contributes before the final shaping of the campaign is realised. In general, before the beginning of the financial year, the agency submits the plan with schedules timings and estimated costs, then the plan is discussed with the advertiser and the final form is reached. More or less, with small differences in procedures this is the general procedure in preparing advertising plans.

Another main function in the report of the Commission on Advertising of the ICC, for a Full Advertising Agency Service, is A Full Creative Service which includes, "...copy writing, layouts typography and designing; scriptwriting and supervision of production for television, cinema or radio advertising; the service would also include the supervision and purchase of finished artwork and designs."<sup>2</sup> This function is performed fully by all the well-established advertising agencies in Turkey. But as Mr. Semiral Bilbaşar state at his speech in the Advertising Seminar of 1965 ; the quality and artwork of the advertisements prepared are not good, "The important thing for

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<sup>1</sup> Full Advertising Agency Service, Report of the Commission on Advertising of the ICC (October 1960). A Guide to Full Advertising Agency Service and Remuneration. Zurich. p. 18.

<sup>2</sup> Ibid.p. 18.

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a reader is to see well prepared advertisements being placed to the newspapers among interesting news or articles...but in our country, generally to prepare an advertisement means to send the clichés to the print media; only timing is given attention but artwork and quality of the advertisement not being taken into consideration."<sup>1</sup>

Another main function mentioned in the report of the Commission on Advertising of the ICC, is A Full Media Service, "The Advertising Agency must be knowledgeable on the subject of media research and surveys. It should plan the purchase of media within agreed appropriation and arrange the booking and purchasing of time and space."<sup>2</sup>

Actually, the advertising agencies do purchase time and space but the available knowledge best suiting the need of the advertiser for his product, with regard to media selection, is based on nothing but on past experience and on some statistical figures of Basın İlan Kurumu and Prime Ministry Statistical Institute. So, it would be correct to say that when an agency advises the advertiser for the selection of a certain medium, it is most likely an arbitrary evaluation with no scientific basis. It is also interesting to note that, none of the advertising agencies beside the Yeni Ajans Advertising Agency

<sup>1</sup> Bilbaşar, Semiral. Basında İlan ve Reklam Semineri, İstanbul: Yenilik Basınevi, 1965, p. 121-123.

<sup>2</sup> Full Advertising Agency Service, Report of the Commission on Advertising of the ICC (October 1960). A Guide to Full Advertising Agency Service and Remuneration. Zurich. p.19.

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which handles all the advertising services of the Türkiye İş Bankası, has subscribed to the serial media research programme of the PEVA-Institute.

Another main function mentioned in the report of the Commission on Advertising of the ICC, is A Complete Production Service that requests the agency to, "...issue instructions for the purchase of type settings, blocks, printing and other finished material which is required in the advertising campaign."<sup>1</sup> This function is realised by almost all of the advertising agencies in Turkey.

The last function of a Full Service Advertising Agency as stated in the report of the Commission on Advertising of the ICC, is A Public Relations Advisory Service that is supposed "...to advise the advertiser on matters concerning public relations services and relations with the advertiser, whenever required and be ready to cooperate with any public relations services that the advertiser may employ."<sup>2</sup> However in Turkey, the notion of public relations is very new not only for the advertising agencies but for the majority of advertisers, which do not have a department under this title.

By this brief comparison of the functions mentioned in the report of the Commission on Advertising of the ICC for A Full

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<sup>1</sup> Full Advertising Agency Service, Report of the Commission on Advertising of the ICC (October 1960). A Guide to Full Advertising Agency Service and Remuneration. Zurich. p. 19.

<sup>2</sup> Ibid. p. 19.

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Service Advertising Agency and the functioning of the Advertising Agencies in Turkey, we can arrive at a conclusion that none of the advertising agencies in Turkey are capable of functioning as a Full Service Advertising Agency. Of course, there is no need to say here that none of the agencies in Turkey is a member of the European Association of the Advertising Agencies.

## B. HOW THE ADVERTISING AGENCIES WORK

In Turkey there are about 100 advertising agencies at present.<sup>1</sup> But only few of them are capable to offer satisfactory and high quality services, in Turkey.

In fact only the well-established agencies in Turkey are able to place advertisements directly with the print media, and, get a commission of 15-25 percent depending on the quantity of the advertisements placed through certain newspaper or magazine. However, the rest of the advertising agencies which may be referred to as the smaller ones, work through big advertising agencies. Mr. Erdal Kılıç says, "We work through Reklamcılık Ltd. Şti. Advertising Agency, which gives us a higher percentage allowance than the media if we place the advertisements directly, and, open credit accounts. Therefore we prefer to place our advertisements through this advertising agency."<sup>2</sup>

<sup>1</sup>Source: Basın İlan Kurumu, Monthly Bulletins. See Appendix V for full list of Advertising Agencies.

<sup>2</sup>Mr. Erdal Kılıç, TV Reklam Advertising Agency.

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The same point has also been mentioned by Mr. Erol Moran, "There has been no change since 1960 and the system seems to run smoothly, where the Reklamcılık Company now has increased the percentage of rebates to its member agencies. Reklamcılık now keeps only 5-10 percent and gives 15-20 percent of the rebates of press advertising to the small member agencies, thus enabling them to work on no-or-very little capital."<sup>1</sup>

This system rightly or wrongly prevails in the market today; of course the small-member agencies are happy to work through a big advertising agency and place their advertisements in a newspaper with 15-20 percent commission, which would not have been received otherwise. On the other hand, the big advertising agencies are also happy on two counts at least : first, they get an extra 5-10 percent commission from the advertising which they have not prepared but just handled them to the print media, second they can exert monopolistic power in the market and since their initials appear in the newspapers when the advertisements are printed by this way, they make a propaganda of themselves as if they are having a large number of accounts.

This system seems likely to persist for a long time unless an organisation among the advertisers in the form of an association or a federation, to place the advertisements of small advertising

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<sup>1</sup>Source: Moran, Erol. Unpublished Report.

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agencies, is founded. As a second solution the newspapers and the magazines may give returns on annual base, with relatively high percent for a certain minimum and little increases as the quantity of advertisements placed increase.

Beside the few well-established agencies and some small ones which might survive through the above mentioned methods, the advertising agencies are financially weak and are not in a position to offer required services; they also lack qualified personnel and equipment beside sufficient capital. A case told by Mr. Erol Moran illustrates perfectly the situation of such agencies, "Upon visit to an advertising agency, at the entrance a secretary met me and asked whether I had come to see the doctor or the advertising agency."<sup>1</sup> At present, by registering to the Chamber of Commerce only anyone may establish an advertising agency in Turkey. In most of the times the permission is received, then an office room is rented, and thus an advertising agency is created in Turkey. The number of advertiser advertising agencies, is very large and while one of them goes off the market, another comes in and so it goes on; but the prestige of the advertising profession and the confidence of the advertisers in the agencies are certainly damaged.

There is no organisation even among the advertising agencies by themselves to set certain minimum requirements to open an

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<sup>1</sup>Mr. Erol Moran, Moran Reklam Advertising Agency.

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advertising agency in Turkey, or at least to accept to the membership of that organisation, so anybody in Turkey can own a title of advertising agency without fulfilling any obligation or requirement. Therefore, as most of the people I have interviewed said, an association or a control and supervisory organisation is essential for adventurers of this kind.

When these small agencies buy space or rent time in the media they are asked to pay in cash but they are not in a position to get cash from the advertiser and accept notes. Some manage to stay in the market but a high percentage of them, after a short time, face the situation of bankruptcy under these conditions, and either go out of the market immediately or try to extend their survival in the profession by lowering the quality of their artwork. In either of these cases they ruin one thing, the prestige of the advertising agencies. Mr. Nejat Gönenç says that, "Advertising Agencies in Turkey do not have a good reputation, because most of them are considered as non-serious adventurers."<sup>1</sup>

As the attitude of the advertisers change towards advertising by realizing the importance of it, they will not advertise through such adventurers, though the terms of payment may be more favourable. Then the number of such agencies may lessen.

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<sup>1</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

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It is the well-established advertising agencies with which we are primarily concerned. These are the ones that may contribute to the increase of over all efficiency of advertising in Turkey. But we must admit here that even the well-established ones are not producing effective high quality advertisements. As Mr. Remzi Balkanlı states :

"In advertising, the essential thing is not to spend large sums of cash or place large size advertisements, but to have effect and impact. In fact, the value of an advertisement is measured through its effect and impact on the reader. It is possible to produce good advertisements with less spending. If it is studied, it can be realized that in Turkey advertisements which are prepared by spending large sums of money are without impact and effect 90 times out of a hundred."<sup>1</sup>

It is true that the advertisements prepared by the agencies are not of high quality, but as a member of a well-established advertising agency says that, "There are graduates of Güzel Sanatlar Akademisi, who are capable of producing perfect artwork, but the consumer is not at such a level to evaluate this, but when the artwork is not good the intellectuals resent this. But when there is an exhibition or on some specific occasions we stress the artwork."<sup>2</sup>

Mr. Semiral Bilbaşar who says, "The businessmen believe that consumers look at the advertisements, then go and buy the

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<sup>1</sup>Balkanlı, Remzi. Mukayeseli Basın ve Propaganda. Ankara: Resimli Posta Matbaası Ltd. Şti., 1961, p.673.

<sup>2</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

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product, therefore for the advertiser the quality is of secondary importance."<sup>1</sup>, also mentions the advertiser as another cause of the low quality of the advertisements, as the advertisers and the consumer is discussed in the previous chapter, they will not be discussed here.

## C. WHAT ARE THE SHORTCOMINGS OF THE ADVERTISING AGENCIES

Whatever may be the contribution of the other advertising institutions to the present inefficiency of advertising in Turkey, the advertising agencies have a lot to do with it.

Mr. Alican Sipahioğlu, gives the following example as evidence of the lack of proper attitude, "For Life Magazine BP was preparing advertisements and 600 film-poses were consumed by a foreign advertising agency. Of these 600 poses only 15 would be selected. But in Turkey, if 12 film-poses are consumed, the agency starts to show some resentment."<sup>2</sup> It is also interesting to note that beside the Yeni Ajans Advertising Agency, which handles all advertising problems of Türkiye İş Bankası, none of the advertising agencies have been a customer of PEVA Institute or jointly have they carried out researches for their own. However the advertising agencies are not completely wrong when they say that the attitude of the advertisers and the

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<sup>1</sup>Mr. Semirai Bilbaşar, Basın Organizasyon Advertising Agency.

<sup>2</sup>Mr. Alican Sipahioğlu, BP Petrolleri A. Ş.

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literacy level of the consumer are influencing their attitudes also, since the agencies believe that they are satisfying the market demand as it stands now.

A basic difficulty facing the advertising agencies is the lack of qualified personnel. In order to provide creative work and good artwork, being a good designer is not enough, but one should at least be acquainted with the principles and the environment of advertising. Therefore a school to teach the principles and concepts of advertising, economics, psychology and sociology will contribute a lot to this difficulty.

Another bottleneck to the advertising agencies in Turkey is the shortage of model-girls. Almost all of the advertising agencies and even the advertisers say that due to social pressures many capable, well-educated, beautiful young girls do not choose this profession, even if they want to. Among the girls who pose for advertisements, some do not even want to show their faces, of course half-naked poses are impossible with them.

Mostly movie stars are employed as model-girls, but Mr. Nejat Göneng says that, "We cannot use every movie star or a popular female in our advertisements as a model-girl, because her appearance and her reputation is supposed to create a favourable image for the advertiser in concern. If the model-girl we choose is not the appropriate one, we lose this

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effect from the very beginning."<sup>1</sup> It is also very costly to employ the services of a well-known movie star, so lack of model-girls, is really a problem for the advertising agencies in producing effective advertisements.

Beside the above mentioned ones, lack of technical equipment and material is also an important problem to the agencies. For instance it is said that Kodachrome films are the best ones for multicolor photos, but there is not any laboratory in Turkey to develop them perfectly. In general Ferrania films are made use of for such purposes. In order to minimize this limitation Basın Organizasyon Advertising Agency cooperates with a photograph studio in England, through ordering photos from the Studio's Catalogue. Yeni Ajans Advertising Agency makes use of the available photos in the collection of the Otthmar Photograph Studio.

Although these shortcomings and bottlenecks exist, sometimes high quality advertisements which are eligible for international prizes, are being produced. For instance two advertisements of Basın Organizasyon Advertising Agency have won the first prizes of Premio Europe Rizzoli-1966, prepared for magazines and newspapers.<sup>2</sup>

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<sup>1</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

<sup>2</sup>See Appendix VI, for the advertisements.

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These difficulties and the inefficiency in the operations of the advertising agencies are all common to the advertisers, and though they are not satisfied completely, more or less they share the same attitude as Mr. İhsan Köroğlu states, "The advertising agencies are not well organized in our country, they do not function properly and do not know the market well enough but they are inevitable."<sup>1</sup>

Mr. Nadir Kamran says, "None of the advertisers, whatever the size of their advertising departments are, can prepare advertisements as efficient as the advertising agencies, if they worked themselves without the cooperation of the agencies."<sup>2</sup> This statement may be true, but it is largely believed that the advertising agencies do not show great efforts to improve their functioning, especially if the cost of such an action is relatively high and not likely to bring immediate returns. The main reason stopping or delaying the agencies to take such measures, is the lack of competition among the advertising agencies. Although they assert that they dont make much profits from their profession, the advertisers do not accept this argument and say that it is just the contrary of what the agencies have been saying and the advertising agencies in Turkey are easy-money makers with regard to the services they provide.

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<sup>1</sup>Mr. İhsan Köroğlu, Arçelik A. Ş.

<sup>2</sup>Mr. Nadir Kamran, Men Ajans Advertising Agency.

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However it is interesting to note that Mr. Zuydam shares an opposite point of view as a heavy advertiser :

"Turkey is a developing country, and not much industrilization has taken place to provide mass production, where advertising could be most efficient and beneficial to all parties. In England \$ 700 millions, in USA \$ 14,500 millions is spent for advertising where as in Turkey only \$ 8 millions is spent. Therefore the advertising agencies do not have much chance to expand their business, and not much should be expected from advertising under these existing circumstances. I think, advertising is quite responsive within these limits, otherwise the advertising agencies would not be able to pay salaries to their employees."<sup>1</sup>

If competition gets keener among the advertising agencies, they will inevitably search for means to increase the efficiency of their operations and will even supply their customers with market research and public relations services. It is not the agencies themselves, but the whole enviornment is likely to urge them to improve their present situation. Furthermore it should also be remembered that, advertising has not yet become a profession to invest large sums of capital, in Turkey.

## D. BASIN İLAN KURUMU

Beside the advertising agencies, there is another institution which places advertisements only to print media and it is called Basın İlan Kurumu.

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<sup>1</sup>Mr. Zuydam, Lever Brothers Türkiye Sanayi ve Ticaret Ltd. Şti.

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Basın İlan Kurumu was created by Law No. 195 on January 2, 1961. It is a separate legal entity and among its various functions, such as -providing credit facilities and financial aids to members of press- the very first one is to distribute official announcements, advertisements of state enterprises and advertisements of foreign enterprises which has not got a registered branch office or a representative, in Turkey.

According to the Article 24 of Law 195, the Basın İlan Kurumu is entitled to receive 15 percent commission from the announcements and the advertisements for which the BİK acts as an advertising agency to place them in the print media, and 10 percent from other kind of advertisements and announcements. But this article was changed later as, "Maximum commission of 25 percent"<sup>1</sup> by the decision of the Turkish Government.

According to the Article No. 42 of the same law, "Advertisements and announcements of the institutions which are seen in the General Budget of the State and/or tied to State with annexed budgets, municipalities, villages, State Economic Enterprises, the ones with more than half of its capital owned by the public enterprises, and the advertisements and the announcements of the foreign legal and personal entities are to be placed to the magazines and to the newspapers in the

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<sup>1</sup>T. C. Resmi Gazete, October 31, 1961.

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areas where BİK has branch offices, only through the coordination of BİK."<sup>1</sup>

For example an English or a Hungarian business enterprise, if not represented in Turkey, must place its advertisements through BİK, or, if a state enterprise wants to purchase 10 tons of dry beans or 5 tons of soap, it also has to make the announcement of the adjudication through BİK. The BİK is also entitled to act as an advertising agency, and any business concern that wants to place advertisements through the services provided by BİK may very well do so.

The total amount of announcements and advertisements placed through BİK, for the year of 1964 is as follows:<sup>2</sup>

From the official ones . . . . .	21,209,837.60 T.L.
Through coordination of BİK . . . . .	8,049,174.51 T.L.
From the foreign ones . . . . .	856,397.83 T.L.
From the private ones . . . . .	1,919,440.75 T.L.
T O T A L	<u>32,034,850.69 T.L.</u>

There are many arguments against the functioning of BİK, especially with regard to Article No. 42, for limiting the area of activity of the privately owned advertising agencies.

<sup>1</sup>T. C. Resmi Gazete, January 1, 1961.

<sup>2</sup>Basın İlan Kurumu Yönetim Kurulu 1964 Yılı Faaliyet Raporu. İstanbul:İstanbul Matbaası, 1965, p. 55.

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The words of Mr. Naşit Uluğ, at his speech in the Advertising Seminar of 1965, summarizes the main points of arguments against BİK, "The announcements and the advertisements which are declared in the Law No. 195, cannot be administered through a monopoly because advertising in all the free countries of the world is under the autonomy of the private enterprise, in other words it is free, with the exceptions of Russia and Iron Curtain Countries. These limitations do not allow our advertising agencies to become full service ones and the market cannot expand. This law has to be improved."<sup>1</sup>

The arguments raised as such may be true and may have sound base from theoretical point of view, but in practice the argument that Article No. 42 of the Law 195 limits the expansion of the activities of the advertising agencies is not well-founded, because it is first the agencies themselves who do not feel the need of expanding their activities. However, it may be more appropriate if BİK increases its control and supervision functions over the advertising agencies, and receiving certain amount of fee from the agencies which handle foreign advertisements and the advertisements of the state owned enterprises. The announcements could still be placed by coordination of BİK, not in the daily newspapers, but in the T. C. Resmi Gazete or trade papers, thus providing ease both to buyer and seller.

<sup>1</sup>Uluğ, Naşit. Basında İlan ve Reklam Semineri. İstanbul: Yenilik Basımevi, 1965, p. 69.

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## IV. MEDIA STRUCTURE IN TURKEY

In this part of my paper I shall try to present the existing structure of the media used for advertising in Turkey. Print media, radio, cinema, outdoor and poster media, point of sale and direct consumer media are used widely. But among them, it is the print media which has won great popularity and has wide application, through daily newspapers and weekly or monthly magazines.

There is another media which is used widely in the West but will not be seen in Turkey for many years, it is television.

Television may be an investment project not justifiable for an underdeveloped country on an economic basis, but in the future it is believed that it will bring an explosion to advertising, since another mass medium will be functioning. Especially the advertising agencies, rather than the advertisers, are keen for television medium, which is hoped to provide large sums for the improvement of other services.

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## A. PRINT MEDIA

Print Media is the most widely used one in Turkey. "Daily newspapers and a few magazines handle more than 50 percent of Turkey's consumer advertising."<sup>1</sup> Press advertising is important is important both for the newspapers and for the advertiser who can place advertisements for a day long to masses. For the newspapers as Mr. Haluk Cillov says, " If we assume that the average cost of each paper is 24.32 kuruş (11.5 kuruş for raw materials, 5.5 kuruş for salaries and 7.3 kuruş for various expenditures) and selling price being 25 kuruş, then we can easily see how vital is the 7 kuruş of advertising revenue per paper, for the newspapers to survive and exist."<sup>2</sup>

Whether this revenue makes the press more independent of outside influences to defend their ideals and beliefs or makes them depend on and serve as a public relations department to certain business enterprises, has always been discussed in the world. The people I had interviews with have said that in Turkey there is not a problem like that, because by the establishment of Basın İlan Kurumu, the newspapers have the chance of receiving advertisements from this organisation which handles the advertisements of official state enterprises and foreign advertisements coming from abroad.

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<sup>1</sup>Moran, Mrol. From his unpublished report.

<sup>2</sup>Cillov, Haluk. Basında İlan ve Reklam Semineri. İstanbul: Yenilik Basımevi, 1965, p. 31.

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But it is also a fact that a very well known company did cut the advertisements to a daily newspaper, when this paper had an article about the strike which took place in that company. However the paper was a big one and could afford to write about the strike.

Almost all of the executives of the advertising agencies I had interviews with said that the place of print media will increase in the advertising process and it is quite likely that space prices will increase in parallel . The figures given below give the total advertising revenues of the nine main papers of Istanbul, for the year in concern in current prices :<sup>1</sup>

<u>Years</u>	<u>Revenue in T.L.</u>
1962	25,682,211.--
1963	34,132,881.--
1964	46,746,235.--

and these figures show us how rapidly the quantity of advertisements is increasing, in the print media. However the figures may vary a little bit, since there is not a central and nationwide association to check these figures and provide the correct data to the advertising agencies. Nevertheless print media is the most widely used one and will be so in the future. Access to large number of people is easy and the advertising agencies in Turkey have the facilities and personnel to produce advertisements for print media with higher

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<sup>1</sup>Ibid. p. 42.

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quality and print work with respect to other media advertising. Furthermore there is no limit to space devoted for advertisements in the papers, and, after the May 27 Revolution page limitation for daily newspapers has also been removed.

However there are weaknesses in print media, the main one is lack of selective advertising. This is an outcome of mainly two reasons: The first is, that even the newspapers do not know exactly who their readers are, to which income group they belong, what their sexdistribution is and so on, that is to say the demographic factors related to the readers are not known. Second, there are not much professional and trade papers or magazines, which have circulations enough to provide a fair return to the advertiser. This reasoning applies well enough for the local papers and magazines too. An advertiser might be willing to place an advertisement to a local paper, but as Mr. Nadir Kamran says, "The local papers do not have the ability to communicate with the local society due to their low circulation figures."<sup>1</sup> Furthermore the people who read the big national papers and the local papers are somewhat identical.

Another weakness with regard to print media is, "...the reluctant attitude of the intellectuals towards advertising in the newspapers."<sup>2</sup> This is true not only for print media but for advertising in general.

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<sup>1</sup>Mr. Nadir Kamran, Man Ajans Advertising Agency.

<sup>2</sup>Sintel Film-Altın Reklam, 1965-1966 Catalogue, p. 2.

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Also motivation research is never carried out by the institutions of advertising, and as a result a certain advertisement appears both in the Cumhuriyet and Tercüman papers, though they are read by different groups of people.

A common source of resentment by the advertising agencies is that they can get no help from the papers whatsoever. For example, figures of circulation and actual sales volume can never be known exactly. In his report to Chamber of Commerce, Mr. Affan Başar states that, "To a certain extent we can get the circulation figures from Basın İlan Kurumu for those papers to which it gives official advertisements. But for the ones which do not receive advertisements and the magazines we cannot know."<sup>1</sup>

In Turkey the main newspapers which get the major portion of the advertisements are Milliyet, Hürriyet, Akşam, Cumhuriyet and Tercüman. They appeal to various groups but it is not known clearly who are the readers with regard to demographic factors. Recently, Hürriyet newspaper has been able to learn about the profession of its readers through Readers Cards assigned to individual readers. But when it comes to Anatolian readers, judgements may be misleading because the paper which arrives early, is read in most of the villages and towns, or,

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<sup>1</sup>Başar, Affan. Unpublished report to Istanbul Chamber of Commerce.

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according to political party they support, therefore only generalizations can be made.

Very broadly, we can describe the major newspapers as follows :  
Hürriyet : A typical boulevard-type newspaper, it tends to be a paper of 10 minutes but not of 11. Big pictures, sensational news (the heroes being mostly common people) cover the first page, in general. Some basic educational and general knowledge is given to the readers, and this paper has the highest circulation figure in Turkey. None of the advertisers can miss this paper, because it also has the best distribution system in the country and is very popular among the house wives who are the purchasing agents of the families.

Milliyet : This newspaper is a supporter of evolutionary socialism and has editorials every day by well-known writers. People of all age, especially the younger generations read this paper, because it has a good magazine page and the best sports page among all the newspapers.

Cumhuriyet : A very old newspaper, there are people for whom reading Cumhuriyet has become a matter of habit and a sign of prestige, because until recent times it was believed to be the only paper for intellectuals. It can be asserted that young people below the age of 18 do not read it regularly and the same can be said for the average house wives also. Anyway

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this paper aims to the intellectuals in Turkey.

Aksam : Recently this paper has become the supporter of the leftist movements in Turkey. It contains editorials and articles supporting its cause. Furthermore emphasis is given to sports page and society news.

Tercüman : A typical conservative newspaper for Turkey, with religious stories and so forth, and, nationalist in belief and attitude. It also organizes lottery and concerts for the readers.

It should always be born in mind that these descriptions are very loose and based on general consensus, because as Mr. Affan Başar says, Although circulation figures, distribution of sales, factors with regard to readers as marital status and number of of children are vitally important for the advertising agencies, almost all of the papers and the magazines are reluctant to provide these informations."<sup>1</sup>

The following list gives the complete number of newspapers in Turkey's three main cities, namely Istanbul, Ankara and Izmir:<sup>2</sup>

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<sup>1</sup> Mr. Affan Başar, San Organizasyon Advertising Agency.

<sup>2</sup> Source: Price/column/cm T.L. for advertisements are taken from Basın İlan Kurumu-Price List for the first three months of 1966. The sales figures are taken also from a publication of Basın İlan Kurumu, as of November 1, 1966.

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## Istanbul Newspapers:

<u>Name</u>	<u>Price/column/cm-T.L.</u>	<u>Sales</u>
Akşam	40-35	106,436
Cumhuriyet	40-35	107,452
Dünya	40-35	13,526
Ekonomi	20-15	1,842
Ekspres	20-15	7,987
Hergün	20-15	8,410
Haber	30-25	11,168
Hürriyet	60-55	468,031
İstanbul Postası	15-10	1,779 x
İşçi Postası	25-20	2,780 x
Milliyet	45-40	166,145
Son Havadis	35-30	64,349
Son Saat	20-15	6,903
Tercüman	40-35	149,389
Yeni İstanbul	35-30	13,841
Apoyevmatini	5	3,109
Embros (Greek)	5	2,662
Jamanak (Armenian)	10-6	1,701
Marmara (Armenian)	10-6	1,735
Türk Ticaret Postası	20-15	1,868

XFigures are per month.

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## Ankara Newspapers:

<u>Name</u>	<u>Price/column/cm-T.L.</u>	<u>Sales</u>
Adalet	30-25	25,468
Ankara Ticaret Postası	12	2,524
İnkilap	10-4	1,562 x
Gündem	10	1,156 x
Havadis	35-15	8,360
İş ve Ekonomi	15-10	1,593 x
İş Alemi	10	1,737 x
Medeniyet	12-10	4,024
Son Baskı	25-15	4,223
Ulus	20-15	18,012
Vatan	25-15	5,105
Yeni Tanin	30-25	7,418
Daily News (English)	20-10	1,151
Devrim	15-5	1,060
İktisat ve Piyasa	15	1,839
Zafer	25-15	8,618

## Izmir Newspapers:

Demokrat Izmir	30-12	9,293
Ege Ekspres	30-12	9,263
Ege Telgraf	25-10	2,755
Ticaret	35-10	6,335
Yeni Asır	30-12	22,070

X Figures are per month.

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## B. DIRECT CONSUMER CONTACT

If advertising is accepted as a way of getting into contact with the consumer to increase the sales of a product of an advertiser, then we can place Direct Consumer Contact under the chapter of Media Structure, though it may be argued that it is also a part of sales promotion activities rather than the true functioning of an advertising department.

It is also argued that Direct Consumer Contact is the most appropriate way to reach the consumer in Turkey, because in the country more than 50 percent of the population is illiterate, therefore if the consumer that is, the potential user of the product cannot have a chance to see the advertisement appearing on a paper or a magazine, then the money spent for this advertisement is nothing but a waste from the advertiser's point of view. Mr. Süreyya Kavukçu says that, "In Anatolia the newspapers are read by the literate people in loud voice and the rest listens to him. Of course, one cannot assert that the one while reading the paper will also read the advertisements, but most probably he will read the news only."<sup>1</sup> Furthermore, as far as print media is concerned, as I had mentioned previously, there is no difference in the advertisements according to demographic factors of the readers.

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<sup>1</sup>Mr. Süreyya Kavukçu, Türk Philips Sanayi A. Ş.

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Mr. Zuydam says, for reaching the ultimate consumer :

"It is not lack of knowledge what creates the problem to us. We know when the house wives listen to radio and we know which newspapers or magazines they read, but with a press of one million daily circulation five millions house wives cannot be reached. So one can reach the 40 percent of the population; let us say they have the 60 percent of the purchasing power, for the remainder 40 percent of the purchasing power in the market, that is to say to compete with the other firms in the same industry you have to use other media."<sup>1</sup>

Among the other media Direct Consumer Contact is the most promising one. It has also been asserted by Mr. Halit Talayer of Good Year Company, "Direct Consumer Contact is the most appropriate one for us, especially for truck and tractor tire sales."<sup>2</sup>, because the customers in that case are experts in the market and know exactly what to look for and what to evaluate upon purchasing the product; that is to say they care for the maximum weight the tires may carry, whether the tire is metallic or the life expectancy of the tire in the roads they will use. But for the automobile tires, use of mass media is more applicable, since the buyers are literate but are not experts of the product they use. For instance a white line around the tire may appeal to them more than anything to buy that tire. Although Direct Consumer Contact brings higher returns than any other media, it has not won much popularity, the main reason being its requirement for larger amounts of cash than any other media, and, necessity of immediate cash spending, especially

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<sup>1</sup>Mr. Zuydam, Lever Brothers Sanayi ve Ticaret Ltd. Şti.

<sup>2</sup>Mr. Halit Talayer, Good Year Lastikleri T. A. Ş.

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if we consider the fact that the advertiser pays partly in cash to the agency for the use of print media. As a result, we can say that it is beneficial and brings high returns to the big companies which are financially strong and not facing the problem of liquidity, and, that which are selling to consumers who are experts in the market in economic sense, and are interested to know all aspects of the product they will use.

But, perhaps the point which makes the Direct Consumer Contact -as direct mail or door-to-door- most appropriate media in theory is, its measurability with respect to other media, as Joel Dean says :

"Advertising that permits keyed responses usually makes measurement of results comparatively easy... though results are distorted by outside influences, and enquiries have to be converted into sales, a fairly satisfactory estimate of marginal advertising costs can often be obtained here. Another method is to vary advertising outlay systematically among areas and to compare the first differences in sales (i.e. the percentage increases and decreases)...Local advertising was manipulated systematically in selected areas; and quarterly first differences in advertising were correlated with quarterly first differences in business lagged one quarter."<sup>1</sup>

For local advertising in Turkey we can say that, through print media only nationwide advertising is possible, since beside Ankara, Istanbul and Izmir no papers and magazines with high circulation figures are available for local readers. For the

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<sup>1</sup>Dean, Joel. Managerial Economics. New Jersey:Prentice-Hall, Inc. Fifth printing, 1955, pp. 390-392.

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radio medium the situation is almost the same. Although there are few stations apart from Istanbul, Ankara and Izmir, they are far from being satisfactory to provide sound basis for measuring of returns.

## C. RADIO MEDIA

Radio advertising is relatively new when compared to print media. It started around the year 1951, but as Mr. Erol Moran says, "In the last three or four years due to technical advances made in recording, acquiring better speakers and narrators, radio advertising has become a very important one, in today's consumer advertising."<sup>1</sup>

This statement may be true, but the relative increase of importance of radio advertising is not only due to technical improvements, but increase in the number of radio stations, over all increase of advertising expenditures in the country and increase in the number of radio sets .

"According to the Prime Ministry Statistical Institute figures as of March 1965, the number of registered radio receivers in Turkey amounts to 2,315,210 and more or less half of this amount is distributed in the six large cities as follows:<sup>2</sup>

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<sup>1</sup>Moran, Erol. From his unpublished report.

<sup>2</sup>Dünya Newspaper. March 1, 1965.

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<u>Name of the city</u>	<u>Number of radio receivers</u>
Istanbul	480,886
Ankara	194,826
Izmir	160,745
Konya	74,145
Bursa	66,668
Adana	60,521

However, the unregistered receivers and small transistor radios are not included in these figures. Though no one can estimate the exact figure for them it can be asserted that they are much more than any one can expect, since most of the Turkish workers in Germany bring at least one portable radio receiver when they come home on periodic visits.

Although the number of radio receivers have increased considerably during the recent years, due to low power of the stations for broadcasting and limited power spread at any hour of a day, as mentioned in the catalogue of Sintel Film-Altın Reklam, "As hundred percent return cannot be realized through advertising from one station only, for a nationwide programming of a campaign use of few stations is necessary."<sup>1</sup>

There are mainly two types of commercial broadcast over the radio stations of the Turkish Radio and Television Institution.

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<sup>1</sup>Sintel Film-Altın Reklam, 1965-1966 Catalogue, p. 5.

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One is spot announcements read by the speakers of the Institution, under the title of "Kısa İlanlar" mainly after the daily news bullettins. The other and more common type is the advertisements broadcasted at regular times under the title of "Reklamlar Geçidi". They are at 1.30 p.m. - 2.00 p.m., 18.00 p.m. - 18.40 p.m. and 22.00 p.m. - 22.30 p.m. The time is rented by the radio administration to the agency which wants to rent a time of five or ten minutes basis.

The rental rates set by the Radio Administration is, as follows:<sup>1</sup>

<u>Time</u>	<u>1.30-2.00 pm</u>	<u>18.00-18.40 pm</u>	<u>22-22.30 pm</u>
5 minutes rental	840.- T.L.	1,200.- T.L.	1,560.- T.L.
25 percent municipal tax	210.- T.L.	300.- T.L.	390.- T.L.
2 percent govt. tax	17.- T.L.	24.- T.L.	31.- T.L.
T o t a l	<u>1,067.- T.L.</u>	<u>1,524.- T.L.</u>	<u>1,981.- T.L.</u>
10 minutes rental	960.- T.L.	1,560.- T.L.	2,040.- T.L.
25 percent mun. tax	240.- T.L.	390.- T.L.	510.- T.L.
2 percent govt. tax	19.- T.L.	31.- T.L.	41.- T.L.
T o t a l	<u>1,219.- T.L.</u>	<u>1,981.- T.L.</u>	<u>2,591.- T.L.</u>

The number of seconds allowed for the reading or singing of advertisements are limited to 45 - 60 in five-minute programmes and 90 - 120 in ten-minute programmes. However the

<sup>1</sup>Moran Hrol. From his unpublished report.

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amount of seconds for advertisements are longer for noon programmes, as there is not much demand by the advertising agencies and by the advertisers for that time.

"The number of words that can be told directly on these programmes are also limited to 220 words per 90 seconds and the rest is directly proportional to this ratio."<sup>1</sup> The advertising agencies in general charge 25 to 35 liras per word to their customers depending on the time of the program and on its relative popularity.

Again, based on the same report of Mr. Erol Moran the cost of preparing a 10-minute advertisement can roughly be calculated as follows :

<u>Only Musical</u>		<u>Musical plus a Narrator</u>	
One speaker	100 T.L.	Two speakers	200 T.L.
Studio Rent	150 T.L.	Studio Rent	150 T.L.
Technician	100 T.L.	Technician	100 T.L.
Tech. Recording	50 T.L.	Tech. Recording	50 T.L.
		Narrator	600 T.L.
	<u>400 T.L.</u>		<u>1,100 T.L.</u>

For a short-play again one speaker, a technician, studio rent and technical recording expenses are incurred plus a copy writer for 400 T.L. and three actors each for 100 T.L. Thus, a short play is produced for 1,100 T.L.

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If an agency charges on the average 30 T.L. per word for 220 words to his customer, then it will collect 6,600 T.L. Assuming that the agency places this programme between 10.00-10.30 pm, it will have to pay 2,591 T.L. to the Radio Administration and the production costs will vary between 400 to 1,100 T.L. on the average. Then the gross profit of the agency will be between 2,909 T.L. to 3,609 T.L., which is quite a respectable amount indeed. However this leads to the entry of adventurers into the profession and lowers the quality of the radio advertisements.

For radio advertisements the agencies can be grouped into two as direct time renting ones from the radio administration and fills this time with various programmes; and, the ones which do not have a contract agreement with the radio administration and placing their programmes only through buying time from the agency which has already got a time in the belts. Recently most of the advertising agencies try to have programmes under their own name, whether they themselves can fill it or not without getting advertisements from the smaller ones, because it is becoming a matter of prestige.

Compared to print media, radio advertising does not necessitate large sums of money, therefore many of the small size agencies are engaged in radio advertising. As a result of this, the quality of the advertisements are not at desired level. Relatively few of these agencies have really specialized in radio advertising.

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A source of trouble is the uniformity of time rentals all over the country. The Turkish Radio Administration has set up equal prices for Adana and Istanbul radio stations. For instance if an advertiser wants to advertise over the radio for 10 minutes in the 22.00-22.30 slot, regardless of the number of listeners it will have to pay 2,591 T.L. The burden is again on the Radio Station because no one is likely to advertise over Adana Station, if it is charged the same rental for Istanbul Station. At that hour an advertisement has more chance of being listened to in Istanbul Radio Station than Adana Radio Station. But the advertising agencies to avoid this problem charge different prices for different radio stations in the country, from the advertisers, who wants to have a nationwide campaign.

Another point of resentment with regard to radio advertisements, is mentioned by Mr. Affan Başar, "All over the world, if a programme is announced as an advertising programme, it does not draw any attention and therefore it is not listened to...

furthermore the advertising agencies and the advertisers have bored the public with their monotonous advertisements."<sup>1</sup> This statement certainly has some points in it . Many people do resent the advertising programmes over the radio stations and try to avoid them. Also if an advertisement is not listened to, then from the advertiser point of view, it is nothing but a waste of money.

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<sup>1</sup>Başar, Affan. From his unpublished report to Chamber of Commerce of Istanbul.

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All of these arguments raised here leads us to believe that there is so much wrong and missing in the radio media structure of Turkey and a lot must be done to improve the situation.

## D. CINEMA MEDIA

One of the media which has won popularity, recently, is the cinema media. It has the chance of reaching large number of people and whether people like it or not watch the advertisements on the curtain once they are in the saloon. Also, today in Turkey movies are inexpensive, in comparison to theatres (10 TL), sport games (lowest price for soccer is 5 TL) and any other entertainments. Due these reasons cinema media has great chance and advantage to reach various kinds of people at all levels, and giving advertisements to certain cinemas, selective advertising may become possible in comparison to other media.

Although the cost of advertisement films in Turkey is 1/4 of that in Western Countries, "Cinema media is more appropriate for the achievement of long run returns, because large number of strips of commercials is necessary for an effective campaign. This expenditure increases the cost of the campaign when only short run objectives are tried to be attained."<sup>1</sup>

In general, strips of commercials are prepared on 35 mm films

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<sup>1</sup>Sintel Film-Altın Reklam, 1965-1966 Catalogue, p. 8.

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in black and white, colored or dessin animee(cartoon). The most appropriate length for advertisements is 45-75 meters.

The cost of a 35mm black-white advertisement film as stated in the 1965-1966 catalogue of the Sintel Film, is as follows:

Normal Films (with decoration, story and artists)

First 30 meters	80 T.L./meter
31-60 meters	70 T.L./meter
61-90 meters	60 T.L./meter
91 meters and more	50 T.L./meter

Dessin Animee (cartoons)

First 30 meters	150 T.L./meter
31-60 meters	140 T.L./meter
61-90 meters	130 T.L./meter
91 meters and more	120 T.L./meter

To these prices the expenditures of traveling, transportation, rent of accesories, artists and model payments are not included.

For 35mm Eastmancolor films the same agency charges:

Normal Films (with artists, story and decoration)

First 30 meters	200 T.L./meter
31-60 meters	180 T.L./meter
61-90 meters	160 T.L./meter
91 meters and more	140 T.L./meter

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## Dessin Animee (cartoons)

First 30 meters	300 T.L./meter
31-60 meters	270 T.L./meter
61-90 meters	240 T.L./meter
91 meters and more	210 T.L./meter

Again, to these prices the expenditures of traveling, transportation, rent of accesories, artists and model payments are not included.

Extra copies in black and white strips cost 4-6 T.L. per copy and for coloured ones they cost 20-30 T.L. percopy, depending on the number of copy required. Mr. Erdal Kılıç says that, "Although we have specialized in cartoon films with artisits such as Turhan Selçuk, Tonguç Yaşar and Yalçın Çetin for high quality works, fixed costs cannot be reduced since only big companies or new product introducers are making use of cinema media."<sup>1</sup>

Distribution of films un the three main cities, namely Ankara, Istanbul and Izmir is done by few companies, but the leading firm in the business is Viktor Castro and Company.

The prices, tax rates and the capacities of the main cinemas, in three main city are as follows:<sup>2</sup>

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<sup>1</sup>Mr. Erdal Kılıç, TV Reklam Advertising Agency.

<sup>2</sup>Moran, Erol. From his unpublished report.

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## Istanbul

<u>Name</u>	<u>Location</u>	<u>Capacity</u>	<u>Cost/meter</u>	<u>Municipal Tax</u>
Atlas	Beyoğlu	1600	10 TL	50 TL/15 meters
Y. Melek	"	1200	"	" "
Konak	Nişantaşı	900	"	" "
Site	Şişli	1000	"	" "
Emek	Beyoğlu	850	"	" "
Rüya	"	1000	"	" "
Saray	"	1100	6 TL	" "
Yeni Ar	"	1100	5 TL	" "
Levent	Levent	400	10 TL	" "
Şan	Taksim	1350	6 TL	" "
Renk	Fatih	1000	6 TL	" "
Opera	Kadıköy	1100	6 TL	" "

For the other conemas in Istanbul, as Lale at Beyoğlu, Marmara at Beyazıt, İnci at Pangaltı, Yeni at Beyazıt, bulvar at Aksaray, Reks ar Kadıköy, Lüks at Beyoğlu, Sunar at Üsküdar, Taksim at Taksim, Yeni Atlas at Kurtuluş and Tan at Pangaltı, cost/meter varies between 4-6 TL, however the municipal tax is the same, namely 50 TL/15 meters.

## Ankara

<u>Name</u>	<u>Location</u>	<u>Capacity</u>	<u>Cost/film</u>	<u>Municipal Tax</u>
Büyük	Yenişehir	1550	450 TL	205 TL/film
Ulus	"	1250	"	" "
Renkli	Bahçelievler	560	"	" "

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## Izmir

<u>Name</u>	<u>Location</u>	<u>Capacity</u>	<u>Cost/film</u>	<u>Municipal Tax</u>
Tayyare	Alsancak	600	375 TL	75 TL/film
Konak	Konak	1000	275 TL	" "
Ikbal	Karşıyaka	850	325 TL	" "

## E. OUTDOOR SIGNS AND BILLBOARDS MEDIA

This media is not very popular in Turkey, it can only be considered as a supplement to other media. In big cities, municipality taxes on billboards are high, for instance in the Istanbul City Zone tax rate is 210 TL/square meter. Therefore they are seen mostly along the highways and outside the city zone, where the tax rate falls to 48 TL/square meter. Furthermore, there is 100-200 TL/m<sup>2</sup>/year tax for permission to erect them and 0.80 TL/m<sup>2</sup> fiscal tax being collected at the time of erection.

Due to these reasons and the requirement of permission from the Turkish Highway Department, the use of this media has decreased during recent years, and the result is a decline in the revenue of the municipalities. Unless certain measures are taken, it is quite likely that revenue realized from this source will continue to decline.

Before passing to next topic, I would like to mention and discuss posters very briefly. They are prepared by the art

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departments of the advertising agencies, cost 1-2 TL depending on the quality and artwork for that certain poster, and the government tax on them is 15 kuruş/poster, and surprisingly there is no rental charge for the space they cover. The organizations which provides sticking of the posters to the walls and places where poster advertising is allowed, charge 50 kuruş/poster.

Today, a new trend is emerging in outdoor advertising and it is use of Plexiglass, that is multicolor glass boxes luminated by fluorescent lamps from inside. This system is not only low priced but also provides good sight to eyes.

## F. POINT OF SALE MEDIA

This media is also relatively new, but it is gaining wide acceptance; not only the advertisers but the store owners and retailers are involved in the process of growth. It is especially a very useful device for consumer goods, which are purchased by impulse. However Mr. Nejat Gönenç says, "It may be appropriate to use this media only in big cities for consumer goods, but in Anatolia it does not create an impulse to buy even a consumer good as soap, because the people have great willingness to accept them as a part of the decoration of the store or just another device added to the appearance of the store, from which they make their purchases."<sup>1</sup>

<sup>1</sup>Mr. Nejat Gönenç, Yeni Ajans Advertising Agency.

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In one of my visits to an advertising agency I was told a case that in an Anatolian village, a peasant was asked whether he had a Vim detergent or not, nodding his head he had gone into his house and brought a box of Fay detergent; to such a customer, point of sale media would not mean much, but to a person who has more knowledge about the products and does not visualize a brand as a product name, it may provide efficient results, nevertheless, for impulse buying goods, the use of point of sale media has started widely.

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## V. CONCLUSION

In the previous chapters, I have tried to present the existing structure of the Advertising Institutions in Turkey and discussed the relevant problems in relation to their proper functioning. In the light of these chapters, we can review the factors which cause the present inefficiency of the Advertising Process in Turkey.

It should be noted that, none of these factors can be mentioned as the main cause of the inefficiency of the existing structure if they are evaluated alone. In fact, they are complementary to each other, and though mentioned seperately under different headings, they are very much related, of course, with varying degree of contribution to the present inefficient structure of advertising process in Turkey.

### A. NON-ECONOMIC FACTORS

As mentioned in the Advertiser Chapter, in Turkey more than 50 percent of the population above the age of six, is illiterate.

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If we take into account that advertising is supposed to create desire in the minds of people for a certain good or service, then it is desirable to bring the level of advertising works to that of the consumer group, who are expected or hoped to utilize the good or the services to satisfy their needs and wants.

The peasants in Turkey, as discussed, have appreciation of abstract values and new notions, but the so-called town-people lack this, and even in the cities advertisements are perceived as in the form they are given. The illustrative examples mentioned in the Advertising Chapter, reflects such an attitude.

Only the intellectuals appreciate the high quality of art work in the advertisements, but in comparison to other groups in concern, the intellectuals are the least interested and responsive ones to advertising, as most of the interviewers have mentioned.

## B. GENERAL ECONOMIC FACTORS

### (1) Lack of Competition in the Product Market

This factor is a very important contributor to the inefficiency of advertising at its present level, because advertising can only be efficient and beneficial to all parties when competition is keen and economic growth in a country has reached the stage of mass production. Then, the advertising costs will be lower per unit produced and therefore the advertisers will be able to

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afford large scale advertising. On the other hand, the advertising agencies will have sufficient amount of funds available for more qualified and specialized personnel, equipment, research and so on.

In fact as most of the interviewers have stated there is a great parallel between the stage of economic growth in a country and the level of advertising works. As the country gets more developed, higher is the quality of advertising in that country. In most of the Turkish Industries, lack of competition is a dominant characteristic; only few industries as textile, ice-box and soft drinks are competitive, and upon a short study of the advertisements in various media, one can easily recognize that they are the heavy advertisers beside the banking institutions. For the larger part of the Turkish Economy, the same argument cannot be followed, because in most of the industries there is still a "Sellers Market" and therefore businessmen do not feel the need to advertise.

## (2) Lack of Capital Formation and a Capital Market

In Turkey there is not a capital market where stocks and bonds of business enterprises can be sold, therefore savings are not easily channeled into the hands of the investors.

Most of the times, expansion of business enterprises in Turkey is realized through reinvestment of profits. However this is

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a limiting factor for capital accumulation and as far as advertising is concerned to operate efficiently, mass producing enterprises cannot easily be established under such condition.

### (3) Low per Capita Income

In Turkey national income per capita is around 1800 T.L., and if it is assumed that a high percent of this low income goes to necessity goods as food, clothing and sheltering, then the ultimate consumer in the market is not left with much to spend for other goods and services.

In fact all of the above mentioned factors are different aspects of economic growth, and, complementary to each other. It can be argued that full efficiency and benefit from advertising can only be realized at higher stages of economic growth, where mass production is possible.

## C. FACTORS RELATED WITH THE ADVERTISERS

### (1) Attitude towards Advertising

Generally, beside the few big business enterprises and foreign companies, present and future advertisers evaluate advertising not as a means of increasing sales and thereby profits of their business, but rather as an expense item which has to be incurred because that much sales volume is reached or that much is earned. We can say that, the importance of advertising has not yet been realized by the businessmen for their enterprises.

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## (2) Attitude towards the Advertising Agencies

If the general attitude of the businessmen for advertising itself, is in the manner mentioned above, then their attitude towards the advertising agencies cannot be much different; even in the eyes of the heavy advertisers, the advertising agencies, with respect to the services they give, are easy money makers. This is the reason, why, sometimes, the advertisers ask the agency to return part of the commission received from the media for the placement of advertisements. Some agencies do give a certain percent of their commission back to the advertiser, but this further reduces the prestige of the advertising agencies and the image of their profession is adversely affected.

In short, much better service is expected from the advertising agencies and according to the advertisers, the agencies provide the least possible.

## (3) Ownership-Management Structure

Most of the business enterprises in Turkey are either family corporations or one man companies, and there is not much seperation of ownership and managment. Furthermore there is not much division of labor and departmentalization in such companies either.

Therefore, it is often a member of the family, most likely an

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engineer, who coordinates the advertising activities of the enterprise. He may know nothing about the principles and the concepts of advertising, but still may be the final authority to approve the plan of an advertising campaign or even a single advertisement.

As mentioned in the chapter on Advertisers, even the Personnel and Accounting Managers handle the agency relationships and if the owner is actively participating in the management of the enterprise, he is included too. As a result, the number of the ideas for an advertisement increase; but by no means they are creative and, in most of the times they do not coincide with what the advertising agency suggests. Especially, this is a common point of resentment mentioned by most of the Advertising Agencies.

## D. FACTORS RELATED WITH THE ADVERTISING AGENCIES

### (1) Attitude towards Advertisers

Most of the advertising agencies share the common attitude towards the advertisers that they do not know much about the advertising principles and they do not have departments on functional basis so that the right man could handle the relationships with the advertising agencies.

So, rightly or wrongly, according to advertising agencies the poor quality of an advertisement is not only due to

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limitations and incapacibilities of the agency, but the advertiser has to be blamed also.

## (2) Lack of Responsibility

Beside the few well-established ones, a large number of the advertising agencies act as adventurers in the profession and as a result, are not able to perform their services effectively. Certain basic requirements should be met, but at present no qualifications are needed for registration. Just by renting an office-room and certain number of minutes in the radio belt programmes they call themselves advertising agencies. However, their life in the profession with their inefficient and limited services, is not long and they ruin the prestige of the advertising as a profession not only during their existence but even after they are off the market.

Much to our sorrow, there is not an organisation or an association to control the advertising agencies or to set certain standards which are to be fulfilled before becoming a registered advertising agency.

Furthermore, some advertising agencies are said to be giving back certain amount of their commissions which they receive from the media, to the advertisers. This may increase the number of accounts for the agency applying this system, but the over all prestige and the quality of the artwork of the advertising agencies decline.

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## (3) Lack of Competition

In general, the advertising agencies do not feel the need for improving and expanding their business activities, such as adding Market Research, Advertising Research and Public Relations. In fact most of the advertising agencies act as a medium between the advertiser and the advertising media. The well-established agencies have a good earning power and the new entries to the profession do not influence their profits, since the new ones are mostly adventurers and cannot compete with the existing advertising agencies. On the other hand the number of advertisers increase day after day.

We must admit that advertising as a profession is very new in Turkey and it has not yet reached a stable stage for investing funds, but eventually by the entry of well organized , properly functioning advertising agencies into the market, the existing ones will inevitably realize the need to revise and improve their present structure and will provide various other services to the advertiser, as it is the case in the West.

## (4) Lack of Personnel

The advertising agencies lack qualified personnel who regard advertising as a profession. Güzel Sanatlar Akademisi and Tatbiki Güzel Sanatlar Okulu graduates are able to provide high quality artwork, but preparation of a layout and a copy is not only a matter of perfect design.

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There is no advertising school in Turkey to teach the theory and principles of advertising, main concepts in economics, psychology and so forth. Therefore the advertising agencies cannot easily find young men who really know what advertising means in economic sense and have familiarity at least with its main aspects.

There are few people who have studied advertising in the foreign countries, but they do not have enough familiarity with the market. The main education in Turkey for advertising is through individual efforts by reading books related to advertising. However, there is not much publication written in Turkish and for foreign books at least fair knowledge of one foreign language is essential.

## E. FACTORS RELATED WITH THE MEDIA

### (1) Radio Media

All the radio stations are administered by the Turkish Radio and Television Institution which applies the same rental rates to all advertising programmes of the different radio stations. But the rentals should be differentiated, because the number of people listening to Istanbul Radio Station is not the same at any time of a day in comparison to the number of listeners of Izmir Radi Station. As a result the advertisers prefer the stations with large number of listeners, since equal amount is paid regardless of the number of listeners.

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Another point of resentment with regard to radio media is that the time for advertisements is known in advance and as they last an hour three times a day, not much people keep their sets open and turn them on after the advertisements are over, though the programme might be an interesting one.

## (2) Print Media

The print media pays 15 to 25 percent commission to the advertising agencies, if they can place advertisements above a certain minimum. But only few big advertising agencies are able to fill this minimum and receive 25 percent commission. Therefore, the small advertising agencies, inevitably place their advertisements through these big ones, which give them 15 or 20 percent return from the commission received from the media. However this situation makes the small agencies dependant on the big ones although they carry out the preperation of all the advertisements.

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## VI. RECOMMENDATIONS

All of the problems discussed in the previous chapter need to be solved, but much to our regret for some of them there cannot be immediate solutions under the existing structure of the Turkish Economy and the advertising institutions in Turkey.

The level of literacy, for instance is not a problem for advertising only, but an important bottleneck for the entire Turkish Economy and only through long range planning and heavy investment it is most likely to be solved. Furthermore today, Turkey is trying to develop economically with every possible means and resources available, however even from an optimistic point of view it will take years to establish competition in most of the sectors and accumulation of capital through a capital market.

But one thing is sure that even in the near future changes will occur in the attitudes of the businessmen towards advertising and advertising agencies, because every decision

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of expansion and engagement in new activities will inevitably lead them to knock the door of the advertising agencies. However much falls to the advertising agencies to create such a favourable image both for the advertising profession and for the advertising agencies. Before they can establish Public Relations departments in their business for their customers, they have to consider their own good will as far as their profession is concerned. After all, they are the ones to convince and gain the confidence of their present and potential customers, since under the existing structure they are not likely to perform their duties quite efficiently.

The advertisers may not be familiar with the principles of advertising and may insist on an advertisement that the agency would never approve, but the agency should try to convince him for a better one and not just shrug shoulders.

It is known and accepted even by the advertisers that at present the advertising agencies have many problems and limitations which need to be overcome, but they should try to expand their activities and offer more efficient services to their customers, otherwise new entries into the market backed up with strong financial means and technical know-how, will draw many accounts from the existing agencies.

An association or a federation is essential for the advertising

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agencies to provide self-control and the necessary collaboration for the acceptance of their profession in the country. As, we said advertising is a new profession in Turkey, so there still exists adventurers who damage the reputation of the agencies in general. In order to prevent such people from entering the market, the association or the federation should have members from the Chamber of Commerce and Basın İlan Kurumu in order to maintain neutrality in establishing certain standards and minimum requirements as to capital, number of personnel and so on, unless these requirements are fulfilled no advertising agency should be allowed to become the member of the association or the federation formed.

Only through acting in unision the advertising agencies can promote their profession and win the confidence of the businessmen. They are to carry out seminars, conferences and supply additional information to the advertisers at regular intervals during a year. Furthermore, the small agencies may have the chance of placing their advertisements through their own association and can enjoy higher returns than placing them through the big advertising agencies.

Establishment of a Code of Ethics, is also essential. Only in this way advertisements which state dishonest, unethical or illegal arguments can be checked and controlled.

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In short, an organisation either in the form of an association or a federation formed by the advertising agencies, is essential for increasing the efficiency of the advertising process in Turkey.

Today, a school devoted to the education of advertising men or a separate department in the schools of high education, is a must for the increase of efficiency in advertising. If, foundation of a school is not possible, a department in the Güzel Sanatlar Akademisi or in the Tatbiki Güzel Sanatlar Okulu, or in the schools which give degree in economics could be established, not only to teach perfect design, but theory and principles of advertising, psychology and various other related courses. Only in this way demand for qualified personnel can be met.

Again, much falls to the advertising agencies here, they are to provide recruitment programmes or regular seminars for the interested young people, if they are really in need of personnel as they mention and if it will take some time to have an Advertising School.

The Turkish Radio and Television Institution (TRT), should also revise the structure of the advertising belts. First of all the advertisements should be distributed among the regular programmes of the radio stations, because to have an hour of advertisements, three times a day is boring to the public who

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most of the time have chance to listen to one radio station only, due to power limitations. According to the estimated number of listeners at any time of the day, rent differentials should be applied for different, overall radio stations. but as TRT is a nationwide institution it is not likely to favour price discrimination.

The newspapers and the magazines should also give certain minimum percent commission to every advertisement being placed and the amount of quantity discount then may increase in parallel to the space rented by the agencies; in this way the monopolistic attitude of the big advertising agencies could be reduced and the small agencies can have the chance of placing their advertisements directly, with their initials appearing on the advertisements. However this system must be open to the advertising agencies which are to be registered by the organisation to be founded, otherwise the system may result in superficially promoting the survival of the small inefficient agencies.

The last recommendation to be made is related to Basın İlan Kurumu, which places advertisements and announcements of state owned, state-sponsored and foreign enterprises which have no branch office or representative in Turkey. The advertisements may be placed in the daily newspapers and in the magazines, but the announcements could very well be placed in the trade magazines or in the T. C. Resmî Gazete of the Prime Ministry,

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and the people who are concerned with these announcements may read them.

For the foreign advertisements and even for the advertisements of the state-owned enterprises, if Basın İlan Kurumu assumes that it is an advertising agency then it should act in the market, as any other advertising agency. But if it is an institution to regulate and control the advertising agencies, then it should act as its status requires. The most appropriate way would be to charge certain percent tax from the foreign advertisements placed through advertising agencies, and, increase its function to control and supervise the advertising agencies.

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## Appendix I

### The Constitution of the European Association of Advertising Agencies

#### Membership: Article No. 5

There are two classes of membership:

- (a) Advertising Agencies in Europe fulfilling the following conditions (these to be known as Agency Members):

First Condition. The experience and ability within its own organisation to supply a marketing plan, to interpret research and to supply a media buying plan and a creative plan, and to be able to advise on sales and distribution problems.

Second Condition. Independence from media and advertisers; sufficient financial standing; no rebating of commission to an advertiser unless at least the equivalent amount is paid to the agency by the advertiser in the form of a fee.

Third Condition. Not to handle directly competing products or services unless there is agreement by the respective advertisers.

Fourth Condition. That, as far as possible, agencies should act as principals at law.

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(b) Organisations (Associations in Europe), representing the advertising agencies of their own countries, whereby the majority of members of such organisations are or are striving to be full service advertising agencies as in Article. 5 (a) above (these to be known as Organisation Members).

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## Appendix II Full Advertising Agency Service

Report of the Commission on Advertising of the ICC

### Introduction

Over the past ten to fifteen years there has been a growing economic need in most countries to develop local industries, to increase productivity and to expand both national and international trade. Consequently, with increasing competition the role of advertising has become progressively more important as the need has grown to communicate to more people in an increasing number of countries.

This development of advertising as an essential component of successful marketing has been accompanied by constant improvements in advertising techniques and aesthetic presentation. Much of the credit for these advances in advertising is due to advertising agencies which, over recent years, have brought together highly qualified specialists in the service of industry and trade.

The Commission on Advertising of the International Chamber of Commerce consists of representatives of advertisers, advertising agencies and media owners, who have jointly considered it advisable, under present-day circumstances, to provide a definition of a "full advertising agency service". This definition can only be offered as a guide because the requirement of the advertisers vary according to the product

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and markets involved.

It should be emphasized that this study purposely omits any reference to the financial side of the organisation of an agency, to its personnel and to its methods of working; neither does it prejudge anything as regards the conditions in which advertising agencies may be recognized in the various countries. The aim is to define all the services which may be expected from a modern advertising agency claiming to provide a full advertising agency service; such a service may be used wholly or partly according to the individual needs of the advertiser.

At this juncture it is advisable to point out those matters which are the responsibility of the advertiser himself, and for which it would be unreasonable to expect an advertising agency to act in anything more than an advisory capacity. For example the advertiser is responsible for the product itself, product development and for marketing and sales policy; he should also be aware of the general marketing situation in those countries in which he desires to promote his product. If the responsibilities of the advertiser are over-looked there could be occasions when he expects more than can come within the functions of the advertising agency.

Therefore, the study assumes that the advertiser will determine what he requires from an advertising agency and clearly define what he considers are his own responsibilities for the promotion

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of the business.

Subject to these preliminary observations, it is possible to list the essential functions which an advertising agency should be capable of fulfilling. These functions, which are briefly described below, are based upon an analysis of the reports which have been received from the various National Committees of the ICC.

- In the field of marketing, to collaborate closely with the appropriate departments within the advertiser's organisation on the study of the product, its markets and distribution. To facilitate this collaboration the advertiser has the responsibility of providing his advertising agency within all relevant information concerning the product, marketing, distribution and sales.
  
- In the field of advertising, to conceive, to conduct and to interpret copy testing, media research and studies of competitive advertising. In addition, any other studies or research necessary to provide a solid foundation upon which the advertising plan can be created and subsequently checked for the efficiency of the methods employed.
  
- To draw up the advertising campaign plan with an assessment and allocation of expenditure within the agreed appropriation, and to help to coordinate the campaign with other sales promotion activities.

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- To supervise and implement the advertising campaign.
- To ensure good coordination between advertising, sales promotion and other publicity.

For the fulfillment of these functions it is essential that close cooperation should be maintained between the advertising agency and the advertiser.

On the above basis, the Commission on Advertising considers that the constituent elements of a full advertising agency service can be defined as follows:

## A Full Marketing Service

The primary role of an advertising agency is creative and lies in the conception and realization of the advertising campaign. If effective advertising is to be produced, then it is necessary to study the broader picture of marketing as well as advertising. Therefore, the advertising agency should have an understanding of marketing and modern techniques of merchandising and sales promotion. In this way, the advertising agency should be equipped to make a useful contribution to the preliminary discussions held before the plans for advertising are made; when required, the advertising agency should also be in a position to offer specialist advice.

## Marketing Information and Advice

The advertising agency should be prepared to collaborate with the

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advertiser in the study of all problems related to the development of both new and existing product markets. Thus it is necessary for the advertising agency to make sure that relevant information has been collected and studied before submitting proposals to the advertiser.

The advertising agency should be competent to give advice on the best sources for obtaining market information and be qualified to supervise research operations especially in relation to product, consumer and statistical research. It could also be expected to provide reliable advice on product testing, copy testing and sampling. On the more general matters concerning marketing and publicity, the advertising agency should have available general statistical data and other information likely to be of value when planning the advertising campaign.

In short, the advertising agency should be conversant with all modern techniques and methods for obtaining information and be prepared to provide general data collected from published information or derived from the experience of the advertising agency itself.

## Merchandising and Sales Promotion

In this field, the full advertising agency service should include advising the advertiser on the best methods to be followed for any particular product. This would involve advice and assistance on matters such as premiums, samples, consumer

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tests, special deals, free deals, dealer participation schemes and guarantees.

In many cases packaging can become a merchandising aid to increase sales. In this respect, the advertising agency should be in a position to offer advice and to arrange the production of new designs and pack testing, in order to assist the advertiser in deciding upon the most suitable pack for the particular market.

On all matters coming within this section it is absolutely essential for the advertiser and the advertising agency alike to ensure that close collaboration is maintained between the departments and executives concerned.

## Campaign Planning

The advertising agency should be capable of analysing the findings of the research and studies to which reference has already been made, and from this information produce a campaign plan to include proposals for effective marketing and advertising. While it is the responsibility of the advertiser to decide upon the policy of the campaign, the advertising agency must, nevertheless, be able to offer sound advice on the formation of policy and to draw up the campaign plan complete with schedules timings and estimated costs.

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## A Full Creative Service

A full creative service ought not to stop at the production of press advertisements but should include all aspects of the creative work necessary for the total campaign. Thus, a full creative service would cover press advertisements, literature, sales promotion and merchandising material as well as point-of-sale display, exhibitions and packaging designing. Such a service would involve copywriting, layouts, typography and designing; scriptwriting and supervision of production for television, cinema or radio advertising; the service would include also the supervision and purchase of finished artwork and designs.

## A Full Media Service

It is extremely important that the advertising agency has available expert knowledge on the individual characteristics of advertising media, and is in a position to give the advertiser unbiassed advice on the choice of media best suited to meet specific needs.

The advertising agency must be knowledgeable on the subject of media research and surveys. It should plan the purchase of media within the agreed appropriation and arrange the booking and purchase of time or space. The term "media" is intended to include press, television, radio, cinema, exhibitions, outdoor and direct mail advertising.

With reference to outdoor advertising, the advertising agency

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should be equipped to select sites, to book spaces and to check bookings, or should employ and supervise an independent organisation which is capable of carrying out this type of work.

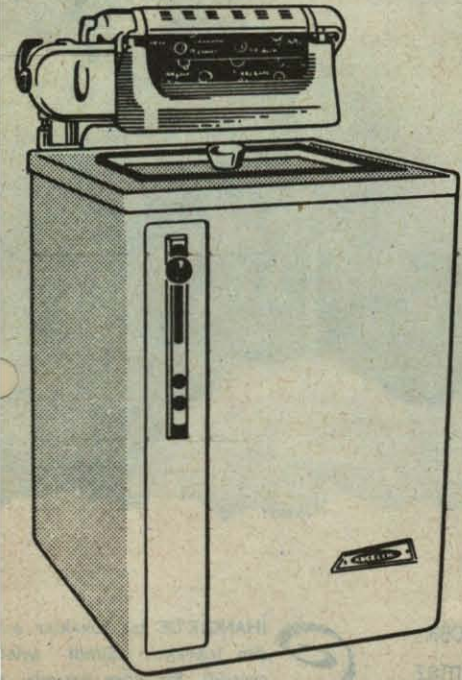
Under the heading of a full media service is included the more day-to-day matters of voucher checking, invoice checking and arranging payments direct to media suppliers.

## A Complete Production Service

The advertising agency should be in a position to issue instructions for the purchase of typesettings, blocks, printings, and other finished material which is required in the advertising campaign. Thus, it is necessary for the organization of an advertising agency to include a production service which is able to advise on techniques and methods of reproduction and to direct work to completion.

## A Public Relations Advisory Service

It is expected that a full advertising agency service would be qualified to advise the advertiser on matters concerning public relations, whenever required, and be ready to cooperate with any public relations services that the advertiser may employ.



**ARÇELİK**  
*yıkar*



**siz**  
*rahat edersiniz*



Genel Satıcıları: ---

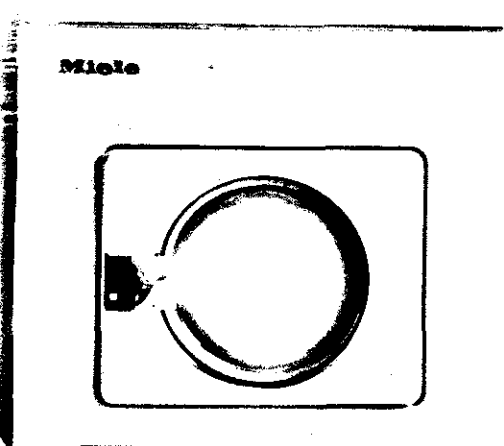
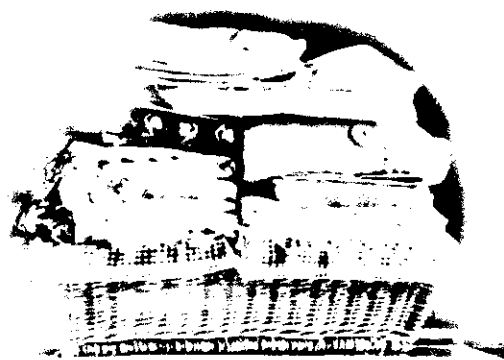
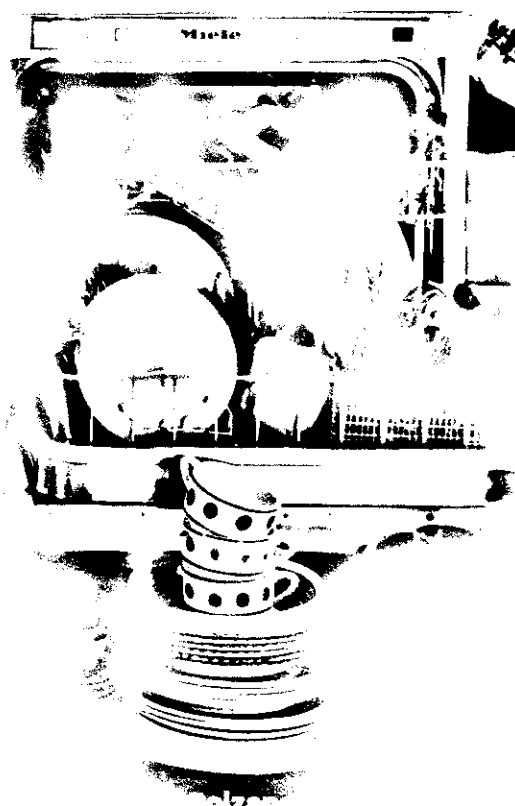
BEKO TİCARET A. Ş.  
İstiklâl Caddesi 349, Beyoğlu,  
Telefon: 49 35 00

BURLA BİRADERLER ve Şsi.  
Hezaren Caddesi 61-63, Karaköy,  
Telefon: 44 47 20

Se toccasse a lui...

le "fuoriserie" **Miele**  
sarebbero già in casa.

Spada pubblicità 616-0



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## Appendix IV

Mesleğiniz : .....  
Satın aldığınız tarih : .....  
Ödeme şekli : **P e ş i n / T a k s i t**  
Taksit süresi : Kaç ay vade ile aldığınız lütfen üzerini çizin.  
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17  
Satıcı Firma (kase ve imza) :

Seri No :

Fabrikadan çıkış tarihi

B - 290 tipi ARÇELİK buzdolabına ait garanti belgesini yukarıda yazılı döküme uygun olarak aldığımı ve garanti belgesindeki hususlar ile mutabık olduğumu bildiririm.

( İ m z a )

Buzdolabımızı hangi bebepile tercih ettiniz :

Kullanıcıların tavsiyesi ile mi?

Satıcının tavsiyesi ile mi?

Reklâmlarımızın tesiriyle mi?

Cevabınız reklâm ise, hangi reklâm cinsi olduğunu da lütfen işaretleyiniz:

Gazete  Radyo  Sinema

Evinizde aşağıdaki mamullerden varsa, olanları işaretleyiniz:

Camasır makinası  Termosifon

Elektrik süpürgesi  Bütangaz Ocak

Gaz sobası  veya fırın

SAYIN MÜŞTERİMİZ,

Garanti belgenizin değerlendirilebilmesi için bu kuponun doldurularak 15 gün içinde Müessesemize gönderilmesini ehemmiyetle ve peşin teşekkürlerimizle rica ederiz.

**ARÇELİK A.Ş.**

Sayın Müşterimiz,

Yuvanıza ARÇELİK buzdolabı almak suretiyle, Müessesemize gösterdiğiniz yakın alâka ve itimada teşekkür eder, buzdolabınızı mutlu günlerde kullanmanızı dileriz.

Müessesemiz modern çalışmalara büyük önem vermekte ve sık sık anketler tertip etmektedir. Bu anketlere verilen cevaplar değerlendirilerek, sizin öz malınız olan Fabrikamız çalışmalarına ışık tutmaktadır.

Bu defa sizin de kıymetli fikirlerinizden istifade etmeği arzulamaktayız. Aşağıdaki yazılı suallere cevaplarınızı lütfederek, Müessesemize göndermenizi rica eder, yardımlarımıza şimdiden teşekkür ederiz.

Saygılarımızla,

ARÇELİK A. Ş.

NOT: Sualleri cevaplandırdıktan sonra işaretli yerlerden keserek katlayıp, yapıştırmanız kafidir. Adres ve pul tarafımızdan hazırlanmıştır.

Lütfen buradan kesiniz

SUAL I — Buzdolabınızı alırken aşağıdaki faktörlerden hangisi karar vermenizde rol oynadı?

- İKRAMİYE  
 BUZDOLABI İHTİYACI  
 Başka sebepler mevcut ise lütfen belirtiniz

SUAL II — İkramiye Kampanyamız olmasaydı yine de bir buzdolabı alacak mıydınız?

- HAYIR  EVET

SUAL III — Yukardaki suale cevabınız evetse ne zaman buzdolabı almayı düşünüyordunuz?

SUAL IV — İkramiye Kampanyamızdan ne şekilde haberdar oldunuz?

- GAZETE  
 RADYO  
 AFİŞ  
 BAYİLERDEN  
 TANIDIKLARINIZDAN

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## Appendix V

### List of Advertising Agencies as of January 30, 1966

Argün Reklam  
Ankara Caddesi Akın Han 36/8  
İstanbul

Bateş Reklam  
Catalçeşme Sok. Aydınlık Hanı  
Cağaloğlu-İstanbul

Dünyanın Sesi Ajansı  
Meşrutiyet Cad. Tarhan Han  
Beyoğlu-İstanbul

Eren Reklam  
Büyük Hendek Cad. Aydın Han  
Karaköy-İstanbul

Fiba Reklam  
Postacılar Sok. Sarp Ap. 5  
Beyoğlu-İstanbul

Grafika Reklam  
Galipdede Caddesi 66/1  
Karaköy-İstanbul

Işık Reklam  
Konya Sokak Çiftçi İşhanı  
Anafartalar-Ankara

İstanbul Reklam  
Nurosmaniye Cad. Doğançay Han  
Cağaloğlu-İstanbul

İlter Reklam  
3. Beyler Sok. No.32 Kat 2  
İzmir

Kutman Reklam  
Ankara Caddesi 36/3  
Cağaloğlu-İstanbul

Band Reklam  
Tünel, Galipdede Caddesi 59  
Karaköy, İstanbul

Sergio Basın Ajansı  
Boyacı Ahmet Sokak 12/3  
Çemberlitaş-İstanbul

Ekspres İş Reklam Bürosu  
Belediye Yanı, Yeni Çarşı 37  
Ankara

Yeni Ajans  
Aşirefendi Cad. Piyasa Han  
Sultanhamam-İstanbul

Füze Reklam  
Tokatlıyan İş Hanı Kat 3 No. 5  
Beyoğlu-İstanbul

Gören Reklam  
Kocasağa Sokak 8/1  
Beyoğlu-İstanbul

İstanbul Gazetesi Reklam Bürosu  
Tünel Galipdede Caddesi 59  
Karaköy-İstanbul

İlançılık Kollektif Şirketi  
Ankara Caddesi, Ankara Han Kat 1  
Cağaloğlu-İstanbul

Kamera Reklam  
Metropol Han Kat 4  
Beyoğlu-İstanbul

Kültür Yayın Limited Ortaklığı  
Türk Ticaret Bankası İşhanı 4  
Bahçekapı-İstanbul

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Kovo Reklam Ajansı  
İstiklal Cad. No. 348/9  
Beyoğlu-İstanbul

Merkür Reklam  
Eski Gümrük Sok. Yeni Han 39  
Karaköy-İstanbul

Reklam Moran Ltd. Şti.  
İstiklal Caddesi No. 405  
Beyoğlu-İstanbul

Rekter Reklamcılık ve Ticaret  
14. Egeli İşhanı 210  
Fevzipaşa Bulvarı-İzmir

Radar Reklam  
Ankara Cad. Cağaloğlu Yokuşu 40  
İstanbul

Ses Reklam  
Bekar Sokak Selamet Han  
Beyoğlu-İstanbul

Savaş Reklam  
Rüzgarlı Sokak Ovo Han 3  
Ankara

Reklamcılık Kollektif Şti.  
Ebusuud Caddesi No. 75  
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Yeni İstanbul İlançılık  
Müellif Caddesi 6-8  
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Ara İlançılık  
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Çevik Reklam Bürosu  
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**YÜKSEK OKTANLI BENZİN, İTİNALI SERVİS  
DAİMA BP İSTASYONLARINDA**



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BASIN ORGANİZASYON : 65.568 - 15

HÜLYA KOÇYİĞİT

**YENİ YILINIZI KUTLAR  
İŞLERİNİZDE BAŞARILAR DİLERİZ**



BP PETROLİERİ A.Ş.

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Arçelik A.Ş.

BP Petrolleri A.Ş.

Good Year Lastikleri T.A.Ş.

Lever Brothers Sanayi ve Ticaret Ltd. Şti.

Mobil Oil T.A.Ş.

Roche Müstahzarları Sanayi Ltd. Şti.

Türk Phillips Sanayi A.Ş.

### A d v e r t i s i n g   A g e n c i e s

Basın İlan Kurumu

Basın Organizasyon Advertising Agency

Man Ajans Advertising Agency

Reklam Moran Advertising Agency

San Organizasyon Advertising Agency

TV Reklam Advertising Agency

Yeni Ajans Advertising Agency