The role of advertising in image projection-the case of Dr. Oetker

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Submitted to Lidija Lalicic, MSc

Lisa Gschaider

1111508

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Affidavit

I hereby affirm that this Bachelor’s Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

The paper deals with the development process of advertising from the 1930s to the 21st century. Advertising is the main sales tool of a product and it defines how a company positions themselves. By comparing advertisings nowadays with the one in the 1930s, obviously a lot of things changed, especially many changes can be seen in the portrayal of women in advertising. The portrayal of women has always been limiting and stereotyping. Reasons for that and the development process out of stereotyping are also an important part of this paper. By focusing on the German company Dr. Oetker, that is founded in the year 1891, producing baking powder, cake mixes and cake decorations, the study uses hereby a real life case study. By focusing on their advertising strategies and which elements changed over time. By the use of observational methods and content analysis these changes are captured and analysed.
Acknowledgement

This topic was chosen based on my personal interest, about the development process of advertising. Dr. Oetker is one of the companies, which is still successful on the market over more than 100 years. This fact surprised me, however since we live in a constantly changing world, I wanted to find out how Dr. Oetker adapted to this changes, that it is still popular and renown on the market.

I hereby want to thank my supervisor, Ms. Lidija Lalicic, for her great support, help and feedback during the whole writing process of the study.
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1 Introduction

More and more companies are realizing that branding their product in order to reach the right target group is their biggest challenge in today’s market. (Keller et al., 2012) Nowadays, consumers are exposed to loads of ads every day. Hence, having a strong brand that can simplify consumer-decision making, reduce purchase risk and set expectations is becoming invaluable. (Fill et al., 2013) Creating strong brands that deliver that promise have become the key to success for many organizations worldwide.

Understanding consumer motivations and desires is necessary, notwithstanding there has been growing recognition of the value of brands, and the feelings consumer associate with certain brands. Hence, Fill et al., stated (2013, p.171) “that advertising plays a vital role in the development of brands and is a major way through which products become brands.” However it is essential how the advertising message is presented to the target audience. Creativity and adaptability are very important words in today’s world in creating advertising messages. According to John Egan (2007) we live in a rapidly changing marketplace. All areas of marketing have been affected as well. A successful company has to adapt to social as well as technological changes. Fill et al., (2013) stated that in the older days marketing was done completely different. Furthermore the approach to marketing was rather functional. Selling and producing more and more products without having little regard to what customers really want was the strategy. Companies had no intention of building long-term relationships or even target a special consumer group. Their approach to marketing was a more product-driven philosophy. Companies operating in those times had no reason to think about difficult advertising strategies, since there was not a lot of competition on the market. (Fill, 2009)

Notwithstanding, the literacy levels remained poor among the general population, so the use of signs, symbols and images was an important form of communicating
with potential consumers. Over the years, education and technology became more sophisticated, those were two reasons why marketing took a new way. In the Industrial Revolution this was the time between 1720 and 1820, advertising became more affordable. In the 1950s the television was implemented, this affected the advertising world a lot. Companies had the possibility to combine visual and audio elements. (Fill et al., 2013) It can be said that the television is one of the most pervasive medium. However through the rising competition, commercials needed to get away of just persuading consumers rationally, they have to make use of emotions. Even though the early views of advertising suggests that advertising only works when presenting the product in a rational, logical and cognitive manner, according to Fill et al., (2013, p.66) “the new concept of likeability, where the feelings that are evoked by advertising can trigger and shape attitudes to the brand and attitudes to the advertisement are useful and much more successful on the market. Hence it can be said that feelings and emotions play an important role in advertising.”

Furthermore Fill et al., (2013) mentioned that companies who create commercials have to think about the society’s values and lifestyle in order to communicate effectively. Overall it can be said, the goal of every company is that a consumer can identify themselves with the brand and the product. Therefore one can state that advertising plays an important role in image building. Various companies failed by creating effective campaigns, due to the lack of knowledge and adaptability of sensing the market. However the German company Dr. Oetker which was established in the year 1891 is nowadays one of the most successful brands on the market and is still admired by consumers, although the organization is more than 100 years old. Conrad (2009) stated that Dr. Oekter had a strategy from the beginning on. The company conducted research on a regular basis to get a basic understanding of their consumers, and to create an image around their brand through effective advertising and constantly updating their branding strategies.
However, given an understanding how Dr. Oetker in fact changed and adapted their advertising in form of TV commercial over time, remains.

1.1 Purpose of the study

Taken the previous discussion into account this study aims to examine how TV commercials influenced the process of image projection of a company by looking at various facets. Interested parties will gain insights into the importance of communication, branding and advertising. Furthermore, the implementation and the impact of the TV will be assessed. Through the case study of Dr. Oetker a deeper understanding of the development process of advertising from the 1950s to 2013 will be given. Furthermore the reader will understand why it is important to have a strong brand as well as why advertising plays an important role in image building of consumers. On the one hand, it will be visible that social changes affect the commercials a lot and on the other hand it will be understandable that the overall image building of a company through advertising is very intense.

Research objectives

To achieve the purpose mentioned in the previous paragraph, the study will provide insights into the term marketing, and will elaborate its definition. Furthermore the study has a look at the importance of effective communication by considering the communication model developed by Schramm (1955) as well as discussing the importance of cognitive processing.

Moreover referring to the branding process as well as looking at various facets of a brand will give the reader insights into the necessity for companies to create a unique and strong brand image.

The second aim of the study is to have a look at the various tasks of marketing communication, and how effective communication works. Ultimately, an insight into
advertising will be given, where the author looks at the social as well as emotional role of advertising, with giving details about the impact of TV commercials.

Last and most importantly, through the case study the author will give an overall understanding of how marketing, especially TV advertisements changed over the years, as well as finding out factors that affect those changes in the commercials. Hence, it will be determined how Dr. Oetker had changed their image over the years.

Therefore this study will answer the following research questions:

-In which way does advertising play a role in image projection of Dr. Oetker?

-Which elements remain stable and which change in the TV commercials from 1950 and 2013?

-Which factors influence the change of image projection during 1950 to 2013?

In the following pages the reader will get an insight into the literature of marketing, communication, branding as well as advertising will be discussed, in order to give the reader an overall picture. Then the company Dr. Oetker will be presented, followed by explaining the method, used to observe the commercials of the company. Furthermore the results of the observation will be presented and analyzed.
2 Literature review

2.1 Marketing

Moriarty et al., (2009) stressed that, “marketing seen from a traditional point of view, is the way the product is designed, tested, produced, branded, packaged, priced, distributed and promoted.” (Moriarty, 2009, p. 80) In this highly competitive marketplace it is essential for companies to have effective marketing strategies in order to be successful. Therefore, setting the right goals, targeting the right consumers, segmentation, as well as differentiating from competitors, and the right positioning are essential factors in today’s complex environment. (Moriarty et al., 2009)

According to Moriarty et al., (2009), the marketing mix is one of the most fundamental concepts associated with the process of business. (Moriarty et al., 2009) Marketing communication is one outstanding element of it and will be discussed in Chapter 2.4. But before focusing on marketing communication, it is essential to understand how communication generally works between sender and receiver.

2.2 Communication

Fill et al., (2013) said, that it is imperative to understand the overall communication between companies and the consumer. In detail, it can be said that, it is essential to recognize how people interpret certain messages and how they communicate it to others. Fill et al., (2013) discussed in his book the process of “cognitive processing” as an important tool to analyze what people feel and think about certain commercials. According to Olsen and Olson et al., (1987), “cognitive processing tries to determine how external information is transformed into meanings or patterns of thought and how these meanings are combined to form judgements.” (Olsen et al., 1987, cited by Fill et al., 2013, p.47) Companies will gain a competitive advantage in terms of positioning and placement if they know what their target audience thinks
about their ads. Furthermore, it reduces the risk of misinterpretation, as companies who know their customers thoughts have the opportunity to shape the content of their commercials accordingly. (Fill et al., 2013) The model (Schramm, 1955) illustrated below, is one of the first models of communication and describes how communication works.

Figure 1 The core model of communication (Fill, 2013, p. 31)

The model consists of five activities, which are interlinked. In the following paragraphs, the model will be described in more detail.

The source is a company who sends the message to the receiver. According to Fill et al., (2013) the main goal of the company is to send a message that is understood by their target audience. Furthermore, it is the company’s responsibility to realize that a message should be transmitted to the target audience as well as the appropriate stimuli e.g. they will choose music, images or texts to customize the message. This step is called encoding. (Fill et al., 2013) “It is very essential to transmit messages
which are trustworthy, authorized and credible.”(Fill et al., 2013, p.32) After encoding the information, the next step is to efficiently send it to the potential receiver. According to Fill (2013), it can be said that many advertising campaigns fail in this stage of the process. The reason is that many companies often choose the wrong channel for their commercials. Fill et al., (2013) stated that there are different ways a message can be transmitted. “It may be oral or written, verbal or non-verbal, in a symbolic form or as a sign and the channel may be personal or non-personal.”(Fill et al., 2013, p.33) However this study will focus on TV commercials, which is defined as a non-personal form of communication.

After successfully sending a message to the target group, the consumer will decode it. Fill et al., (2013) said that decoding is the process, in which consumers give meaning to the messages being received. According to Fill et al., (2013) this transmission is based on the receiver’s as well as the source’s knowledge, attitudes and values. Notwithstanding it is important to mention that, this action can also be seen as significant, since this is when, the decision is taken, if the consumer understands the commercial and thus takes action. From this perspective, it can be said that there is a higher possibility for consumers who know the sources already that they have the ability to decode the information successfully. (Fill et al., 2013)

After successfully decoding a message, the consumer will have a reaction to it. Those reactions are known as responses of the receiver. Various forms of reactions exist. A reaction could be that the consumer immediately buys the product, or that he stores the information for the future. The response, which is sent back to the receiver, is called feedback. Feedback is very helpful for companies. Through feedback, it can be determined if the consumer gave the right meaning to the marketing message. However getting feedback through mass media channels is very difficult and must be handled appropriately. (Fill et al., 2013)

As already mentioned above, it is crucial that the target audience understands the information that the source is sending. A factor, which may distract this, is called
noise. According to Mallen, (1977) there will always be some noise in a communication process. But a company should try to reduce noise even though this can be quite challenging. One strategy to decrease noise was to introduce branding. Therefore, the next chapter will deal with the importance of branding and how this can enhance and support the communication process.

2.3 Branding

As already mentioned above branding was introduced in order to reduce confusion or misunderstandings between consumers and companies. Establishing a brand provides several advantages to companies. Wells (2006) mentioned in his book that, “effective branding transforms a product by creating a special meaning for it.” (Burnett et al., 2006, p.33) Giving meaning to a product will support and enable consumers to build values, emotions and feelings toward this particular product. (Fill et al., 2013)

However before taking a closer look into the process of branding and the value of brand communication, one has to define what a brand is. The following table presents the reader with a short summary about the term brand.

**Definition of a brand**

<table>
<thead>
<tr>
<th>Author</th>
<th>Brand definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexander (1960) American Marketing Association</td>
<td>A name, term, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.</td>
</tr>
<tr>
<td>Assael (1990)</td>
<td>Name, symbol, packaging and service reputation.</td>
</tr>
<tr>
<td><strong>Schmitt (1999)</strong></td>
<td>A rich source of sensory, affective, and cognitive associations that result in memorable and rewarding brand experience.</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Riezebos (2003)</strong></td>
<td>Every sign that is capable of distinguishing the goods or services of a company and that can have a certain meaning for consumers both in material and immaterial terms.</td>
</tr>
<tr>
<td><strong>Keller (2008)</strong></td>
<td>Something that has actually created a certain amount of awareness, reputation, prominence... in the marketplace</td>
</tr>
<tr>
<td><strong>De Chernatony (2009)</strong></td>
<td>A cluster of values that enables a promise to be made about a unique and welcomed experience.</td>
</tr>
</tbody>
</table>

**Table 1 Brand definitions (Fill et al., 2013, p. 157)**

The table represents different definitions of the term - brand. It can be seen that there are different approaches to the term. It is important to note that over the years, a slight change in the definitions has developed. In the 1960s the definition was rather technical and practical, however, nowadays researchers define branding more as a value of a company, which can trigger emotions in the consumers.

Fill et al., (2013) mentioned that the main goal of a brand is to create a relationship between customers and the organization and this will also support the image
building of consumers. However companies should really think about, which brand fits to which product. Hence, it is essential to understand the process of branding, in which the product will be transformed into a brand and this will be annotated in the following subchapter.

**Branding process**

![Branding process diagram](image)

Figure 2: brand identity, brand positioning, brand image (Pike, 2008, p.179)

Pike (2008) drew a figure, in relation to destination marketing, which simply represents the importance of the right implementation of the destination’s identity towards the public. However this figure can also be related to product branding. Basically it can be said, that the brand identity, which represents the company’s internal values, the mission, as well as the image of the company should be delivered to the potential audience through the right positioning. The main goal of all companies is to reflect their brand identity to the audience so that the targeted consumers have the possibility to create a brand image. (Stolba, 2013). Brand positioning is a very critical step, if this is done wrong consumers will have problems in deriving the right message from the commercials and as a result will build an
undesired image of the company. Usually for all consumers it is clear what a product is, however through effect organizations have the possibility to tell consumers what makes it different to other products. Fill et al., (2013, p.113) mentioned that, “effective positioning platforms provides the basis for advertising strategies to be created. “ Effective positioning should be distinctive, appealing and relevant, whereas it should have an emotional as well as rational approach.

Finally, the image that a consumer has about a certain product is a very critical decision-making factor within a customer’s mind since it decides whether the consumer is purchasing the product or not.

Fill et al., (2013) stressed that brands can be seen as promises and with the tool of communication, it enables companies to make their promises known, positions a brand correctly as well as encourages and realizes brand performance.

Moreover Kapferer (2004) had a very good approach to branding and stated in his book “The new strategic brand management” that a brand exists of various facets.

**Brand facets**

- Physique
- Personality
- Culture
- Relationship
- Customer reflection
- Self-image

Derived from this, it can be said that physiques of a brand are the main strengths of the brand as well as its core added values. Furthermore, Fill (2013) said, “The
personality of a brand refers to its emotional traits relating to lifestyle and perceived value.” (Fill et al., 2013, p.166) Aaker’s (1997) approach concerning brand personality was that a brand can also be seen as a person and because of that, the personality of a brand can be compared to human characteristics.

Moreover, the next facet that Kapferer (2004) mentioned is culture. He claims that, culture consists of set of values, which are crucial for a brand’s aspirational potential and further paramount for effective communication and differentiation. Another facet mentioned in Kapferer’s book (2004) is brand relationship. This facet is concerned with the consumer-brand relationship. As already mentioned above, it can be said that consumers have relationships with their preferred brands. Hence if consumers feel connected to a brand they will stay loyal to it. (Riezebos, 2003 cited by Fill et al., 2013) The next facet is concerned with customer reflection. According to Kapferer (2004) customer reflection, deals with consumer’s perception towards the brand. Is the brand connected to older people, younger people or sporty people? It is also important to mention that this is an outward reflection, whereas self-image, the next brand facet, is an inner reflection. “Self-reflection refers to how an individual feels about themselves, relative to the brand.” (Kapferer, 2004, cited by Fill et al., 2013, p. 170)

**Brand value**

Another element, which can be considered as imperative when talking about branding is, brand value. According to Fill (Fill et al, 2013) brand value can be referred to the way, how consumers feel about a certain brand. Moreover Riezebos (2003, cited by Fill et al., 2013) stated that, brand value could be added through three main components.

1) Perceived performance: derived from consumer perceptions of relative quality and perceived associations concerning key attributes.
2) Psychological meaning: refers to the immaterial associations consumers make about brands, from which they deduce meanings about personality and expressions of individuality.

3) Brand-name awareness: the level of name awareness can provoke feelings of familiarity and reduced risk or uncertainty. “(Riezebos, 2003, cited by Fill et al., 2013, p. 171)

To make their brand known and familiar to potential consumers, many companies make use of marketing communications in order to communicate effectively with their potential consumers. For this reason, the following chapter will focus on different tasks of marketing communication and why it is necessary for companies to establish effective communication with its potential target audience in order to influence their behaviors and decisions.

### 2.4 Marketing Communication

Before going into detail, it is important to define marketing communication. Marketing communication is the process of how a company or organization communicates with its potential consumers. Moreover through effective communication the company tries to persuade the audience about its product, or service. (Fill, 2009)

According to Fill (2009) a company communicates with the public for different reasons. In order to clarify the tasks of communication, the author will refer to the DRIP model created by Fill (2009), which explains the tasks of communication.

#### Tasks of communication

The DRIP model (Fill, 2009) lists all of those tasks that marketing communication can accomplish.
One task of informing the audience is to differentiate the advertised product from its competitors, and here, effective marketing communication will help companies to achieve this goal since it can act as a differentiator. The next objective is to remind potential consumers about the product or brand. Furthermore, the DRIP model developed by Fill (2009) mentions that marketing communication is needed to inform as well as educate consumers about particular products and give them the opportunity to familiarize themselves with the brand. And last but definitely not least, effective communication can also be used to persuade potential consumers to purchase the product. (Fill, 2009)

Obviously it can be determined that effective advertising campaigns use a mix of the DRIP model. Successful advertising campaigns differentiate the product from its competitors; they remind them about the product as well as informing and educating potential consumers about important facts and hence, persuade them to buy the product.

Linking back to the core design of communication developed by Schramm (1955), which was discussed in Chapter 1.2 it can be determined that the best marketing communications mix consists of three core main elements: media, content and tools.

Through the use of modern technology, the main elements have been revised and are now more cohesive. Hughes & Fill (2008) stressed that media and content are now a major concern for organizations operating in today’s complex business world. Fill et al., (2013) stated that in general it can be said that the main goal of marketing communication is to ensure delivery of the right message to the right consumer, through the right channel at the right time. (Fill et al., 2013) As already determined, the message is a very critical step in persuading consumers to buy your product.
Message appeals

When creating a message Shimp (2010) stresses, that it is important that the information will also stick in the head of the target group. Hence, the message should contain an appeal, it is necessary that the appeal is creative and unique, in order for the company to be successful on the market. Shimp (2010) developed a sticky theory for advertiser, which should be followed to create messages that stay in the memory of consumers.

“His sticky theory concept is based around the concept of advertising being remembered, having impact and promoting change in the target audience’s behavior or attitudes.” (Shimp, 2010, cited by Fill et al., 2013, p. 135)

For the content analysis of the commercials of Dr. Oetker the author will use Shimp´s common features of the sticky theory to compare the advertisings from the different years.

For giving the reader a basic understanding of advertising and TV commercials, the next chapter will focus on the importance of advertising by giving a basic definition as well as looking in detail into TV commercials.

2.5 Advertising

“Advertising says to people, here is what we have got, here is what it will do for you and here is how to get it.” (Leo Burnett) (Fill et al., 2013, p. 17)

This view of one great advertising man of the 20th century, describes in straightforward language, the power of advertising. According to Burnett et al., (2006) it can be said that advertising is simple. Companies use advertising to create messages, deliver those messages to potential consumers and hope that consumers react and purchase the product being advertised. But as already mentioned in the introduction, how companies create advertisings changed.
Nowadays normal advertising is not enough, the ad is only successful if it can trigger emotions in consumers. Therefore, it is essential that companies clearly communicate their identity to the audience, so that the consumer can build an image of the product. Burnett et al., (2006) stated that, “effective ads are those ads that deliver the information that the consumer respond to.” (Burnett, et al., 2006, p. 19)

Each consumer is exposed to dozens of ads every day. Knowing this, companies should be aware of their target consumer’s characteristics, so that they can create ads, which immediately catch the attention of the audience. Burnett et al., (2006) said: “an ad or campaign works if it creates an impression for a product or brand, influences people to respond in some way, and separates the product or brand from the competition in the mind of customers.” (Wells et al., 2006, p. 19)

**Creativity in ads**

In today’s world companies should create ads, which make them outstanding from the competition. The ads, which are created, should be creative to stay in the minds of consumers. Hence Fill et al., (2013, p.123) “states that creativity is what will continue to set brands apart.”

Creativity matters and is generally a very important element of effective advertising. (Kim et al., 2010, cited by Fill et al., 2013) According to Smith and Yang (2004) creative ads should be divergent, novel, unique, relevant and meaningful.

It can be said that there are various dimensions of creativity in advertisings. However according to Smith and Yang (2004) creative ads use a different appeal, to deliver a core message of a brand, but nevertheless allows the audience to interpret meanings to the message. Furthermore it can be said that creative advertisements make use of emotions such as fear, humor, happiness and many more. However it should be considered when companies establish their commercials that it is always
important that the commercial fits to the brand’s positioning as already discussed in Chapter 2.3.2.

**The role of advertising in society**

Nevertheless it is important to state that advertising has a very important role in society. Fill et al., (2013, p.11) “stated that many commercials show social standards, lifestyles, values and aspirations, very often represented in an idealized form.” Advertisers do this to show the potential audience that they are understood, and this will help to form a relationship with potential buyers.

Advertising is a valuable communication tool as well as an influential social institution, which means that advertising and society are closely related to each other. "Advertising shows the established social order, while society with its values and beliefs find ways of re-creating itself in the discourse of advertising." (Del Saz-Rubio et al., 1998, p. 2)

As a consequence Dyer (1997, p. 185) stated that, “advertising plays a key role as a socializing agent which helps us to make sense of society, our place in it and who we are. ” (Del Saz-Rubio et al., 1998, p. 2) As already discussed before, through the use of advertising social and personal dimensions can be added to the product, which subsequently leads to the fact that, consumers will feel a need which they want to satisfy. The audience may probably think that consuming certain products will provide us with the attributes of a particular lifestyle which is displayed by the advertiser.”(Dyer, 1997, p. 185) As a result, consumers think, they can be like the men and women in the ad and will buy the product. Wells et al., (2006) stated, that, through the implementation of the TV in the 1950s, the period of advertising changed dramatically. However for the study it is very important to also take a look back in the history.

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The next chapter will give the reader a short overview about the history of advertising, which will be necessary to get a broad picture of the implementation of television and TV commercials.

**The history of advertising and the implementation of the TV**

According to Burnett et al., (2006) the first stage of advertising was the “Age of Print”, where advertisers just had the possibility to promote their product through print advertising, while providing textual information and images to attract and impact potential consumers. After that the “Industrial Revolution and Emergence of Consumer Society” period emerged, and advertising grew in quality and size due to social and technological changes. The “Modern Advertising Era” is the third stage of the evolution of advertising and in the fourth stage, which is called the “Agency Era”, the advertising industry grew immensely, new techniques were introduced and the advertising agency was introduced. In this stage, the radio as an important advertising tool was developed.

In the 1930s radio advertising surpassed print advertising as a leading advertising medium. (Burnett et al., 2006) However a new era of advertising was introduced when TV commercials were introduced in the 1950s. Moving on, the next stage was the “Creative Era” where the focus was given to new creative practices. Furthermore, Burnett et al., (2006) mentioned that, “in the early 1970s there was the beginning of the industry-wide focus on effectiveness.” (Burnett et al., 2006, p.21) That means that early views of advertising suggested that consumers just absorb utilitarian or functional aspects of the advertising messages, though Burnett et al., (2006) mentioned that commercials, which have emotional content, are more effective than informational ads, as already indicated in the introduction. According to Burnett (2006), it is essential that messages contain both, emotional and functional features. Companies have to think of the right medium, which can deliver their message in an effective way and reduce the risk of uncertainty for consumers. There are two different forms of media. There exists traditional media, which
includes, newspapers, radio, magazines and television. Whereas digital media includes the internet. (Fill et al., 2013)

The study at hand focuses in the following chapter on TV commercial, since according to Dr. Oetker, television is one of their main communication tool. Furthermore some benefits of using TV as a communication tool will be determined.

**TV commercials**

As already mentioned above, “the implementation of TV commercials are among the most pervasive of all media products in the first world”, cited by Del Saz-Rubio and Speck (2009). Advertisers see a potential benefit when using the TV as their advertising tool.

According to Del Saz-Rubio et. al., (2009, p.2) “the aim of producers of TV commercials is to promote or sell a product, while less obvious one is to create an atmosphere that may encourage buying, this can be done by creating a buying mood.” Through the use of the TV, advertisers have the ability to reach consumers more effectively. Furthermore, when using the right approach, the company can influence the potential consumer more markedly. According to Del Saz-Rubio et al., (2009): “messages in the TV ads are covert, emotional and, repetitious, and they exercise mental biasing on the audiences that process them.” It is also critical to know that TV ads create messages, which lurks in the ideology of the dominant culture. According to Del Saz-Rubio et al., (2009) “mass media act as agents which are responsible for the construction of meaning through language and help reinforce and perpetuate power structures by reproducing idealized images or identities. “

Basically it can be said that TV is the only communication tool, which enables advertisers to use both visual and audio elements. Therefore Dr. Oetker only focuses on TV commercials nowadays.

A brief overview of the company, Dr. Oetker, will be given in the following chapter before starting with the observation.
3 Dr. Oetker

The result of the “Brigitte Kommunikationsanalyse” from the year 1998 was clear, the German company Dr. Oetker was one of the most-known organizations in the food industry. According to Gernot (2009), the company achieved the highest results of 96% for awareness, 69% for likeability and 70% for usage.

The following paragraphs will give an overview of the company of Dr. Oetker, by focusing on the development and the change within the last 50 years.

Everything started in 1891 in a small pharmacy in Bielefeld, Germany. Dr. August Oetker, the son of a baker, sought to invent something to facilitate the baking procedure for housewives. It took two years until he finally invented “Bakin” baking powder, which definitely simplified baking. In 1893 this product was sold on the market under the name “Dr. A. Oetker”. The product had two main advantages, on the one hand it delivered constant quality and on the other hand through the ready-measured amount of flour in the package, which was exactly for four persons, housewives did not have to measure their flour anymore. The latter one was definitely a competitive advantage on the market and the main reason why the product became so successful. During those times the company was quite small and had just two employees. (Conrad, 2009) From 1893 on Dr. Oetker sold five main traditional products, which should support the baking process for housewives. August Oetker expanded the factory in Bielefeld. Before the beginning of the First World War the company was seen as the biggest factory of the continent in the food-industry. From 1893 on August Oetker also developed an image, which should support the brand Oetker. It was an exuberant goblet. However, it cannot be determined from the reading why August Oetker chose this image back in the days. Especially in the starting phase it was important for the company to establish trust towards their target group. To achieve this, the company created recipes for different cakes and distributed this to consumers free of charge. (Conrad, 2009)
In addition to that Dr. Oetker promoted their products in various newspapers. August Oetker also published his first cookbook, which was definitely a reason for the intense increase of sales. 1899, August Oetker changed the logo for the company to a white head of a woman, which stands for the fact that intelligent women use Oetker products. However in the first years, they put a combination of the white head and the goblet on the products, for the reason that consumers who already got used to the goblet still stay loyal to the company. From 1933 on the company just used the white head. (Conrad, 2009)

With the exception of the year 1917, the company could even increase his sales during the First World War. After the death of August Oetker, his wife controlled the company. During those times the company expanded the first time to foreign countries, like France, Belgium, Denmark, Norway and Italy. However 1939 the Second World War started and the company suffered extremely from the war, however recovered very quickly after the war.

In the year 1974 August Oetker’s grandson Rudolf managed the company. Under his control the company could expand overseas as well. Furthermore Rudolf Oetker focused on other niches in the market. During this time the frozen food market started to boom, therefore Oetker family started to produce those products as well. With the introduction of new advertising techniques, like radio and television the company was one of the first one who adapted to this technological changes, hence promoted there products through those channels as well. According to Conrad (2009) Dr. Oetker saw a potential benefit when developing TV commercials. The company didn’t just want to sell their products, they wanted to create an environment that encourages housewives to buy their products. Through the use of print advertising and radio the company had the possibility to use images and sound, however they could not combine it, then television made this all possible. Nevertheless, it was always very important for the organization to get a direct contact to their target audience as well, therefore baking courses for housewives
were held by the company. Furthermore under the management of Rudolf, the logo was changed. The company was then called Dr. Oetker and under the text there was the white head woman.

In the beginnings of the 80s the company focused on internationalization. The company could expand to various cities in Europe as well as oversea countries, including Australia, New Zealand and South Africa. They also entered the Canadian market by buying the company “Condima Imports”. In 2003 the “Condima” name was dropped and the company started using Dr. Oetker brand. Therefore the second headquarter of the company is located in Canada, Ontario. (Conrad, 2009) By concentrating on the core product lines and focusing as well on the international market Dr. Oetker became the leader of the European market concerning, baking goods, baking mixes, dessert products and frozen-pizza. (Conrad, 2009) In general it can be said that trust, credibility and sustainability are very important values for the Oetker family. The company always concentrated environmental protection and produced their products in a sustainable way. Dr. Oetker started as a small German company in a pharmacy and became one of the most successful global companies. Over 100 years the company is popular on the market and was always trying to move with the time, otherwise they would not be that popular. (Dr. Oetker, 2014) Due to this fact, the author is very interested in finding out the development process of Dr.Oetker TV commercials over the years, since it is their main advertising channel. (Conrad, 2009)
4 Methodology

With respect to this literature, a content analysis will be performed in order to observe TV commercials from Dr. Oetker from the year 1956, 1980, 2000 and 2013. Previous studies have made such an analysis in order to find out both the macro and micro issues behind consumer behaviour. (Henderson & Bridget, 2005) This thesis will take an in-depth look into the macro perspective, with which to examine and understand the changes that have been made in the different commercials of Dr. Oekter.

The case study’s goal is to examine the TV spots of the German company Dr. Oetker from 1956 to 2013 in order to explore different patterns throughout the chosen TV ads. The main focus is to observe how Dr. Oetker intended to change commercials. Patterns and differences will be identified based on the theory of content analysis.

4.1 Research method

Different studies had proven that content analysis would be the best approach for analyzing the content of TV commercials. Consequently, a content analysis was conducted for five different spots of Dr. Oetker for the years 1956, 1974, 2000, 2001 and 2013. The spots were taken from the online platform YouTube, however they were real TV spots in those stated years.

For the case study a qualitative research approach was used, since it enables a more open interpretation of the research phenomenon. According to Barbour (2014), qualitative research gives the opportunity to understand human behaviors and personal experiences thoroughly. Furthermore Barbour (2014, p. 13) cited that, “qualitative research can provide a fuller picture of the whole.” For the qualitative analysis words and images are used as data, whereas for a quantitative analysis, numbers are used as data. (Brown & Clarke, 2013)
Furthermore the researcher has the opportunity to encompass his or her own thoughts into the outcome and the method is less fixed and allows a shift in the focus in the same study. Moreover it permits a more subjective interpretation of the data, which is not always possible when it comes to quantitative research. (Brown & Clarke, 2013) However qualitative research requires knowledge from the researcher’s side about the subject since the researcher has to actively participate within the process. (Reis & Sprecher, 2009)

The method of content analysis is often used in the field of social and psychological research. (Barbour, 2014) Furthermore Kerlinger (1986, p. 525) stressed that “content analysis should be treated as a method of observation.” It can be determined that content analysis is a research method which allows to find inferences, differences and similarities from all kind of verbal, symbolic and communication data. Basically it can be said all studies, which are concerned with the functions and effects of symbols, meanings and messages, apply content analysis. (Krippendorff, 2013)

The analysis in the study takes into consideration both linguistic, paralinguistic and non-linguistic elements since the author aims to provide a complete picture of Dr. Oetker´s commercials.

A lot of researchers who conducted qualitative content analysis applied a coding scheme to focus on the most important aspects, which would make it easier to find reasonable results, however in this study just five commercials will be observed and therefore would not be useful to create a complex coding scheme. The main goal of the observation is to find out which elements changed over the years as well as finding pattern that Dr. Oetker maybe followed.

To deliver reasonable and credible results the author referred back to Shimp´s (2010) common features of sticky advertising. It was already mentioned in Chapter 2.4.2 that it is necessary to get messages across that stay in the head of consumers
and through the using this features the author has the possibility to find out, how the messages changed that Dr. Oetker wanted to send to its potential target audience. Each commercial was evaluated against those six features.

Derived from the changes the author can then determine patterns. The common features of Shimp (2010) are presented below:

-Simplicity: represents the core idea

-Unexpectedness: deviation from target audience’s expectations

-Concreteness: using tangible, substantive words and demonstrations

-Credibility: have a sense of authority and reasons for acceptance

-Emotionality: tap into feelings

-Storytelling: incorporating other sticky features

(Shimp, 2010, cited by Fill et al., 2013, p. 135)

Once the differences were observed, the commercials were reviewed and interpreted, furthermore the author looked for noticeable patterns over the years. Then the factors that influenced those changes were determined, by focusing on historical facts that could trigger the conversion.
## 5 Case Study on “Dr. Oetker”

Based on the approach of Shimp (2010) elements that changed were analyzed, the results for the content analysis can be seen in the following table, the text derived from the commercial can be found in Appendices.

<table>
<thead>
<tr>
<th>Spot</th>
<th>Simplicity</th>
<th>Unexpectedness</th>
<th>Concreteness</th>
<th>Credibility</th>
<th>Emotionality</th>
<th>Storytelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Simple and clear brand message</td>
<td>Nothing unexpected</td>
<td>Substantive words, demonstration of product during processing, kitchen environment</td>
<td>yes</td>
<td>No emotions triggered during spot</td>
<td>Tells a story about a woman, who has to care for her man</td>
</tr>
<tr>
<td>2</td>
<td>Simple and clear brand message</td>
<td>Nothing unexpected</td>
<td>Tangible words, Demonstration of final products, kitchen environment</td>
<td>yes</td>
<td>No emotions triggered during spot, just benefits and facts are stated</td>
<td>No storytelling, just stating the benefits of using Dr. Oekter products.</td>
</tr>
<tr>
<td>3</td>
<td>Simple and clear brand message</td>
<td>Nothing unexpected</td>
<td>Less talking, music used, demonstration of final product, no kitchen</td>
<td>yes</td>
<td>A lot of emotions used in the spot homesick, (background however he</td>
<td>Tells a story about a boy who feels homesick, however he</td>
</tr>
</tbody>
</table>
Dr. Oekter eats pudding, then he feels happy again.

Spot 4 Simple and clear brand message

Nothing unexpected Substantive yes words,
demonstration of final product,
kitchen environment

A few emotions triggered in life
the spot situation (music, talking)

Shows an everyday-life situation

Spot 5 Simple and clear brand message

Nothing unexpected Less talking, yes demonstration of product
during processing,
kitchen environment

A lot of emotions (romantic music, can be used for special situations
people which can be seen during spot)

Shows how the product

First of all this subchapter will interpret the elements that changed in the commercials. In the following subchapter, it will be analyzed if the company followed a pattern, moreover how indeed Dr. Oetker intended to change the commercials over the years.
In the next subchapter the observer will identify certain factors that influenced the image change of the company.

5.1 Interpretation of findings

The overall objective of this chapter is to interpret the elements that changed as well ascertain if the company followed a pattern. Moreover it will be determined how indeed Dr. Oetker intended to change the commercials over the years. All of the following are interpretations of the author, which were objectively as well as subjectively derived.

Dr. Oetker released their first TV spot in the year 1956. In this commercial the first product of the company, which was called “Bakin” was promoted. The commercial definitely was created for addressing Dr. Oetker’s main target group, which were housewives. A central figure was used in this commercial, her name was Frau Renate, she was presented in a very young and happy way. The whole commercial was filmed in the kitchen and the dining room of Frau Renate and her husband. Frau Renate was employed, however through several statements made by the background voice her most important goal was to satisfy her husband. A lot of pressure was put on the central figure, by various statements. The brand’s core idea was definitely clear from the beginning on, various times the background voice mentioned the good quality of the product as well as how convenient it is for an employed woman. Unexpected things did not happen, there were also not a lot of emotions during the whole commercial. The spot showed how Frau Renate cooked and baked for her husband by using Dr. Oetker products, which were underlined by the logo on the product. Furthermore in the end the output, so in this case the cake was shown, which improved the credibility as well as the concreteness of the message that Dr. Oetker wanted to send its audience. Overall it can be said that, this commercial actually told a story to the potential audience, how women can work and still keep their man happy and satisfied, it showed a typical everyday situation of a housewife in those years.
The next commercial observed from the year 1974, was structured in a completely different way. First of all, the central figure changed. In this commercial Marie-Louise Haase, the expert of the Dr. Oetker factory promoted the product. With this commercial the company took a completely different approach to promote their product. The central figure talked in a very rational and informative way, again no emotions were used in the TV spot. The whole spot was filmed in a kitchen environment. Marie-Louise Haase just stated the benefits of using Dr. Oekter products, therefore it could be observed that there was no storytelling in the commercial, rather the credibility feature was improved by the central figure. She wear a white coat and looked like an expert, this should improve trust towards the brand. By demonstrating the products with the logo, it was concrete for the consumers what the company is promoting for. Due to the fact that Marie-Louise Haase was basically just mentioning the benefits of Dr. Oekter products the message was also kept very simple. The observer had the feeling that through this commercial Dr. Oetker rather wanted to remind and educate loyal consumers, then persuade future purchasers. The spot was kept very short compared to the one before.

The next spot is from the year 2000. In-between those years’ substantial changes can be observed, how the company constructed the commercial as well as the brand message they delivered. The observer had the feeling that the intention of the commercial was not to address one particular target group, the message that the company delivered was more open to everybody. The goal of this commercial was to trigger a lot of different emotions in consumers. Basically the company played with two emotions namely, sadness and happiness. Music played an important role in this commercial, which supported the trigger of emotions.

People as well as the environment completely changed. The commercial intended to tell a story of a young boy who is homesick, and while eating pudding from Dr. Oekter he feels happy again. The first time this spot was not filmed in a kitchen,
however still delivered a homey feeling. The message was kept very simple, even though there was not a lot of talking during the commercial, it was clear what main idea the company wanted to deliver. By showing the different types of puddings in the end, the concreteness and the credibility of the message were improved. Again the feature of unexpectedness was not really observed.

The next spot from the year 2001 was again filmed in a kitchen. However a severe change was observed in this commercial. Not the woman was cooking in the kitchen. The man was baking with the child in a kitchen, however the observer had the feeling that warmer colors were used in the commercial so that the feeling of coziness and comfort was triggered. Generally again a lot of emotions were used, the warm colors as well as the background music. The message was kept very simple. Dr. Oetker products should help men to bake for their family. Several statements also underlined this. Again in the end the products were demonstrated. It can be said that the unexpected feature in this commercial was the man baking with the child a cake, and the wife came home from work and just sat on the table and ate the cake with the whole family. A complete image change of the brand can be observed.

The last commercial being observed from the year 2013, shows Dr. Oetker products from a different side. The observer determined that Dr. Oetker wanted to show a different facet of the product, namely the luxurious side. The commercial triggered romantic feeling. It can be said that this commercial really captured the attention of the observer, through the use of various pictures and music the company tapped into the observer’s feelings. It was again a story-telling and also unexpected changes were in the commercial. The music varied from fast to slow music and this definitely kept the observer aware. The product was demonstrated in the end, as well as the message that the company wanted to deliver was kept very simple. And should give the observer the brand message that - Dr. Oekter products can also be used for special events, dates and should not be seen just as a normal dessert. This TV spot
was filmed in a kitchen, which again provoked feelings of coziness of the observer. The music, which played in the background, supported the feeling of romance and happiness.

5.2 Patterns and Changes

It can be derived from the previous subchapter that the image of Dr. Oetker definitely changed over the years. It was noticeable that the target group of the company altered during the years. First of all the company wanted to address housewives, then it could be observed that they wanted to be more open and address rather everybody and also especially through the commercial from the year 2001 it could be seen that Dr. Oekter wanted to address men as well. The second change was that the commercial became shorter over the years, but there was still a lot of information delivered to the customer, but a different approach was used. In the commercial of 2000 it could definitely be observed that the company used emotions to capture the attention of the audience.

As already mentioned in the literature review, by the use of emotions the company can gain a competitive advantage, because a competitor cannot replicate an emotional attachment. (Fill et al., 2013) Conrad (2009) stated that due to various research studies, which were conducted by the company, it was figured out that the use of emotions would be more effective to persuade potential consumers.

Even though a lot of changes could be observed it was also noticeable that the company followed a particular pattern over the years, which they did not intend to change. First of all, the used the same background voice in every single commercial. This can just be explained, that the company wanted to stay in the mind of consumers, and when hearing this voice, the target audience will always think of the brand Dr. Oetker.

Furthermore it can be analyzed that the overall brand messages stayed the same. Dr. Oetker wanted to deliver from the beginning on quality, convenience and
security. Overall it can be said that the image of the brand definitely changed, which can be underlined by various image studies, however the company tried to stay consistent in the way how they created their overall message.

5.3 Factors that influence change

After finding out which elements changed over the years, it is important to find the reasons why those elements changed in the commercials. To find out about this it is important to look back in the history. The world changed, the environment changed, society changed and also the people who lived in the society changed. From the observation of the five commercials the author could determine a deep relationship between time and image change. The various factors, which influenced the change, will be discussed in the following paragraphs.

Historical events were one of the most important reasons why Dr. Oetker changed their image. Dr. Oetker wanted to stay successful in the market and since society changed, there was no other way for the company to also adapt to those changes. As already mentioned above many historical events, which led to alterations in society were the reasons why the company changed their image. (GVK, Dr. Oetker, 2014) The following paragraphs will focus on the factors that provoked the image change of the company.

August Oetker started his company in the year 1891, and it can be said that this time was dominated by monarchy, by rigor and order. Particularly in those times women were subordinate to men. Women were defined by their social role, as a housewife and a mother. The women’s role as the heart of the family was very important. They only felt valued and accepted if they could fulfill this role to the satisfaction of the family. That was their goal and fulfillment. Women’s central role during those times was managing the household. Through baking and cooking the women had the possibility to show their love for the family. Nevertheless it was very hard to prepare good food because the quality was dependent on the raw ingredients that were
available to them. When the food did not turn out very well, the wife had the feeling that she had failed. Securing success was kind of a dream for the women in the early 19th century. Dr. Oetker’s identity was to deliver security, and quality and according to Conrad (2009) people associated these things with the brand. Based on the literature review the key to success to establish the right brand image is effective communication, and Dr. Oetker had the idea to be closer to the customers than other competitors, and so the company was effective due to print advertising and baking schools. Thus Dr. Oetker succeeded to build a very effective product image already in the early years.

The quality and security derived from the products led to enormous success and thus a bond of trust was developed in the brand. During this time daughters learnt everything from their mothers, especially how they should handle the household to keep their husbands satisfied. As generations changed, the social role of the women remained the same. Thus, the confidence in the brand was passed down from generation to generation, which means that this was quite a success for Dr. Oekter. So it can be said that this period reinforced the traditional gender roles with women as homemakers. The Second World War brought a significant change in the allocation of roles in society. During the War women were expected to work in factories to support the war activities. This changed the role of women, for a limited time. (Conrad, 2009)

Especially for the younger generation it was a hard time, since they drew on the experience of their mothers, with having in mind that family is still the most important thing, however they already had to work and their time was limited to spend it with the family.

Conrad (2009) stated that until this time Dr. Oetker wanted to establish a basis with five different products in their product range. However after the Second World War there came the so-called “Fresswelle”, it can be said that this was a very critical step in the development of Dr. Oetker. During this time people wanted to eat well and a
lot. Eating cake every afternoon was considered a sign of prosperity. During this time society’s eating habits changed, cooking and baking at home was regarded as less important, the trend moved to industrially-produced food. (Conrad, 2009) Dr. Oetker responded to those needs, and implemented the new product range in the beginning of the 60s. It was called POK-assortment and consisted of ready-to eat puddings and many more things. (Conrad, 2009)

After the “Fresswelle” there came the so-called “Genusswelle”. Quickly prepared, lighter meals with low calories and high quality were increasingly in demand. Home-baking became out of fashion, however oven-ready meals were becoming increasingly modern. The reason for this change was that women were already working during the day, and had a double-burden. They did not want to neglect their family, and still wanted to show them love through cooking. The lookout for new products that met the new situation of the housewife was essential for the company in order to stay competitive and successful. Since the company quickly realized that time was an important factor, the response to the changing needs of their consumers were ready-made meals. According to Conrad (2009) this was one of the most profound image changes of the company, since they completely took another approach to it.

Furthermore it is important to mention, that even though women were already allowed to work, it had nothing to do with self-actualization during this time. (GVK, Dr. Oetker, 2014)

The 70s and 80s were marked by the Cold War, the economic recession, by the oil crisis and the Gulf War. Attitudes transformed during this time, an-ego oriented mentality prevailed, whereas family was until then, the most important thing in life. This changed the perspective and family was falling behind. Women did not see their mothers as role models anymore, and furthermore they were against the typical stereotype of being a housewife. A massive generational conflict provokes the exaggeration to the other extreme. (GVK, Dr. Oetker)
To have a career became more and more important and thus family was not seen as important as it had been previously. For Dr. Oetker this was a very tricky era, and they had to totally change their brand image. (GVK, Dr. Oetker, 2014)

Consumers demanded more and more convenience, they did not have time for baking and cooking anymore. The trend of travelling also emerged during this period. To get to know other cultures and countries became very important and as a result, society adapted to new things in an easier and quicker manner. During this time Dr. Oetker implemented frozen foods into their product range, in an attempt to produce even more convenient products.

In the beginning of the 90s unemployment, the aging of society, terrorism and food scandals create new uncertainties and sensitivity within the environment. The desire for emotional security, and raising a family started to become more vital again. Parallel to this the desire for self-fulfillment in the profession still remained and was an important goal of the mankind during this time.

Nowadays women have a completely different role in society. Usually they are employed, and have various hobbies but simultaneously manage to have a family. However it is not expected to be perfect in each of the areas. This way of living is a great emotional release for women.

In the 90’s, various trends have been observed that could be identified as other reasons for an image change at the company.

Classic meals together with the family became very rare, because time is limited, people are getting busier and busier and don’t have time to eat anymore. However, there is a growing desire for “Cocooning”, this means inviting friends to their home, as well as many family feasts are celebrated at home. (GVK, 2014) Dr. Oetker tried to promote their products from a completely different perspective. At this time people always associated tradition, quality and security with Dr. Oetker products. However
in the year 2012 the company positioned themselves as a luxurious product as well, which can be clearly seen in the commercial from 2013.

Furthermore the role of “traditional” families has weakened and new living arrangements became more important. (Conrad, 2009)

According to GVK (2014) single households are becoming more and more popular, people get divorced, are living alone and thus Dr. Oekter has to position their products in a way that they capture these households while at the same time also focusing on the traditional family target group.

In general it can be said that society is becoming increasingly diverse as well as more spontaneous. This makes it harder for Dr. Oetker to find out about customer’s needs and satisfy them effectively, as well as to stay consistent to their brand messages. In conclusion it can be said that in the future the company cannot rely on stereotypes anymore, they rather have to analyze the situation in which people are currently experiencing right now. Dr. Oetker has been able to be highly successful in the market for 113 years, and has managed to leave its conservative image behind to adapt a modern brand in today’s age. Conrad (2009) stated that “trust, sustainability and credibility are extremely important factors in the Dr. Oetker family business. Established over 100 years ago in Germany, the business has developed with these values at its core and now enjoys a reputation as one of the most trusted food brands internationally.
Conclusion

As already mentioned in Chapter 1.1 the research questions for this study were the following:

-In which way does advertising play a role in image projection of Dr. Oetker?

-Which elements remain stable and which change in the TV commercials from 1950 and 2013?

-Which factors influence the change of image projection during 1950 to 2013?

Through the literature review as well as through the case study the author came to the following answers to each research question:

For the first research question, this study confirms the fact that advertising especially TV advertising plays an important role in building an image of companies. However as proofed by the literature review as well as by the case study with the German company Dr. Oetker it was figured out that not just advertising is important. First of all it is essential that a company creates a strong brand. In the case of Dr. Oetker, it could be determined that the company already had certain brand characteristics from the beginning on. Furthermore it could also be observed that communication is a very essential step, in reaching potential consumers. How a company communicates its brand identity to the consumer, that they can form their brand image without misunderstanding the message is crucial. Furthermore throughout the study it was also found out that the right positioning is the key to success in order that the consumer can derive the right meaning. Dr. Oetker’s case study made it clear that TV commercials are much more effective for the types of products that they are advertising, therefore the company used audio as well as visual elements. Furthermore through TV spot’ getting the right message to the right consumer is easier and misunderstanding decreased.
Through the use of content analysis the author came to the following result referring the second research question.

It can be determined that a lot of elements changed in the TV commercials over the years. However as already indicated above, Dr. Oekter always tried to stay consistent in the way they are delivering their brand messages to the potential consumers, so due to that fact the author did not just observe changes in the commercials, also patterns can be found. In the opinion of the author, exactly this is the key to success.

With asking the third research question, the study aims to find out which factors influenced the change of the image of the company. As already mentioned above, several image studies conducted by Dr. Oekter stated that the consumers changed their image about the company. Through research, the author found out that various historical changes, which were stated above led to the fact that the company changed their identity. It can be determined that, Dr. Oetker’s brand message stayed the same over more than 100 years, however their image changed obviously, which can be determined from the commercials which were observed. Over the years the company wanted to enhance their horizon, as well as wanted to adapt to social changes, which were the main factors that influenced the alteration. As already indicated, we live in a world that is constantly changing, and consequently Dr. Oetker has to change as well, in order to stay successful on the market.

Overall it can be said that the company Dr. Oetker did a very good job in sensing their environment and adapting to that. Adapting to social changes is more or less the key to success for all companies. However through the literature review as well as through the case study it became clear that not just advertising campaigns are essential for an image a consumer gets about the company. It is the whole package combined, that leads to effective results of the company.
7 Limitations of the study

The author had limited access to resources due to limit publicity of Dr. Oetker’s past commercials, therefore just five TV spots were observed. Due to the qualitative setting the active role of the researcher increase subjectively. Therefore it can be recommended that future research could quantify the results and use more codes to ensure reliability. Taken the demand side into account it could be interesting to arrange focus groups or other methods in order to get the opinions of more people, to ensure more reliable results. Furthermore it could be interesting to arrange focus groups, or interviews to get the opinions of more people.
Bibliography


Appendices

Appendix 1:

Spot 1: Year 1950 Dr. Oetker is promoting “Backin” and Dr. Oetker’s pudding, Length: 1:58 minutes

A woman is dancing with a man in a restaurant, music is playing. The background voice, which is a man with a deep pitch says: “In this case there are again two possibilities, either he is free or in a relationship.” Suddenly the wife of the man appears with an angry face and takes away the man from the other woman who was dancing with him.

Then a man with a ring on his finger can be seen. The background voice continues, saying: “When he is free again then he will be bound.” The environment changes in the commercial, and the same woman who was dancing with the taken man can be seen standing in a kitchen and opening a Backin baking powder of Dr. Oetker. The package is brown and the logo can be seen which is a red circle and in the middle of the red circle there is a white female head. The background voice says: “If however, it is believed that a woman can rest now, she has been mistaken. A man wants to be surprised every day, this is what men got used to and this is what we want. It is joyful, to watch because, baking is fun. Actually, she has it much better than him, because she is allowed to bake” the background voice continued. The woman can be seen putting the cake in the oven.

At the beginning of the second third of the commercial, the same woman is wearing a different dress. The voice says: “Well, now hurry up, soon Peter is coming home, and he’s starving. “ Meanwhile the woman is taking a pot from the shelf, while the background voice continues:” We already know, a woman has two vital questions to consider. What should I wear? And what should I cook?” The woman is still in the kitchen, baking something. The background voice continues:” It is surprising what a
man is able to eat while he is married. Apparently, the appetite comes with the marriage. “The woman who is still standing in the kitchen nods her head, agrees and says:” Yes, and the most important thing for him is the pudding.” The background voice continues and replies: “Right, you know men who like to eat dessert have a good character. Of course, only when it is good.” A cake can be seen, the woman is serving the cake to the man, who is already waiting at the table in the dining room. Background voice continues:” And there is again one specific possibility.” Man is sitting on the table, looking hungry at the cake and woman stands with the cake in the hand and says:’ Namely, a self-baked cake with the support of Dr. Oetker backing powder Bakin.” The man already has a plate and is waiting for his cake, the woman cuts the cake and gives it to the hungry looking man. The background voice continues:” Cake makes us men, gentle and tolerable. Then the new dress can cost 100 Marks more, or let’s say five. “ The Woman and the man are then pictured sitting together at the table, eating the cake, the man making a nice gesture and it can be seen from his lips that he says “perfecto”. They look happy and smile at each other.

The camera goes away from the dining room, and shows numerous different cakes. The background voice continues: “By the way, Dr. Oetker does not only offer one or two varieties, there are numerous possibilities. Therefore make it like Renate, and she knows it from her mother..” The woman again appears, she is wearing another dress, she looks happy, smiles and continues:” For cake and pudding, just Dr. Oetker.”
Appendix 2

Spot 2: Year: 1974, Marie Louise Haase giving cooking tips to housewives.

Length: 0,30 seconds

A woman, who is nicely dressed, with a blouse and a white blazer can be seen. She has short grey hair and a few wrinkles in her face. The Dr. Oetker symbol, which is a white circle with red borders, in the middle of the circle Dr. Oetker is written in blue. Under the text, a white head of a woman on a red background is visible. It is observable that the woman stands behind something. The background is grey. On top of the screen is written in a yellow font: “Dr. Oetker cooking-tip.” On the left side of the screen: “Marie-Louise Haase, Head of the Test Kitchen.

She starts to talk:” Good evening! Today a small tip for all of those who want to watch their body weight, whipped cream from Dr. Oetker.” She points at a package with whipped cream. The camera perspective changes, a glass with pudding can be seen. She continues saying: “Many things are better with whipped cream.” Then you see a spoon with whipped cream. Many images appear one following the other. It starts with pudding with whipped cream, fruits with whipped cream, ice cream with whipped cream and cake with whipped cream. She continues saying: “One teaspoon of whipped cream has just 14 calories.” Then she demonstrates how to prepare whipped cream, during which she says: “Whipped cream can be made very quickly, put it into cold milk and stir it. It gets stiff very quickly.” Then you see the packaged product lying on a table where she again says: “Whipped cream from Dr. Oetker, now available in your supermarket at a discounted price.” In the end the logo of Dr. Oetker can be seen on the screen again. And Marie-Louise Haase also repeats :”Dr. Oetker.”
Appendix 3

Spot 3: Year, 2000, Dr. Oetker advertising for ready-made pudding

Length: 00:30 seconds

Children are playing outside in the rain. Tents can be seen in the background. One child is jumping into a puddle. Slow music is playing in the background. The camera perspective changes and one boy is looking sadly from his tent. Then he walks back into the tent and plops down onto his mattress. His teddy bear is lying next to him. The boy grabs his teddy, looks at him and asks the teddy: “Homesick?” The teddy bear nods his head saying yes. The boy continues and asks the teddy: “Pudding?” The boy is opening a brown suitcase, immediately the camera perspective changes, the boy can be seen from the rainy outside through a window. The boy has the suitcase on his lap, and in the suitcase there is the ready-made pudding of Dr. Oetker. Boy looks happy, opens the pudding, thinks of his mom how she always made pudding for him when he was younger. It can be seen how the mother is standing in the kitchen and the boy is sitting on the kitchen table next to her, watching and smiling while she is preparing the pudding. The music gets louder and the lyrics are: “When the rain is falling down, I’ll be there for you.” Then you see how the boy is sitting on his mattress in the tent, the teddy bear on his lap and eating the pudding. Then the background voice, which is a man says: “Home is, where the pudding is.” Boy looks happy again. Background voice continues: “Whether homemade or also in a cup, take pudding from Dr. Oetker.” Demonstration of the products (pudding cup, pudding powder and in the back ready to eat pudding). In the end the logo is shown on the whole screen, the logo is an oval red form in the middle there is Dr. Oekter written in a blue font and under the text you can see a white head from a woman. Under the logo there is a text written: “Quality is the best recipe.”
Appendix 4

Spot 4: Year: 2001 Dr. Oetker “Backin” commercial,

Length: 0:30 seconds

Happy music starts playing, a girl who is 6-8 years old can be seen standing in the kitchen and looking questioningly at an egg and says: “How big is a medium sized egg?” The girl is running towards a man, who is obviously her dad and who is also standing in the kitchen and preparing something. The girl looks at the “Bakin” package of Dr. Oetker, the package is brown with a cake on it and the logo of Dr. Oetker. (red and in blue font Dr. Oetker, on the bottom a white head of a woman)

The girl continues asking:” What is the difference between normal baking flour and Bakin?” Girl is putting the pack into a pot.

Camera perspective changes so you see the dad and the girl looking surprisingly into an oven, in which the cake is getting baked. Girl is putting Dr. Oetker whipped cream into a pot with milk, stirs it and says:” Why is whipped cream getting so stiff?” . Then Father and girl are putting whipped cream on top of the cake. Girl has a pot of strawberries, takes one strawberry and continues saying:” How many strawberries fit on a cake?” She takes another strawberry; father looks at her smiling and shaking his head. Then father is putting the strawberries on the cake. Girls asks:” And since when is daddy able to bake?” Demonstration of the ready to eat cake. Then father, mother, and girl are sitting on the table and eating the cake. Background voice, which is a man saying:” There is only one good answer, to most of the questions about baking, and this is take original baking products of Dr. Oetker.” Demonstration of various baking flours. In the end the logo of Dr. Oetker can be seen again.
Appendix 5

Spot 5: Year: 2013, Sweetest Thing commercial,

Length: 0:50 seconds

The camera displays a kitchen where a young man is standing in the kitchen and a young woman is sitting next to him on a bar stool. The man is cleaning the table and putting the dishes into the kitchen. The woman smiles at him and says: “And, what’s for dessert?” Man answers: “Something for the soul.” Music starts playing. Then different pictures from the man and woman can be seen, in between those pictures it can be seen how the man is preparing the dessert for the woman. Woman looks happy and can barely wait. Man boils milk and then he takes Dr. Oetker pack looks at the pack, looks at the woman, nods his head and stirs the flour which is in the pack into the milk. Woman looks at him and bites her lips. The process of how the milk with the flour creates a chocolate pudding can be seen. Man puts the pudding into two cups, takes a spoon and gives the cup to the woman. She is taking a spoon of the pudding, he looks at her, it can be seen from his eyes that he is completely in love with her. Then the package of the chocolate pudding of Dr. Oetker is demonstrated. After that the couple are sitting on the couch and hug each other happily.