

Local sentiments towards ASP

inablog.com/index.php?op=v


Help

Suggested Sites

Web Slice Gallery

「為了雞汁，May姐可以哈到幾盡？那，我們呢？」

May姐節目中的哈哈哈哈哈已經成為香港傳奇，肩或者恥笑，雞汁和哈哈哈哈哈的確佔據了我們的大被包圍，由這角度看，他們成功了，大大成功。



MAY姐推介

調味雞汁

優質上選雞骨 聞到香味 食出鮮味

one.com.hk/discuz/viewthread.p

e 雞汁may - 吹水區 -

Tools Help

ment Suggested Sites Web Slice Gallery

雞汁may

雞汁may 繼續哈哈 我唔遊行

中級

帖子 246

精華 0

閱讀權限 30

在線時間 21 小時

最後登錄 2014-3-25

發短消息

加為好友

當前在線

May 姐笑聲深入人心，不小市民因接受不了 May 姐笑聲而在網上惡搞，令 May 姐成為最近成為大家茶餘飯後的話題。不過 May 姐就向網民反擊，話大家興趣不同而已。仲表示最近的電視牌照風雲雖然同情，但唔會去遊行。



雞、高...

■ 歸來的豚井！◎ 井井屋食

■ 清麗爽快的清酒之夜！一

酒屋

■ 香港罕見的 Gundam 電

■ 無情入情場、手斷救命、

■ 雞汁...

■ 廚師 Gunda

■ 「我有我 Fanpage」@

■ ...?

■ 新的傳奇？

■ OSTR...

■ 前車之鑒 - 香港滅亡、屠

■ 人、烈...

■ 熱血三國英雄 - 「超世

■ 人...

■ 粗中有細，男人浪漫 - 浪

read.p

e 雞汁may - 吹水區 -

Web Slice Gallery

(轉載)

要數近期最想熄機的電視節目，無綫飲食節目《May姐有請》當之無愧。主持馮美基（May姐）失驚無神哈哈笑、菜無大小強加贊助商的雞汁，其「獨特風格」被網民惡搞嘲笑，更令雞汁變成低質節目的象徵。May姐昨天為自己平反，認為各人感受不同，又以招牌笑聲回應今日遊行說：「我唔會去遊行，哈哈...我唔係政治人物嚟，師奶嚟我，哈哈哈哈哈！」

無綫節目屢受網民狠批，其中《May姐有請》更獲網民選為最想「熄機」節目。不過無綫一於少理，節目已「添食」至第三輯，收視率企穩20點以上（每點有64,200觀眾），不過月初（6日）一集，忽然跌至18點。

May姐昨天向網民反擊，指電視節目的喜好各有不同，正如有人喜愛食牛肉，有人喜歡食雞肉，「無綫話我係最長壽嘅飲食節目，如果唔受歡迎就唔會添食，加到我唔想加，好過想休息吓」。

Netizens' dissatisfaction toward Cook Away Lady May 2 signaled that advertiser funded programming had created nuisance amongst audience.

置入式廣告已達擾民地步，港視不獲發牌，她認為上維基當然情，應得到認同，「但牌有限，政府決定，一般市民有控制權」。

港視員工及網民發起遊行，May姐以招牌笑聲回應：「我唔會去遊行，我唔係遊行人，哈哈...我唔係政治人物嚟，師奶嚟我，哈哈哈哈哈！」

品牌顧問熊子弦指出，網民對飲食節目雞汁的不滿，反映置入式廣告已達擾民地步，加上近日政府免費電視發牌風波，更令網民將雞汁比喻為無視民意，「就算你幾唔鍾意，我就係要夾硬塞畀你咁」。她指，目前網民的不滿，雖未對雞汁品牌造成災難性影響，但不排除會有罷買意見，建議廠商及早改變雞汁宣傳策略，避免令觀眾更反感。

資料來源：Apple Daily

And some more recent examples ...



About the project

Quantitative research conducted among a sample of 500 nationally representative TV watching respondents each in Hong Kong, UK and USA.

Multiple markets used to gain insight in differences in opinion among differently regulated markets.



The approach

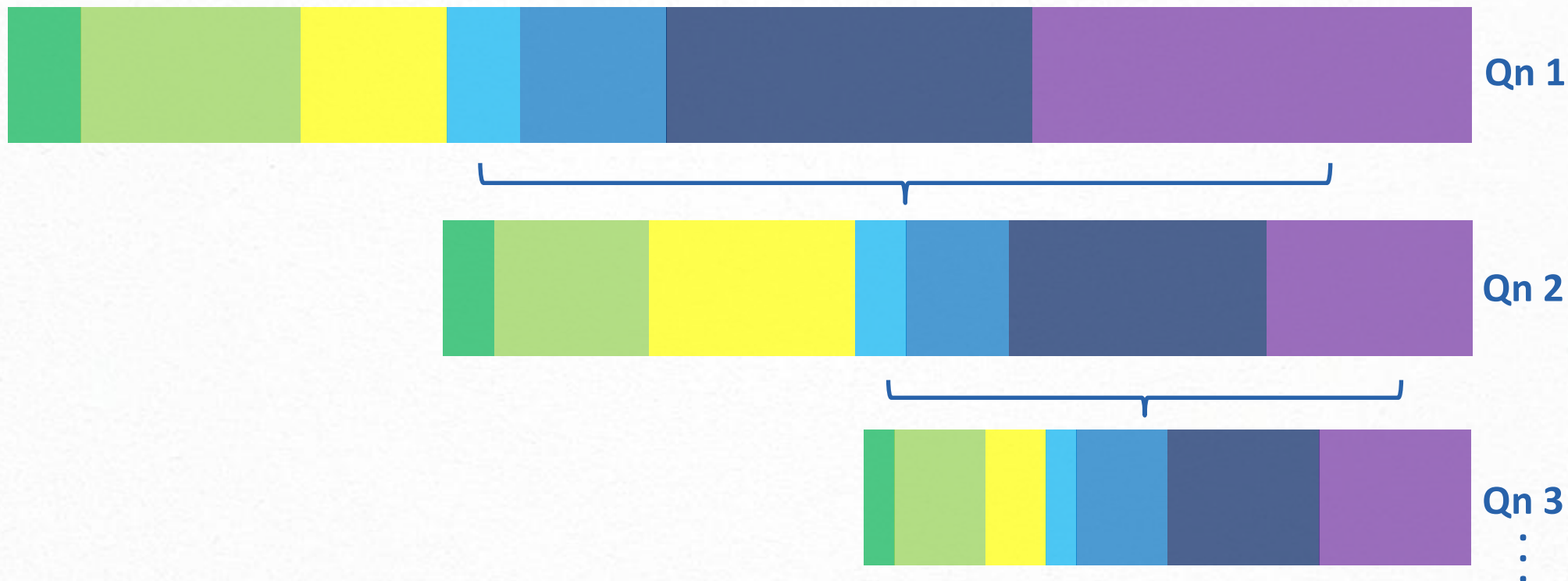


What is acceptable and unacceptable in terms of company involvement in television programming?

- Laddering exercises, using potential scenarios
- Respondents presented with increasing levels of company involvement in programmes
- Further case studies matching companies with programmes

Programme evaluation – likelihood to watch

- Would Definitely Not Watch
- Quite Unlikely to Watch
- Quite Likely to Watch
- Would Definitely Watch
- Very Unlikely to Watch
- Neither Likely Nor Unlikely to Watch
- Very Likely to Watch






A NICE BRITISH ADVENTURE

We gathered initial interest, with no mention of company involvement.

Then slowly heaped on the level of involvement ...



There is a high level of involvement that is acceptable

			
A Nice British Adventure receives funding	92%	88%	92%
Funded by car manufacturer	84%	80%	75%
“...in association with” credit	96%	93%	91%
Cars shown on screen	94%	93%	89%
Car brands are named	90%	83%	85%
Manufacturer’s cars shown prominently	87%	77%	81%
Manufacturer given some say	84%	69%	75%
Manufacturer given final say	84%	61%	64%

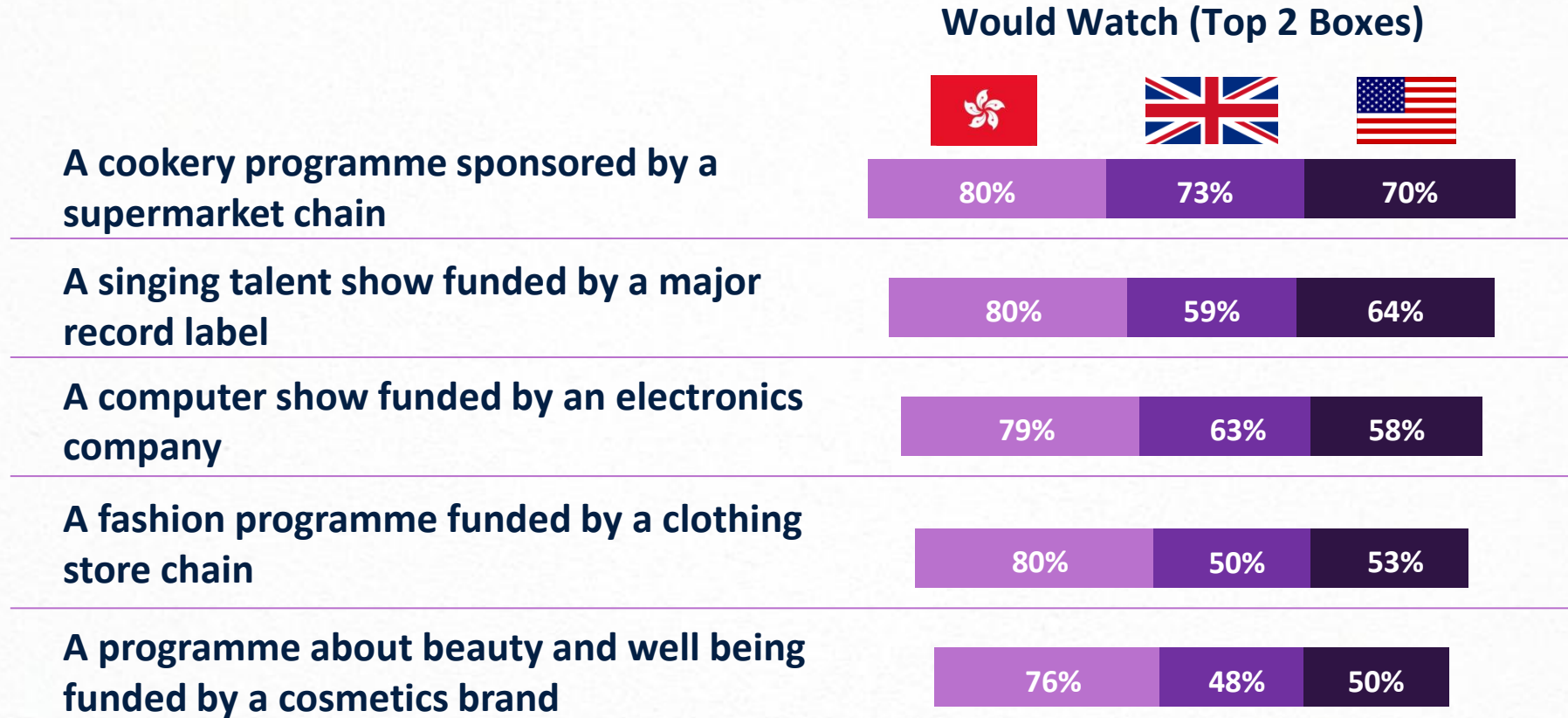
8 out of 10 willing viewers in Hong Kong would watch regardless (two thirds in UK and USA).

However, there is a limit to what the general public will accept in UK and the US.

If the ladder had stopped at “cars shown on screen”, we’d have saved 64% of dropouts in HK, 81% in UK and 72% in USA.



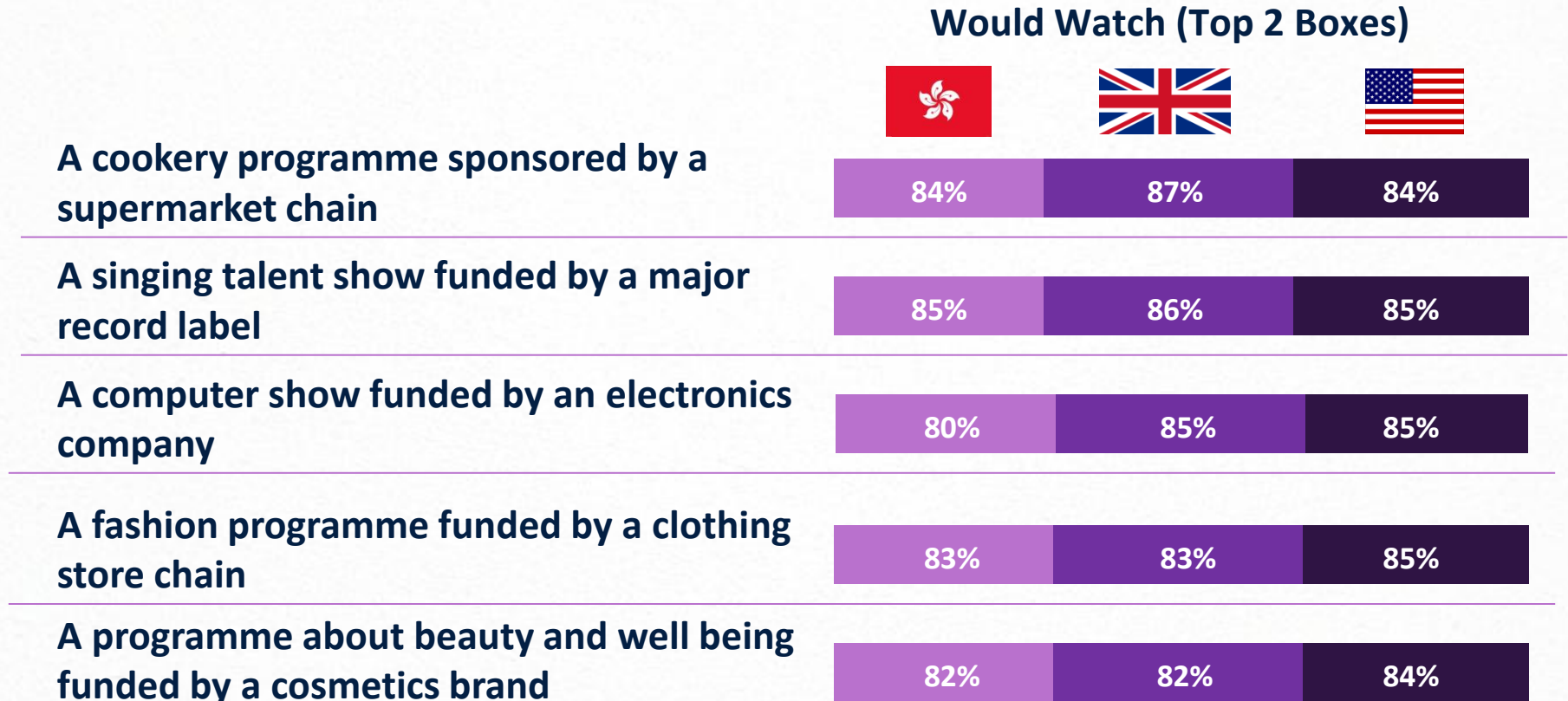
A good fit between brand and programme goes a long way






It appears that some brand/programme fits work better than others, and that HK is more receptive.

A good fit between brand and programme goes a long way

Removing those who are not interested in the genre regardless, each fit performs equally well



A soft drink company sponsoring a family entertainment programme

Top-2-box % on acceptability scale			
Prize is presented by the chairman of the soft drink company	59%	41%	48%
Sponsorship credit before/ after each ad break	57%	52%	48%
Prize is a lifetime supply of the soft drink	56%	27%	39%
Additional ads during breaks	54%	46%	52%
Presenters drinking it during show	53%	22%	40%
Show name contains soft drink name	50%	42%	43%
Show's social media branded with soft drink	46%	35%	41%
Presenters wearing t-shirts with the logo on	45%	21%	38%
Soft drink logo on screen throughout show	42%	19%	31%
Soft drink is a prop in every segment	40%	16%	27%
Soft drink appears for 10 seconds in each part	39%	28%	38%
Soft drink appears for whole show	38%	24%	33%
Contestants and presenters drinking it during show	38%	18%	33%
Branded sketches throughout show	37%	16%	23%
Presenters talking about soft drink during show	34%	19%	37%

SURFING THE WORLD

Second laddering exercise involved an oil company as the sponsor.

This time we included examples of poor company practice.



No one benefits if the sponsoring brand has a poor reputation to begin with



Surfing the World receives funding

Funded by an oil company











“...in association with” credit

Oil company given some say

Oil company given final say

Oil company has a poor record of environmental damage

Oil company has a poor record of environmental damage
in the location where Surfing the World is filmed

			
	93%	88%	88%
	84%	68%	68%
	96%	84%	83%
	93%	77%	79%
	91%	72%	69%
	58%	45%	45%
	52%	41%	42%

Oil company loses more viewers than all editorial involvement

7% in HK due to presence of an oil company (24% UK, 31% USA)

71% in HK due to environmental damage (37% UK, 31% USA)



No one benefits if the sponsoring brand has a poor reputation to begin with

Respondents asked if they would watch a show about polio treatment projects in India ... then informed that an oil company would be funding it ...

Potential viewers who would still watch



82%



73%



73%

Potential viewers who would not watch



2%



9%



9%

**The oil company loses almost 10% of potential viewers in UK and USA.
Hong Kong viewers are much less likely to be concerned.**

Openness and Honesty

A charity is diverting funds into the making of a show ...

... but is very open about its intentions...

... very few potential viewers are lost
(3% for Hong Kong and UK, 7% for USA)



BATTLE OF THE SEXES

In Hong Kong, men and women tended to agree with each other throughout.

In UK and USA, the show divides sexes more than the sponsor.

In the USA, men are more likely to drop out of laddering exercises than women

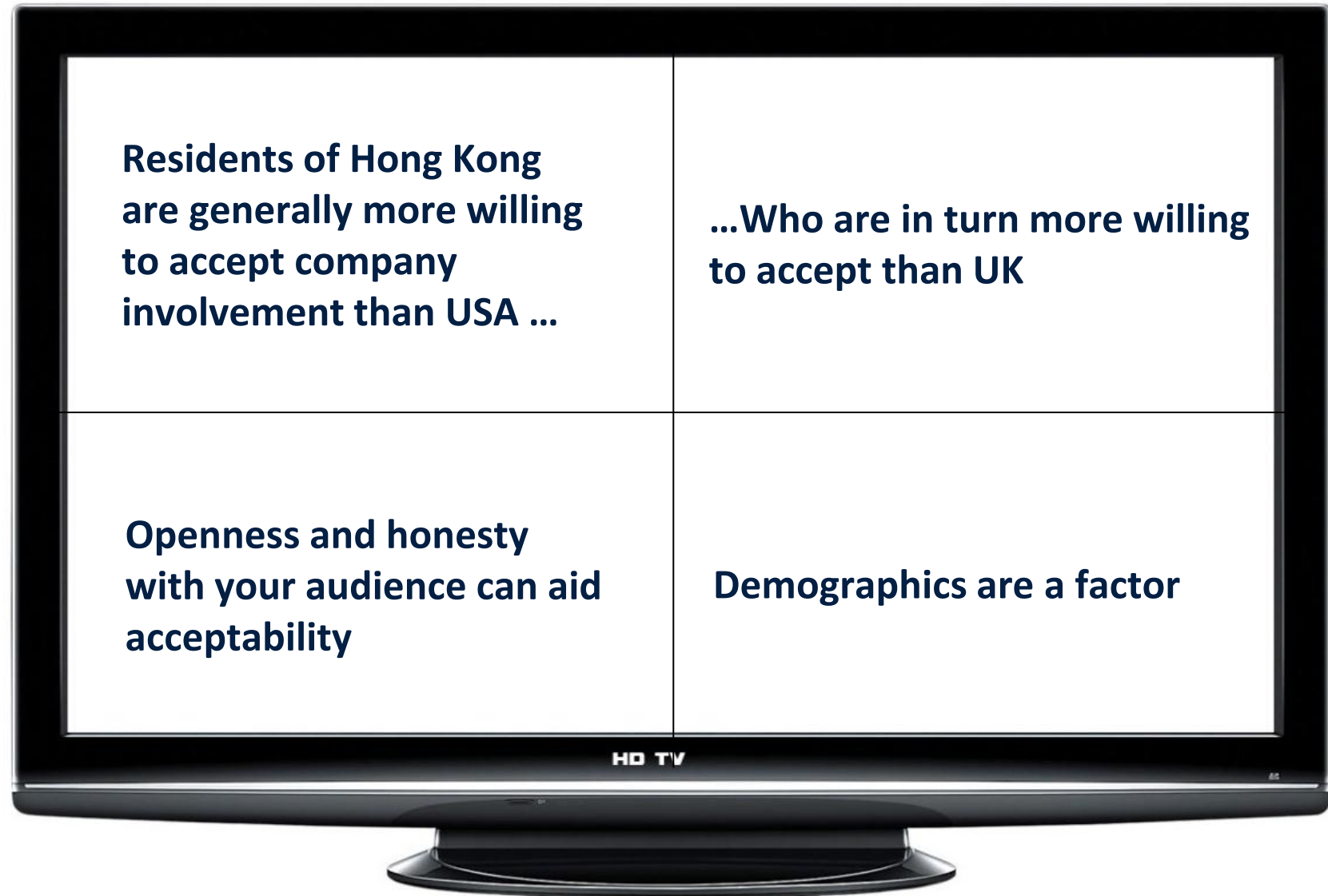


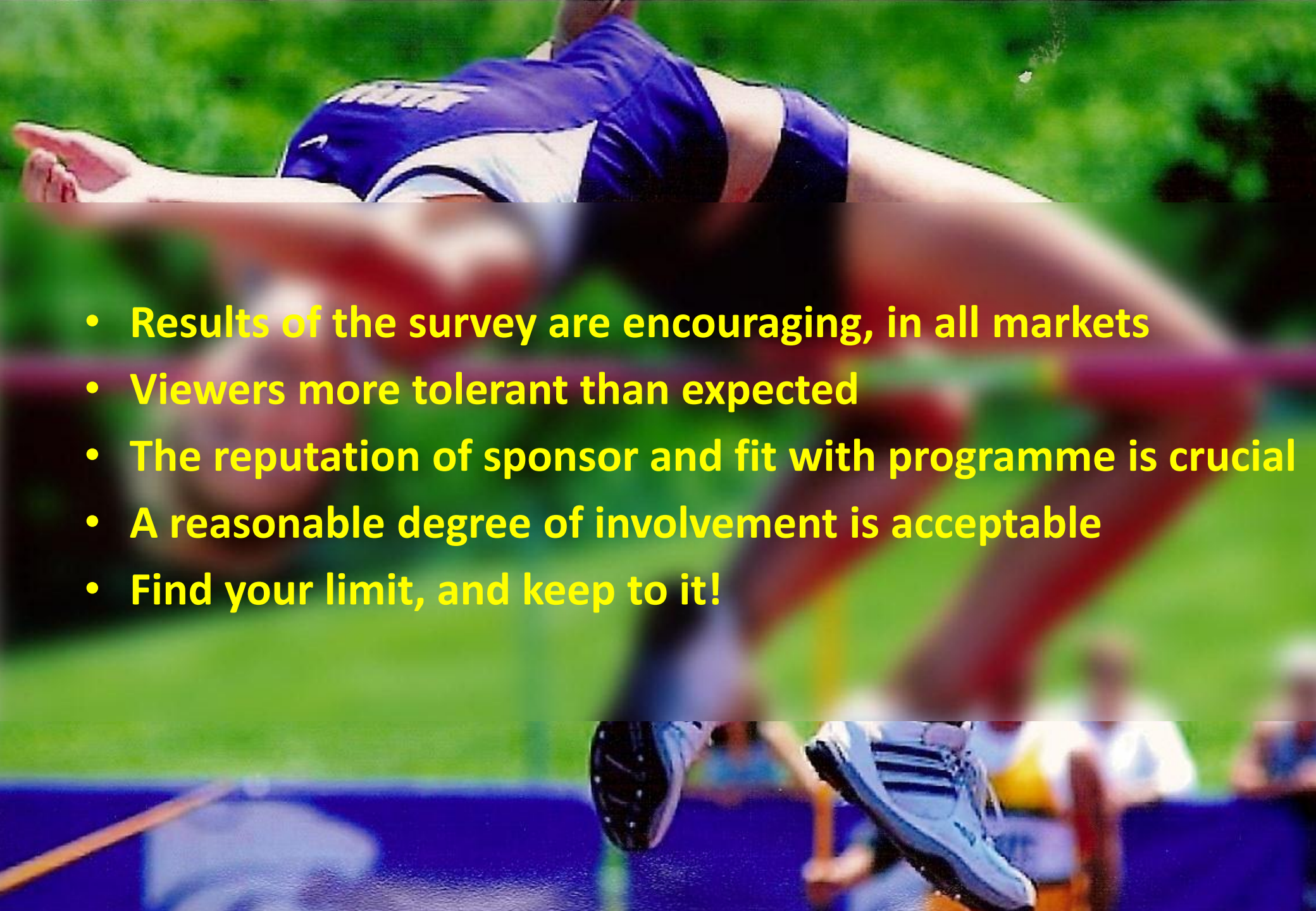
There is a (high) level of company involvement that is acceptable ...

... However, there is a limit to what the public will tolerate

An appropriate fit between brand and show goes a long way ...

... but no one benefits if the sponsor has a poor reputation to begin with





- Results of the survey are encouraging, in all markets
- Viewers more tolerant than expected
- The reputation of sponsor and fit with programme is crucial
- A reasonable degree of involvement is acceptable
- Find your limit, and keep to it!



Thank you

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