

EFFECTIVENESS OF MARKETING STRATEGIES OF LPU-HIGH SCHOOL

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Abstract

Now that LPU-Batangas is establishing its name in terms of secondary education, this study was conducted to assess and at the same time address the effectiveness of the institution's marketing strategies. Moreover, this study aimed to determine the factors that encourage the students to enroll in LPU; and to propose a plan of action to address the problems encountered by the high school students. The researchers came up with the idea of studying this in order to assess the strengths and weaknesses of LPU-High School marketing strategies. As a marketing students, the researcher would like to apply the learnings and knowledge on how it can help improve the marketing strategies of LPU-High School. This study also greatly benefited the researchers and the Strategic Communications and Alumni Affairs Office with the information on how to make effective marketing strategies effective.

This study is decriptive in nature. It made use of a self-made questionnaire as its primary data gathering instrument which was validated by an expert in the field. The said instrument is divided into three parts which asked the participants to indicate their assessment regarding the marketing strategies of LPU High School and the factors that encouraged them to enroll in the aforementioned school, and the problems encountered by them. This was participated by 205 high school students of LPU-High School. The results were tallied, encoded, and interpreted using frequency distribution and weighted mean. The obtained data were treated using PASW Version 18 for further analysis. As a result, the marketing strategies are generally effective.

The researchers recommend that the school may be more vigilant on the satisfaction of its students and consider improving its less effective marketing strategies; and the school may consider making speedy construction of rooms and facilities to facilitate its growing population.

Key Words: marketing; strategies; effectiveness; advertising; business

Introduction

Effective school marketing and business strategy needs in-depth knowledge and experience of each of the words "school", "marketing", "business" and "strategy". Education has been argued to be a quasi- commercial service industry and universities are behaving increasingly as corporations in many respects (Veloutsou et al., 2013; Bunzel, 2013). Although higher education institutes are not typically thought of as a business, colleges and universities utilize marketing strategies in order to compete for students. Information and communication technologies have enhanced and changed the nature and context of communication exchange, allowing for a broader range of competition.

In the study of Shepherd (2010), marketing strategies provides different aspects of marketing management and technological innovations in all parts of education, including K-12, non-formal, and distance education. Highlighting research studies, experiences, and cases on educational marketing, this is essential for educational planners, administrators, researchers, and marketing practitioners involved in all aspects of educational development. With increased commercialization comes an associated focus on marketing and branding and the adoption of marketing as an ethos by diverse sectors, including education, is no longer under debate. In addition to this, Hankinson (2012), stated that the challenge for universities, however, is that effective application of marketing to specialist areas such as education is arguably not well developed.

According to Schnaars (2010), the main focus of marketing strategies is manipulate the variables of the marketing mix, that is, the product, price, a place, and the promotion strategies so as to achieve the objectives of the organization. There are four steps in setting the marketing strategies: defining the business, setting the mission, selecting the functional plans, and budgeting. Secondly, the process of setting the mission tries to define why the business exists and how it will meet the needs of its target market in order to meet its long-term objectives Thirdly, developing functional plans is involved with outlining the tasks that will help the business in achieving its objectives. Finally, budgeting is concerned with the resources that the marketing department will have to implement the marketing plan (Schnaars, 2010). Thirdly, developing functional plans is involved with outlining the tasks that will help the business in achieving its objectives. Finally, budgeting is concerned with the resources that the marketing department will have to implement the marketing plan (David, 2011).

Today, LPU-High School requires more than traditional advertising, marketing or identity development. It is an institution that craft, present and manage a unified brand message, experience and environment to achieve a competitive advantage in recruiting, retaining and building loyalty among their students, parents, staff, faculty and alumnae. LPU-High School has a university homepage where it is a hub of its web presence and attempting to appeal to a diverse range of visitors; the challenge is staying intuitive and uncluttered. If visitors have to go back to your homepage every time to find the content they're seeking, they aren't likely to stay on your site very long. In addition, LPU has its own brand ambassadors and it is called as Association of LPU Brand Ambassadors, where they are the ones who conduct career guidance and market LPU-B in other high school institutions.

In connection to the observations above, the researcher came up with the idea of studying this in order to assess the strengths and weaknesses of LPU-High School marketing strategies. As marketing students, the researcher would like to apply the learnings and knowledge on how it can help improve the marketing strategies of LPU-High School. This study also greatly benefited the

researchers and the Strategic Communications and Alumni Affairs Office with the information on how to make effective marketing strategies effective.

Objectives of the Study

This study aimed to assess the effectiveness of marketing strategies used by LPU-High School. Specifically, it aimed to determine the profile variables of the students in terms of : gender, grade level, monthly income, and type of school last attended; to determine the effectiveness of marketing strategies of LPU-High School; to identify the factors that encourage the students to enroll in LPU-High; to identify the problems encountered by the students in terms of marketing strategies and to propose plan of action to address the problems encountered by the LPU-High School students.

Literature Review

Effectiveness of Marketing Strategies

According to Adnett & Davies (2010) the introduction of market-based reforms of state schooling systems have been justified by the supposed benefits of encouraging greater inter-school competition in local schooling markets. Promoting increased competition by comparison was seen as a means of stimulating greater allocative, technical and dynamic efficiency in schools.

According to Hartstein (2011), [Facebook](#) regardless of whether or not schools choose to do so. By setting up a Facebook Page, schools can establish a controlled, professional presence that allows them to capitalize on this social space in many important ways, while still protecting their students. It's important to note that while a Facebook Page is an excellent opportunity for schools to supplement their web presence, it doesn't fully replace the benefits of a robust website.

In the study of George (2012), Television ad time is still expensive and obviously still being purchased, but its effectiveness has definitely been on the decrease, while internet advertising campaigns continue to be on the rise. Viewers are watching far less live television. One of the selling features of these devices is the ability to skip the commercial breaks in pre-recorded programming; as a result, fewer people are actually watching television commercials.

Factors that encouraged the students to enroll in LPU-High

Based on the study of Lackney (2011), the school facility is much more than a passive container of the educational process; it is rather, an integral component of the conditions of learning. The layout and design of a facility contributes to the place experience of students, educators, and community members. Depending on the quality of its design and management, the facility can contribute to a sense of ownership, safety and security, personalization and control, privacy as well as sociality, and spaciousness or crowdedness.

In the study of Fenker (2010), Facilities management is an integral part of the overall management of the school. The actualization of the goals and objectives of education require the provision, maximum utilization and appropriate management of the facilities.

In addition, according to Max (2012) High school students form a unique marketing segment that has the potential to boost sales when align to the marketing strategy effectively. With the current digital revolution, virtually all high school students are connected to the web, and the internet offers the best platform to target this group with brand messaging. However, traditional methods are still helpful in marketing to them. If one is dealing with goods and services that are

tailored toward the needs of high school students, there are few things one need to consider before rolling out the marketing program.

Problems encountered by LPU-High School students in terms of marketing strategies

According to (Birdmandayv 2012) food is one of the most basic needs for any healthy human being to work and live a normal and comfortable life. For this same reason, students require a lot of energy in undertaking the numerous activities such as the mind challenging assignments and other accomplishments. Life has become too expensive to contain with emerging global issues such as the recession period in the US. The food prices have significantly risen, but this should not be felt by a student who is dependent on the parent.

Pohl & Berk (2016) stated that elevator and Escalator Accidents almost all multi-storey commercial properties have elevators or escalators so that people visiting the property can quickly and easily access the higher floors. While these machines are incredibly useful and helpful when working properly, they can also serve as a significant safety hazard if they malfunction. Sadly, most elevator and escalator accidents occur because of property owner negligence and could be prevented if owners were more diligent in making sure necessary maintenance is performed.

In the study of Botto (2014), Peer pressure affects everyone, not just the teen. Peer pressure does not stop after high school; People all do things because they want to fit in. What makes peer pressure even harder for teens is that parents often don't understand the depths to which these pressures go. Teenagers are not just worried; he or she is terrified of not fitting in with friends. They don't just want to be accepted by their friends; they want to be popular. Encourage your teenagers to get involved in activities where they can find friends whose outlook and character are in line with family values. Together, teens and friends can give moral support to each other, which will make it much easier to resist negative peer pressure.

Methods

Research Design

This study used descriptive method of research in order to ascertain and describe the characteristics of the variables of interest in a situation. According to Valdez (2013), Descriptive research is concerned with the description of data and characteristics about a population. This study obtained and described the views of the respondents with regards to the effectiveness of marketing strategies used by LPU-High School.

Participants of the Study

The participants of this research are the high school students of LPU-B which consists of 635 across each level. The sample of the study consisting of 205 high school students was based from an effect size of 0.35, a power probability of 0.95 and an alpha level of 0.05, using a statistical software. (G*Power 3.1.9)

Instrument

This research used a self-made questionnaire. A total of 27 common vocabulary marketing strategies were identified in the questionnaire and were grouped as follows: Part1 : The Profile of the respondents, Part2 :Marketing Strategies used by LPU-B High School and the factors that encouraged the respondents to enroll in LPU-High, Part3 : Problems encountered by the high school students. It was verified by the Marketing Staff who is an expert in the field of Marketing and was validated by a statistician. The questionnaire required the respondents to indicate how

effective these strategies are. The extent of language learning strategy use was determined using indicators expressed on a (4) -point Likert scale: 4 – Strongly Agree, 3 – Agree, 2 – Disagree , 1 – Strongly Disagree. In accomplishing the questionnaire, the respondents will were instructed to indicate how often they have used a certain strategy whether in school, at home or in other places by checking the brackets that correspond to their answers.

Data Gathering Procedures

After the approval of the title, the researchers started gathering information about the subject through electronic materials and library. In order to gain more information about the marketing strategies of LPU, the researchers approached the Marketing Department of LPU-B to ask the different marketing strategies that LPU-B is using. The researchers spent time in reading books and other printed materials in the school library. The researchers also retrieved different reliable web page to look for more related information about the subject matter. After validation, the researchers disseminate the questionnaires to the respondents.

Data Analysis

The gathered data were tallied, encoded and interpreted using different statistical tests. These include frequency distribution and weighted mean which were based on the objectives of the study. In addition, the obtained data were treated using the statistical software, PASW version 18 to further analyze the result of the study.

Results and Discussion

Table 1
Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Gender		
Male	88	42.90
Female	117	57.10
Grade Level		
Grade 7	53	25.90
Grade 8	59	28.80
Grade 9	57	27.80
Grade 10	36	17.60
Monthly Income		
P10,000 – P20,000	32	15.60
P20,001 – P30000	39	19.00
P30,001 – P40,000	62	30.20
P40,001 and above	72	35.10
Type of School Last Attended		
Public	46	22.40
Private	152	74.10
Sectarian	4	2.00
Non-Sectarian	3	1.50

Table 1 presents the distribution of the respondents' profile in terms of gender, grade level, monthly income and type of school last attended.

It was observed that female got the highest frequency of 117 or 57.10 percent while male got only 42.90 percent. The study confirms that most students enrolled in LPU-High School are female.

According to Philippine Statistics Authority, (2013)the participation rate of females aged 12 to 15 years old in secondary or high school education (73.8%) was also higher than the participation rate of males (62.8%). In all regions, fewer males were attending high school education than females with a ratio ranging from 68 to 95 males for every 100 females.

With regards to grade level, it noticed that there are more grade 8 with a percentage of 28.80, followed by Grade 9 with 27.80 percent. The least among the grade level distribution was Grade 10. Students who have experienced Grade 7 from the other schools were moving to LPU-High. This is because the high school building was established on its 2nd year since it was launched. That's why enrollees for Grade 8 increased.

In the study of Irvin (2010), he stated that high school students who seek transfers do so because they want to participate in an academic program different from their last school attended.

As to the respondents' monthly income, most of their family are earning P40,001 and above which obtained the highest percentage of 35.10. Most of the students enrolled in LPU-High are from family that are capable to send them to a quality institution like LPU-High School based on the salary that their parents earn every month.

Mayer (2010) stated that the most intuitive explanation for this is that rich parents can spend more than poor parents on their children and that these "investments" lead to better outcomes for their children. Such investments presumably also promote economic growth as the "higher quality" children grow to adulthood.

It was also observed that majority of the students are from private school since it obtained the highest frequency of 152 or 74.10 percentage. The perception of the parents is that they want to continue the leanings and knowledge that their children gained from their last school attended. Likewise, the satisfaction brought about by a student in his primary education can be brought until his secondary education. In addition, the parents may have observed that their children would want to continue the type of teaching their children have experienced. According to Cruz (2014) , Parents send their children to private schools because they want something more than what public schools offer. The K to 12 law specifies that the medium of instruction in elementary school should be the Mother Tongue. This is the correct pedagogical step in accordance with international agreements (with UNESCO), education research (loads of research all over the world proving the superiority of Mother Tongue education), and practicability (a significant percentage of public school students do not finish elementary school and, therefore, will never work in an environment that requires knowledge of the English language).

Table 2
Effectiveness of Marketing Strategies of LPU High School

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Enrolment Campaign	3.36	Effective	4
2. Print Advertisement (tarpaulins & flyers)	3.26	Effective	5
3. Radio Advertisement	3.11	Effective	8
4. TV Advertisement	3.25	Effective	6
5. Inter-High School Competition	3.44	Effective	1.5
6. LPU Website	3.39	Effective	3
7. LPU Facebook Page	3.44	Effective	1.5
8.LPU Freebies (notebooks, umbrellas, button pins)	3.23	Effective	7
Composite Mean	3.31	Effective	

As seen from the result, the respondents assessed that the marketing strategies employed by LPU High was effective with a composite mean of 3.31.

In Table 2, Inter-High School Competition and LPU Facebook Page both got a 1.5 ranking with a verbal interpretation of effective and both got a weighted mean of 3.44. Students had a tangible experience in joining Inter-High which resulted in pursuing enrolment at LPU-High. Parents and students are able to find a competitive and high quality of education. They also look for the attainment levels of prospected school and considered the effectiveness of the competitions offered. That means LPU High Batangas achieved this kind of promotional strategy, which is conducting competitions between different schools. According to Adnett & Davies (2010), Inter high school competition is one of the most effective marketing strategies. Promoting increased competition by comparison was seen as a means of stimulating greater allocative, technical and dynamic efficiency in schools.

Academic competition is one of the students motivation, they pursue to work harder in school and helps them get excited about academic content. LPU High intends the competition to provide motivated students to climb to the top.

Facebook is one way to introduce any kind of business, products and services and specially school. Facebook is an opportunity for a school to connect with families and share information rapidly. If a school is consistent in keeping the information updated and accurate, students and families will likely come to rely on the Facebook Page as a resource to find information about what’s going on at the school. There are many different types of information that a school could choose to share on its Facebook Page.

In the study of Hartstein (2011),Facebook regardless of whether or not schools choose to do so. By setting up a Facebook Page, schools can establish a controlled, professional presence that allows them to capitalize on this social space in many important ways, while still protecting their students. It’s important to note that while a Facebook Page is an excellent opportunity for schools to supplement their web presence, it doesn’t fully replace the benefits of a robust website Facebook Page became popular in terms of social media. Facebook page plays an important role in every school activities. They can use it for posting such announcements including the importance of daily news in schools. That’s why students became more updated with the public post of the schools which they preferred.

Though all were effective, TV Advertisement (3.25), LPU Freebies (notebooks, umbrellas, button pins) (3.23) and Radio Advertisement (3.11) got the lowest mean value and ranked the least.

Nowadays, radio advertisement is less tuned in than TV Advertisement because many listeners are most focus on television. It sometimes result in a disappointing conclusion. Moreover, radio device is not in demand nowadays it's just like in old times. In addition, only limited students received the freebies that LPU provides. Mostly, the admin and the LPU Staffs are the only one who received freebies.

Television Advertisement is less effective in LPU High students because on what we see on television and time is still expensive and has definitely been on the decrease of usage; LPU High doesn't have a lot of commercials to show on TV and some of the children lack interest with advertising schools in Television.

Television Advertisement time is still expensive and obviously still being purchased, but its effectiveness has definitely been on the decrease, while internet advertising campaigns continue to be on the rise. Viewers are watching far less live television. One of the selling features of these devices is the ability to skip the commercial breaks in pre-recorded programming; as a result, fewer people are actually watching television commercials.

Based on our research freebies became the least effective strategy of LPU High, Although LPU High still producing freebies such as; umbrella, calendars, tumbler and pens. Students are not into use or explore freebies of LPU High.

Table 3
Factors that Encourage the Students to Enroll in LPU

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Scholarship	3.28	Agree	3
2. Siblings Discount	3.04	Agree	7
3. Alumni Discount	3.01	Agree	9
4. Varsity Discount	3.01	Agree	8
5. Facilities	3.52	Strongly Agree	1
6. School Uniform	3.47	Agree	2
7. Referral of other people	3.18	Agree	5
8. Association of Lyceum Brand Ambassadors	3.23	Agree	4
9. Allowance for Cultural Membership	3.06	Agree	6
Composite Mean	3.20	Agree	

According to the table above, factors that encouraged the students to enroll in LPU received Agreed with a composite mean of 3.20. School Facilities rank no. 1 with the weighted mean of 3.52 with the verbal interpretation of effective. Second, is the School Uniform with a weighted mean of 3.47. Third, is the Scholarship with a weighted mean of 3.28 and the Alumni Discount ranked last with a weighted mean of 3.01.

These may suggest that the promotional strategy of LPU which is the state of the art facility is strongly effective. LPU-High School department provides an adequate and efficient facilities that shape young minds to take the lead. Having a good facilities can easily attract students to enroll in LPU-High. An effective school facility is responsive to the changing programs of educational factor, and at a minimum should provide a physical environment that is comfortable, safe, secure, accessible, well illuminated, well ventilated, and aesthetically pleasing.

In the study of Fenker (2010), Facilities management is an integral part of the overall management of the school. The actualization of the goals and objectives of education require the provision, maximum utilization and appropriate management of the facilities. Furthermore, advances in science and technology, necessitate that the school manager should adopt modern methods of facilities management. This will improve the quality of teaching and learning. A direct relationship exists between the quality of school facilities provided and the quality of the products of the school. The physical environment of a school is a major determining factor in the attainment of its objectives.

Table 4
Problems that Encountered by students in LPU High

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Slot reservations for scholarship	2.56	Agree	12
2. Entrance Exam Hours Limit	2.65	Agree	10
3. Location of Offices	2.63	Agree	11
4. Releasing of ID and Uniforms	2.67	Agree	8.5
5. Payment of Tuition Fees	2.78	Agree	5
6. Strict Security Guards	2.67	Agree	8.5
7. Dealing with Staffs	2.70	Agree	7
8. Expensive foods at the canteen	3.12	Agree	1
9. Usage of Elevator and Escalator	2.92	Agree	2
10. Peer Pressure	2.80	Agree	3
Composite Mean	2.55	Agree	

As seen in the results in Table 4, problems encountered by LPU-High School students received a composite mean of 2.55; Expensive food in the canteen ranked no. 1 with a weighted mean of 3.12, Usage of Escalator and Elevator ranked second with a composite mean of 2.29 and third is the Peer pressure with a weighted mean of 2.80.

Expensive food in the canteen, many students are complaining about it because aside from being not budget friendly, they do not offer student meals and the choices are limited. Food is one of the most basic needs for any healthy human being for us to work and live a normal and comfortable life. (Birdmanday, 2012)

Usage of escalator and elevator, In terms of elevator, many students are complaining that the elevator is still under construction. In terms of escalator, many students are complaining that the escalator is only available when they are entering because there are possibilities that some students might play the escalator and high risk of accidents might happen. But they need to extend their operating hours and fast track the construction of the elevator to lessen the inconvenience to students. Peer pressure is one of the problems that encountered by the students. The students are lacking in confidence to make friends with others and they do not feel important that's why creating organizations for students to be involve would be a great help. In the study of Botto (2012), Peer pressure does not stop after high school; we all do things because we want to fit in. What makes peer pressure even harder for teens are that parents often don't understand the depths to which these pressures go. Your teenager is not just worried; he or she is terrified of not fitting in with friends. They don't just want to be accepted by their friends; they want to be popular.

Table 5
Proposed Plan of Action to Address Problems Encountered by LPU-High School Students

Key Result Area	Strategies/ Activities	Persons Concerned
<ul style="list-style-type: none"> Expensive foods at the canteen 	Review the price of food being sold and offer affordable student meals	Canteen Concessionaire and LPU Officials
<ul style="list-style-type: none"> Peer Pressure 	Engage students with activities that will result students involvement and conduct counseling regularly.	Office of Students Affairs & CATC
<ul style="list-style-type: none"> Usage of Elevator and Escalator 	Extend escalator operating hours and fast track construction of the elevator.	Contractor & PFMO
<ul style="list-style-type: none"> Payment of Tuition Fees 	Inform the students to pay in Bayad Centers like SM, BPI & BDO.	Finance Office
<ul style="list-style-type: none"> Dealing with Staffs 	Advice them, to be approachable and conduct a seminar regarding customer relations.	Human Resource Department

Conclusions

- Majority of the students are female, on their 8th grade, from private school and have a monthly income of P40,001 and above.
- The marketing strategies are generally effective.
- Facilities strongly encourage the students to enroll in LPU-High.
- The no. 1 problem encountered by the students in LPU-High is the expensive foods at the canteen.
- A proposed action plan was formulated to address the problems encountered by the LPU High-School students.

Recommendations

- Strategic Communications and Alumni Affairs Office may encourage more male to enroll in LPU-High School.
- Strategic Communications and Alumni Affairs Office may review the effectiveness of Radio Advertisement.
- The concessionaire may review the products being sold and offer students meals.
- LPU may consider finishing the rooms that are not yet ready.
- The Facilities and Principal's office may extend the operating hours of escalator and fast track the construction of elevator to lessen the inconvenience of the students.
- Strategic Communications and Alumni Affairs Office may utilize the result of our study in the near future.

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