
NUMBER OF ADVERTISEMENTS PER DAY AND THEIR RELEVANCE TO CONSUMERS

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Abstract

The article focuses on the extent of commercially oriented communications in the media and public space. The main findings of partial empirical surveys and qualified estimates that have attempted to answer a research question over the volume of advertising messages faced by an average consumer in a single day over the last ten years are presented in the text. As the issue of daily exposure to advertising communications is not solved in the domestic environment, the article presents the conclusions of the empirical probe conducted in 2017 among the students of the University of Finance and Administration. Survey results indicate the number of advertisements per day, their number according to the media, their time interval or the subjectively perceived relevance of advertising messages to consumers. The aim of the survey is to find out what volume of advertising messages a university student faces during the day.

Key words: Media types, advertising message, relevance of advertising, consumer.

JEL Classification: M30, M31, M37

Introduction

Due to the title and focus of the article, several questions can be asked. How many ad messages do we have the chance to see in one day? From the moment we open our eyes in the morning to the moment when we go to sleep after all day activities? Where do these messages most often come from, what are the sources? How much of the total flood of message we are actually able to process and then recall? How do we handle these signals? These seemingly banal questions are addressed in this article. The aim of the survey is to find out what volume of advertising messages a university student faces during the day. This is based on a systematic empirical survey. Of course, we are not the first to think of these questions while trying to answer them meaningfully.

Advertising efficiency is very important in present marketing environment. In an advertising planning process, advertising professionals often conduct research

to ensure the success of their campaigns, including consumer research (Chang, 2017). Today's marketing uses also new forms and tools of communication. For example is Word of Mouth (WoM) marketing is a key element of marketing communication in social networks (Sharma & Srivastava, 2017), but marketing communication practitioners lack a guideline for implementing social media strategically (Cloete & Holtzhausen, 2016). Organizational participation on social media platforms is obvious in present day (Dawson, 2018). But social networks are not just the only tool. Video games have become one of the most valuable platforms used by advertisers when looking for new ways to reinforce brand awareness (Morillas & Cansado & Sastre, 2016).

The issue of daily exposure to advertising communications has been a matter of interest to media and marketing professionals for several decades and the average number of daily adpositions (exposions) has been repeatedly verified. However, not always systematically and on the basis of a clear, verifiable methodology.

There is one popular favorite myth that speaks about 3000. For example, Phillip Kotler, in the bible of marketing strategist Marketing Management (2013 edition), states that today's city population is facing an average of 3,000 to 5,000 advertising messages a day (Kotler, Keller, 2013). Another author, in his publication, mentions an estimated range of daily intake of marketing communications around 1700 to 3000 (Morgan, 2011). According to an article published at the American Association of Advertising Agencies in 2007, however, no similar conclusion relates to any particular research, author or publication. If this figure is mentioned, always with a legitimate insight referring to a sort of anonymous authority (as is known, experts estimate, etc.). The aforementioned article sums up the proven facts so far and we did similar research of the available resources on the given issue in the framework of pre-research.

The first empirical effort to unequivocally demonstrate the total number of advertising messages was made in 1957 by American author Edwin Ebel. Based on survey of the four-member American family, he came with the number 1518. Converted to an individual, it would be approximately 380. However, the survey methodology of the 1950s remains unclear and gives room for many speculations (for example, monitored media types were not specified). The pair of US researchers R. A. Bauer and S.A. Greyser made a slightly more serious attempt in 1968. They conducted an extensive survey of 750 respondents. The addressed sample was divided into two groups by the authors, the first half of the respondents recording the number of messages they registered from the wake to the 5 PM, the second half was mapping the remaining half of the day. Respondents were only allowed to record such communications that they registered or gave attention to, and only in four selected media (television, radio, magazines and newspapers). The resulting average for the "daily" group was 36.3, the "afternoon" group recorded an average of 36.9 messages. The average full-day value is 76 registered ad messages (Bauer, Greyser, 1968).

It is important to note that this survey has mapped messages that has attracted the attention of recipients and the potential for exposure to advertising is, of course, several times higher. In 1970, Charles F. Adams made a certain modification of the survey. On the basis of his own research he found out the following facts: the average American reads 1.5 newspapers during the 16-hour daily cycle, passes half of the magazine, receives one advertising message in the form of direct mail. Watch TV for 2.5 hours and listen it for almost 4 hours. Described media makes the consumer target of a total of 560 advertising messages (Adams, 1965).

Here, the potential for intervention, but not its factuality (awareness), is anticipated. An interesting and inspiring review of this issue is made in an article titled "New Research Sheds Light on Daily Ad Exposure," which was published in 2014 by SJ Insights Research Server. The article is based on the findings of the regular media market analysis conducted by Media Dynamics. Their findings show that while the average American spends more time in the company of media over the last half-century, the number of ad messages that penetrate him is not dramatically increasing. Researchers at the agency also distinguish between the potentiality of addressing advertisements (the number of advertisements we have the chance to record during the average day) and the factual addressing, that is, communications that the recipient actually registers and devotes them to a few seconds of conscious attention. While in 1945 the average American spent 309 minutes on the media and was exposed to 340 messages (124), 433 minutes in 1985, 296 advertisements (121 recorded), and in 2014 media time extended to 590 minutes during which 362 ad messages and 153 registered (SJ Insights, 2014) entered the recipient. In the latest edition of Media Dynamics in the early 2018, the average American spends over 600 minutes in the media company and has a chance to come across 374 commercially motivated messages. 154 of them will realize or register. The media included in this analysis are television, radio, newspapers, magazines and digital media (Kivijarv, 2018).

Since we have not found any relevant sources of information on this topic in our terms, we have made several lonely attempts in our workplace in the past. The number of interventions by advertising messages during the weekday was the subject of two bachelor's theses, in which the analytical part consisted of empirical verification of the problem. The total number of commercially tuned communications reached 731 in a first case, in the second one 812. It must be added that most of the registered messages came from out-of-home advertising (64% in the first case, 79% in the second). Of the four mainstream media (television, radio, print and digital media), the number of messages recorded by both watchers during the day was 267 and 167 respectively (Peksová, 2014; Dančová, 2013). A key variable of such surveys is, of course, the time spent by a researcher in contact with individual media types.

It is obvious that similar efforts are affected by many methodological problems. The key to the outputs of these investigations is primarily the operationalization of the research goal, ie the decision whether to follow really all commercially oriented messages, or to focus only on communiques that attract the attention of the respondent. For example, American marketing specialist Ron Marshall describes in one of his articles his attempt to verify the total number of daily interference with advertising communications. His intention was to record any commercially motivated message that is in its vicinity and has a chance to register it. In his experiment, he decided to count both the deliberately and the unintentional messages from the producers. Beyond standard ad communications, he also recorded, for example, home appliance logos or tagged clothes labels in the cabinet. His experiment had to end shortly after breakfast! Within two hours after awakening, he reached 487 (he counted only 214 food labels in the fridge). He realized he would not be able to count the number of messages after entering the public space (Marshall, 2015). Essential, of course, is the specification of the media that are monitored during the investigation. An attempt to systematically examine the problem was carried out with our students in 2017.

Material and Methods

The survey took place during the winter semester in 2017. Respondents were students of two groups of Marketing Communication at the University of Finance and Administration in Most. The total number of observations from which the outputs will be presented is 23. Observations were carried out during November and December 2017.

The method of our survey can best be characterized as structured observation. Students were required to record all advertising (commercially-oriented) messages they registered during the selected day. The tool for recording individual communications was a freeware application for mobile phones, which serves as a clear counter.

In our survey, we used the Multi Counter application from TAKAOS. Finally, the students transferred their outputs to a pre-prepared record sheet and the input data were then comprehensively processed in the SPSS statistical program. As it was more about finding trends in the area, we did not test statistical hypotheses. We focused on the evaluation of the basic statistical variables of the monitored characters.

The record sheet, as well as the subsequent evaluation of the collected data, were structured into four thematic areas.

The first key data that respondents place on record sheets is the daily contact time with individual media types. Time was specified in minutes, in three time zones. The whole day of observation was divided into the morning (the time between waking up and noon), afternoon (noon to six o'clock in the evening) and evening (after six o'clock in the evening until the respondents were on their way to bed).

The second set of verified variables is, of course, the number of recorded messages. The default sorting criteria were individual media types, which we further specified in the subcategories. We investigated a total of 7 separate sources of marketing communications:

1. TELEVISION (TV commercials, product placement, teleshopping, sponsorship, other forms),
2. RADIO (radio advertising spots, other forms),
3. Press (newspaper and magazine advertisements, leaflets in the mailbox, catalogues in the mailbox, PR articles in printed media, other forms),
4. INTERNET - WEB SITE (video, image ads, text ads - banners, PPC, PR content of web sites, other forms),
5. INTERNET - SOCIAL NETWORK (video, image advertising, test advertising - banners, PR content, other forms of promotion),
6. MOBILE MARKETING (apps, games, telemarketing, SMS marketing),
7. OUTDOOR (large-format media, other street advertising media, classic in-store, other in-store interiors of commercial objects).

The third area we took into account in our survey was the targeting of recorded communications, respectively the relevance of the individual communications to the preferences, interests and current needs of the respondents.

The last mapped area in the investigation was closer identification of each of the respondents. We watched not only the sex, age and size of the respondent's residence, but also the total wake-up time, time spent in shops, behind the wheel and in the media company. In the survey, we also took into account the use of the adblock service in electronic devices of the respondents. Adblock is a designation for various web browser extensions that allow you to block a portion of the website's content,

especially ad messages. In 2017, approximately 11% of all Internet users used this service. In the Czech Republic, 10% of the internet population had “adblock” installed in their browsers (Cortland, 2017).

While, in the case of registration, recording and subsequent evaluation of advertising impulses appearing in classical and electronic media, we consider this survey to be methodically reliable, and we have great doubts about outdoor advertising. Therefore, the presented data for this media is considered as only indicative. As the respondents themselves stated in their comments on the course of the investigation, the public space, whether it be streets or shopping centers, is so overwhelmed by advertising communications that they have been unable to record their numbers consistently.

Results and Debate

Basic identification of respondents and their regular weekday

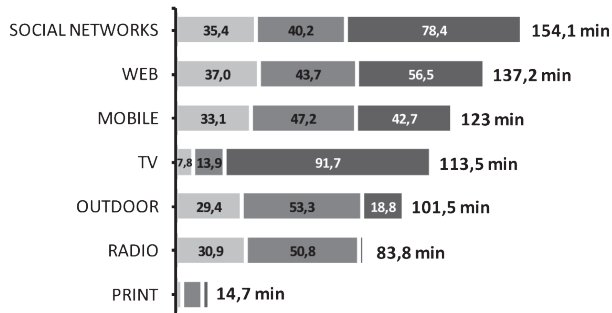
The survey was attended by 23 respondents, 16 women and 7 men. The average age of respondents was 22.4 years, the most commonly reported age was 21 years (the oldest respondent was 29 years). The investigation took place in the Ústí nad Labem Region in the Czech Republic. The most populous village in which the survey was conducted is Bridge, which had at the time of the survey 67 000 inhabitants. The vast majority of respondents (80%) conducted surveys in municipalities with more than 10,000 inhabitants. Students were most likely to get up during the day of observation between 6 am and 7 am and sleep between 22 and 23 pm. The average waking time during the day was 934 minutes, ie 15 hours and 34 minutes. The average time spent by respondents in stores was 34 minutes. Behind the wheel, respondents found an average of 1 hour and 10 minutes and stay on city streets for an average of 38 minutes throughout the day. It is necessary to emphasize that respondents were, for the most part, full-time students. Only two of them did full-time regular work at the time of the survey. This fact, of course, affects how much time a person can devote to free, unbounded activities during the day. Only two respondents do not use adblock services on any of their digital devices. In addition, 5 respondents have adblock installed on their computers only, 16 of 23 watchers use adblock options on both computers and mobile phones.

Daily contact with media

Our survey showed that the overwhelming majority of respondents (more than 75%) spent their waking time surrounded by media. The total daily time spent with the media reached an average of 12 hours. As expected in this age category, the most time was spent with the digital media. They spent more than 2.5 hours on social networking activities, spent 2 hours browsing the web, and spent 2 hours using their smart mobile phones with internet access. The total duration of time spent in the online environment exceeded 6 hours. From traditional media that still play a significant role in the media behavior of the student population, it is necessary to mention the television, watched by respondents for almost 2 hours, and a radio with a listening experience of almost 1.5 hours. A negligible share of students' daily media behavior was played by the press, or any press media. They devoted them on average for a

quarter hour. The distribution of contact with the media during the day was not quite even. The biggest part of day-to-day contact with the media is in the evening hours, from six o'clock in the afternoon to until sleep, with students spending most of the evening on the consumption of television and social networks. Detailed results are shown in Graph1 and Table 1.

Graph1 Average daily contact with media in minutes (N=23)



Source: empirical research, own processing

Table1 Daily contact with media in minutes - basic statistical indicators (N=23)

MEDIATYP	Average	Median	Modus	Minimum	Maximum	Variance	Standard deviation
SOCIAL NETWORKS	154,13	130,00	130,00	0,00	585,00	16 126,48	126,99
WEB	137,17	100,00	80,00	0,00	370,00	13 185,97	114,83
MOBILE	123,04	70,00	50,00	0,00	430,00	15 474,41	124,40
TV	113,48	120,00	180,00	0,00	270,00	7 941,90	89,12
OUTDOOR	101,52	80,00	70,00	0,00	370,00	6 605,53	81,27
RADIO	83,83	35,00	0,00	0,00	600,00	22 766,70	150,89
PRINT	14,70	0,00	0,00	0,00	61,00	294,18	17,15
Total	727,87	955	450,0	230	1405	89 060,76	291,87

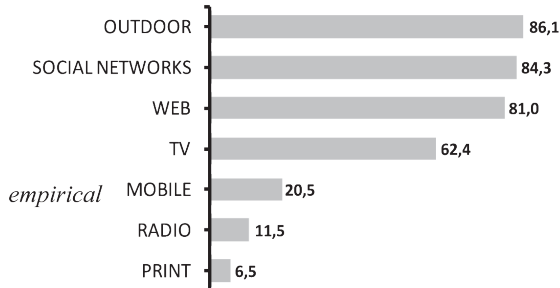
Source: empirical research, own processing

As can be seen from the values of the presented indicators of the statistical variability of the collected cases, the media behaviour of the respondents in the survey was very variable. Deviations from the average daily contact with the media exceeded the 1-hour limit in all monitored media types, except printed media. This is of course also related to the number of communications that were recorded during the observation. Although the results are not generalized to the population as a whole (and this is not the goal of this article), they still show interesting trends, especially in the field of advertising for younger age groups that use more diverse digital devices offering additional opportunities for advertising .

Exposure to marketing communications

The average number of commercially-oriented messages our respondents registered during their weekday reached 352. The highest average number of registered messages belonged to several out-of-home ad formats. Their share reaches almost a quarter of all registered marketing communications (24.4%). Given that the methodology was designed to identify trends and tendency in a given area, the results serve as a guideline to more accurately estimate how many advertisements the young person faces during the day. It can be rightly assumed that the actual dimension of marketing signals will be several times higher in the case of outdoor space, especially because there are so many stimuli in the outdoor environment that it is very difficult to register them all consciously. Half of the total number of recorded ad messages were impulses registered on social networks, or different websites. Considering the time spent on average by respondents in the company of mentioned media, the significant representation of Internet platforms is not surprising. In the case of online advertising, the total number of the fact whether the person uses or does not use the adblock service affects them significantly. Persons whose Internet browsers do not filter in on advertising messages have been struggling with three times higher rate of advertising messages - both in the site and in the social networks. On mobile phones, non-adblock users recorded even four times higher rate of ad messages. The average number of recorded messages for all monitored media types is shown in Graph 2 and Table 2.

Graph2 Average number of recorded marketing messages by media type (N=23)



Source: empirical research, own processing

Table2 Number of recorded marketing messages by media type - basic statistical indicators (N=23)

MEDIATYP	Average	Median	Modus	Minimum	Maximum	Variance	Standard deviation
OUTDOOR	86,13	54,00	54,00	4,00	330,00	6 707,21	81,90
SOCIAL NETWORKS	84,26	64,00	47,00	0,00	399,00	7 154,20	84,58
WEB	80,96	59,00	5,00	0,00	483,00	10 848,86	104,16
TV	62,35	39,00	0,00	0,00	222,00	4 295,24	65,54
MOBILE	20,52	9,00	9,00	0,00	112,00	752,72	27,44
RADIO	11,52	7,00	0,00	0,00	40,00	142,08	11,92

PRINT	6,48	2,00	0,00	0,00	43,00	115,17	10,73
Total	352,22	343	24,0	214,47	45 998,6	24	1 034

Source: empirical research, own processing

Out-of-home advertising served to viewers primarily through large-format advertising formats (68% of all communications). As far as internet advertising is concerned, the most widely-advertised form of advertising was image-tuned banners - these accounts for half of all recorded social media messages and more than a third of the messages on other web portals visited by the respondents. The vast majority (85% and 99% respectively) of the registered advertising messages on TV and radio consisted of commercial spots. In the case of mobile marketing, it was mainly about advertising links popping up to users while playing games or working with other mobile apps.

Saturation of individual media by advertising

However, the total number of recorded ad messages only very roughly reflects the extent to which individual media are saturated with commercially tuned communications. The results presented, of course, are in a fixed relationship with the total amount of time spent in the media company by the respondents during the day. The individual variability of all the data presented so far clearly demonstrates the indicators of their variability. A much more concentrated, clearer and more standardized view of this issue is, in our opinion, a pointer expressing the number of advertising messages that media respondents encountered during a fixed period of time. We bring this information in Table 3.

Table 3 The average time interval between two ad messages in each media type (N=23)

MEDIATYP	total time spent with the medium (min)	total number of recorded messages	average interval between 2 ad messages (min)
OUTDOOR	101,5	86,13	1,18
WEB	137,2	80,96	1,69
TV	113,5	62,35	1,82
SOCIAL NETWORKS	154,1	84,26	1,83
PRINT	14,7	6,48	2,27
MOBILE	123,0	20,52	6,00
RADIO	83,8	11,52	7,28
Total	727,87	352,22	2,1

Source: empirical research, own processing

As we have already commented, we assume that registration and recording of outdoor forms of communication was incomplete in our survey. Nevertheless, the saturation of the public space with commercial communications is the highest. Consumers can not escape from advertising messages in town streets, or shops, for obvious reasons. On average, respondents registered one message every minute. In such a crowded space, however, advertising usually plays a role of insignificant

background that is not consciously, cognitively processed. As far as the media space is concerned, the most significant volume of commercial communications can be attributed to both the monitored internet media and television. The average time interval between two independent ad messages is less than 2 minutes in this case. In the Internet environment (the WEB and SOCIAL NETWORKS), respondents whose browsers do not filter ads have been exposed to flood of commercial communications. The interval between the recorded messages lasted an average of 37 seconds. On the other hand, the longest intervals between two advertising messages were recorded for mobile marketing, or for advertisements appearing on mobile phones by respondents (advertising messages appeared on average after six minutes) and radio (the individual communications separated by interval 7 and a half minutes).

Targeting recorded ad messages

The subjectively perceived relevance of the message was verified in our research. The research question is very simple. If we face more than 350 advertising impulses daily from different media, how many are actually targeted at our specific needs and desires? Following on the possibility of accurate targeting in Internet marketing campaigns, especially social networks, we expected the most striking results in these media types.

The overall share of messages rated as optimally targeted was 10% in our case. During the day, the student encountered an average of 34 messages that he considered helpful (or, at least, "memorable"). Seen from a different perspective, 90% of the total sum of the message that the average media recipient is forced to face every day plays the role of insignificant, often disturbing noise.

In this context, the conclusions of the last survey Czechs and advertising from 2018 can be mentioned. Respondents of the representative sample expressed the highest degree of advertisement over-crowding in commercial television and on the Internet. More than half of the sample of the Czech population negatively evaluates the number of leaflets in the mailboxes and the congestion of the public space by billboards. The negative attitude towards advertising on social networks is growing strongly (Mediaguru, 2018).

Contrary to the findings of the cited research, in our survey, the printed advertising media, or the leaflets found in the mailboxes, were markedly positive in terms of relevance. The investigation thus encourages the assumption that seniors are definitely not the only grateful recipients of this form of communication. Our student respondents met on average with three leaflets during the day. A surprising finding is relatively weak value relevance of all forms of Internet advertising. Appropriately targeted was less than one fifth (18%) of recorded social media messages, 13% of promotional impulses sent to viewers on their mobile phones, and only 11% of advertising messages registered with the WEB. On the other hand, it is not surprising that accurate targeting of advertising in public space is very low. All data found is shown in Table 4.

Table 4 Relevance of recorded ad messages (N=23)

MEDIATYP	Average number of recorded messages	Average number of relevant messages	Relevance (%)
PRINT	6,48	1,7	26,2
SOCIAL NETWORKS	84,26	15,3	18,2
MOBILE	20,52	2,7	13,2
WEB	80,96	9,2	11,4
TV	62,35	3,4	5,5
RADIO	11,52	0,6	5,2
OUTDOOR	86,13	1,3	1,5
Total	352,22	34,2	9,7

Source: empirical research, own processing

Its findings regarding the targeting of individual media types have provided respondents also personal commentary and reasoning. The high proportion of the media's good targeting is due to the direct distribution of action leaflets, which had increased relevancy during the pre-Christmas time for respondents (the research was carried out at the end of November and early December 2017). The attitude to this form of communication was apparently influenced by this circumstance. In the Internet environment, the search engine memory used by the particular user and the interconnection of people across different interest groups on social networks are responsible for the relevance of the admitted marketing signals. As one of the respondents noted: "Internet targeting is quite successful today, so most of the ads were targeted to me by my behaviour on the Internet. Especially in my case, I immediately started running ads for new laptops, which was an activity I previously used on the Internet. "Similar observations were also made by respondents in the case of social networks. One of the respondents gullibly summed it up: "I'm following people on social networks, and I'm in touch with people who have similar interests to me, so some of my ads have been interesting. Because I use alternative products, I'm inspired by the ad, and I'm selecting a brand recommended by favourite blogger"

And what is it like to try to focus on recording commercials in one day? Here is a commentary by another respondent, who mentions how difficult it is, even with a conscious effort, to record all advertising messages in their immediate surroundings. *"In simplicity, we meet advertisement almost everywhere, I was surprised to see how many billboards and advertising messages I overlook outside, I notice ads on the Internet, but I have seen a banner blindness in the outdoors. There are banners I have overlooked in our town; I was surprised by Facebook. The ad haunted me from my previous search. When I viewed the site, I found myself in banner blindness; In my opinion, it is almost impossible to notice every single advertisement we see during the day. Whether because of "advertising blindness" or busyness and non-focusing on watching ads ... Finally, I am surprised how many ads I noticed per day despite the fact that I did not pay full-time attention all day."*

Conclusion

In an empirical survey, 23 college students verified a seemingly simple research question looking for the total number of advertising messages that can be recorded during the day as average consumers / recipients. In the form of structured observation, we recorded not only the total number of ad messages during a randomly selected day, but also their distribution by the source from which they come to the recipient and we were also interested in the issue of the subjectively perceived benefit of registered communications.

The survey was carried out on a limited sample of respondents whose media behaviour showed significant differences. The average daily contact with the media points to tendencies in this area, but they can serve to clarify the estimates of how many advertising messages the young person face. In a follow-up investigation, it would be advisable to address the issue of how to ensure effective reporting of the number of advertising messages that act on respondents. It can be assumed that the respondent is limited by his / her ability of attention and other factors while recording the number of advertisements during the day.

The total daily time spent with media exceeded 12 hours, with the bulk of this subsidy going to digital media. Students spent more than 2.5 hours on some of the social networking sites, browsing the Internet for 2 hours, and using their mobile phones with an Internet connection for almost 2 hours a day. The total amount of time spent during the day in the internet company exceeded 6 hours. From our findings, it also emerged that the most powerful classical media for the current young generation remain televisions, which the students spent watching nearly for 2 hours. However, a wide-ranging representative survey would be needed to pinpoint the media behaviour of this age group more precisely.

The average number of recorded ad messages reached 352. If we deduct from this amount outdoor communication, whose registration was more than problematic from our point of view, it is 266 messages from the four main media (digital media, television, radio, print). The current US Media Dynamics survey, which focuses on the main media without outdoor communications, has generated 374 messages in the US media market environment.

The distribution of recorded messages in our survey according to their source, or media type, corresponds to the time spent in the company of the individual media during the day. Depending on the problematic outdoor, the largest share of daily admissions of registered advertising messages (53%) comes from digital media (WEB, SOCIAL NETWORKS, MOBILE). An important circumstance is that the total number of recorded messages in the Internet environment significantly affects the use of adblock, which can filter ad serving, and according to our findings it reduces the number of displayed ad messages three times. The specificity of our survey is the fact that the vast majority of students use this service (on both platforms, on their personal computers and on mobile phones) among the students who participated in this survey. This is not a standard among Czech Internet population in general. According to the latest data, only 10% of Czech internet users use adblock services. TV provided almost a quarter (18%, an average of 62 impulses) of all registered communications to students.

Despite the problem of recording advertisements in public spaces, it is clear that public space is the most saturated one by advertisement. The time interval between two independent messages was the shortest in the case of an outdoors. More relevant information, however, has brought our research to the rest of the monitored media.

In spite of trying to block advertising on the Internet, it is the medium that is most noticeably filled by the advertising impulses and the average time interval between the two registered messages is only slightly over 1.5 minutes. We have also noticed a similar degree of intensity of advertising communications in the case of television broadcasting. The Czechs and the Advertising research from 2018 also illustrate the subjective perceived saturation of advertising in the Internet, social networks and commercial TV stations. The students marked only a tenth of the recorded advertising messages as relevant (or interesting, funny). The most positive assessment surprisingly earned the print media, leaflets or transmitted into mailboxes. This fact is attached to the circumstances of the survey, which took place several weeks before Christmas. Despite the constantly improving ability of digital marketers to precisely target campaigns in an online environment, the subjectively rated relevance of their targeting did not exceed 20%.

It is clear from the results that the advertising message to humans is almost everywhere, and especially in the so-called digital world, the frequency of exposure is relatively high. Surprisingly, there is a relatively positive assessment of printed advertising leaflets, which to a certain degree are a standard, common means of promotion in the Czech environment.

If we were to further develop our research in the future, it would be necessary to carry out a specific survey for each of the monitored media. Above all, outdoor forms of communication should be a matter of particular interest. A key task is also the need to construct a larger sample of respondents. An appropriate addition to such investigations would also be a series of inevitable recall tests that would show how many messages and resources the recipients store in memory.

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