

SPACE ACTIVITY AND SOCIETY (E5)
Space Expectations: How the Public Views Space Activities (2)

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SPACE AND TELEVISION: IS THERE A REASON?

Abstract

The perceptions of space are as numerous as its uses. An iconic image as simple as the Earth floating amidst the vast blackness of space has come to represent multiple notions. An environmentalist may see it as a lone “blue marble” for the intent of preservation. A shipping company may imply that their services cater to the global market. A consultant firm showcases specialty in international relations. Some believe space to be futuristic and high-tech whereas others extort it as a “fad” of a past era. This paper seeks to evaluate the use of space in commercial advertising for products and services external to the space sector. Basics of marketing and advertising are presented including; the “3 C’s” – Customer, Competition, Company, the “4 P’s” – Price, Product, Place Promotion, and the art of segmentation, targeting and positioning. With these topics in mind, statistics for television usage around the world are discussed to best understand the motivation for advertising with television media versus print or web-based. Multi-disciplinary themes of space are derived which help to categorize numerous examples of television advertisement clips that have been found. Clips from the 1960’s through to 2009 from various industries and languages are analyzed. This leads to the creation of a video database that divides each clip by industry and region. The analysis of this database of advertisements is through a “reverse-engineering” methodology of basic marketing and advertising principles. Appropriate questions include: What is the accuracy of space use portrayed by the organization? What target audience and market segment is being sought and why was space used specifically for this instance? Are there similar customs towards the use of space within a single industry or specific region? Case studies examine a few diverse advertisements in detail, but a full list of advertisements examined is provided. This database and analysis provides a unique perspective into the representation of space in television media, which benefits both space and non-space industry players. Those outside the industry seek novel appeals to orient themselves better in the marketplace. Professionals within the space industry are able to better comprehend public views and realize options for future ventures. All copyrights and creative rights of advertisements discussed in this paper are retained by their respective owners.