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TV ADVERTISING

Non personal paid messages by an identified sponsor about merchandise, services, or ideas that retail marketers wish to communicate to customers and potential customers called advertising. The tools that advertisers use to communicate their messages are called advertising media. One of the most interesting kinds of advertising is TV advertising. Television has the obvious customer appeal of both sight and sound. For the smaller retailer, television costs of production of commercials and airtime may be too expensive. It is possible, however, to participate in cooperative advertising programs. Whereby, the supplier or manufacturer shares a percentage of the advertising cost. You may be able to coordinate your grand opening product or service promotions with national advertising campaigns featuring the same items. In any case, television media representatives can assist you in planning such advertising.

The advantages of TV:
✓ combines sight, sound, and motion;
✓ high attention factor;
✓ product's features demonstrate ability.

Disadvantages:
✓ high cost;
✓ less audience selectivity.

There are many different approaches of TV advertising: playing, nature, animated (cartoons) and graphic spots.

Once the message has been developed and evaluated, the retail marketer must decide the best way to deliver the message. This usually involves decisions about style. The most commonly used styles include:

Slice of life – shows a person using the product in a realistic setting (family enjoying frozen dinners).

Life style – shows how the product fits into an idealized lifestyle (sports car alone on mountain road).

Fantasy – creates a fantasy about the product use (woman sprays on a perfume and suddenly becomes irresistible to men).

Mood-image – creates a mood around the product without actually discussing the product (cigarette advertising that mentions the health hazards of the product only in the legally required warning).

Musical – uses songs and jingles (a favorite of the soft drink companies).

Personality – creates a character to present the product or service (Ronald McDonald, Mr. Clean).

Technical experience – emphasizes the skill and care the business puts into serving the customer (a national muffler company that claims to be the "car care experts").

Scientific evidence – uses surveys (nine out of ten doctors), or other test evidence to support claims that the advertised product or service is better (toothpastes and mouth-wash).

Testimonials – someone the target market would trust endorses product use (celebrity, expert, or ordinary person).

When advertising begins to master the new way, which is called television, the first researches of the effectiveness of TV advertising appeared. Soon coryphaeus showed that television advertising can sell very well in skilful hands. Time passed and now I read about old discussions with a light sadness, about necessity of appearance of the product on the 5th or on the 7th second of the spot.

In 1970th years they wrote: "People forget very soon the title of the trade mark. That's why you have to repeat it during the first 10 seconds. Play with the title of the trade mark, it's sounds, forms, which can evoke in people's memory". Nowadays the product, it's title, appear just at the end of the "video booth".

Specialists prove that TV advertising can sell nothing, but only waste advertisers money. It is necessary to recognize the confirmation of salesman, that picture with turned off sound and sound without picture have to sell independently of each other. Now many people turn off the sound or change the channel, when advertising appear. From year to year television shows foolishly and degenerate spots, only technical aspects of the tricks improve. But they have nothing in common with the advertising subject.

It is necessary to take into account all these facts and decide if your company confers money as a gift to television or does profitable business.