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SECRETS OF SUCCESSFUL ADVERTISING ON TV

Advertising on TV is the most popular method to move forward you brand. But often people turn off TV when see a commercial in its beginning. So what must it be in a commercial, that it would attract attention of viewers?

The purpose of this work is to prove you that advertising on TV can be interesting, can attract attention of people and will be remembered for a long time.

People remember something if it causes some emotions for them: laughter, fear, indignation, disappointment etc. I think that “ha-ha” effect is the best way to do successful advertising.

Secrets of successful advertising on TV:

- Funny main character (It may be some animal or not existing creature, this is not important. The main think is that it would be funny represented).

- Action (Main character shouldn't do any. It can simply stand and make people laugh).

- Colors (Attractive colors must be used).

- Soundtrack (Some popular music must be used: modern hits or soundtrack from popular films).

Let's examine the advertising of Snickers as an example:

- Main character (Funny squirrel).

- Action (The squirrel does nothing. It us just sitting. A shocked squirrel is very funny).

- Colors (Green color of grass is very attractive).

- Soundtrack (Creators of this advertising used soundtrack from a popular Russian film “Kin-dza-dza”)

All these things make this advertisement very popular in our country.