

Marketing to the Mature Marketplace

Your Pathways to Success in Unlocking the 50+ Market

I've Decided I Need to Advertise on TV... Now What Do I Do???

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The Industry
Expert on the
50+ Mature
Marketplace

"There's the difficult to follow, then there's the impossible. Don's presentation was amazing..."

Jake Haycock
President, Widex
Canada

Introduction: Although traditionally not among the most popular forms of advertising, shifting landscapes in the marketplace suggest Broadcast Advertising now provides new avenues of opportunity for the business owner.

Experience shows that, between the two, Radio offers much more limited value than TV, the exception usually being more rural marketplaces. Especially those in which cable penetration falls well below the national average.

Radio's best use may be as part of an overall Free Media/Community Outreach program.

But that's another column, for another time. This month's focus is on TV.

What are the Advantages of TV Advertising?

Television is an entertainment medium. Your ad should inform people about your business, and how your products and services can improve their lives, but above all it should be memorable. TV is also a visual medium, so your story is one best told with pictures

What are its Disadvantages?

Television is also a mass medium, appealing to the greatest number of people. As a result, it's harder to target an audience as with Direct Mail. And with most cable and broadcast systems preferring ads no longer than 30 seconds, it's harder to provide a volume of information as with print ads.

How Should TV Ads be Used?

Two types of TV ads: Positioning and Direct-Response. If you're new to the marketplace, a Positioning ad can be used to build an identity for your business over time. Because of the timeliness of television, a Direct-Response ad can be used to promote an upcoming Special Event.

How Do I Choose Where My Ad Should Run?

In most marketplaces you now have the choice between Broadcast channels and Cable systems. Today, more than 93% of American homes have at least one television with access to Broadcast channels. More than 66% have access to Cable systems.

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What's the Difference Between the Two?

An obvious and important difference is in the programming options. Whether you're in a large or small market, Broadcast offers you a limited number of network and local outlets. Cable, on the other hand, now offers literally hundreds of choices.

What Programming Works for Hearing Professionals?

For Broadcast channels, local news (12:00 noon, 5:00 & 6:30 pm), early-evening game shows and morning interview shows attract a 50+ Mature Marketplace audience.

For Cable systems, History Channel, Discovery Channel and A&E attract the same audience. For even more targeted audiences, select either the Golf Channel or Lifetime (Male vs. Female) and MSNBC or Fox News (Liberal vs. Conservative).

If you're working with a limited budget, consider sponsoring closed-captioning on local news or segments on the Weather Channel. Be aware, however, these involve "Crawls" across the screen and not complete ads.

Another budget option is to select zone as opposed to full coverage, in much the same way as with newspapers. This option is available only with Cable.

How do I Measure the Cost?

In the language of Broadcast advertising a good place to begin is with something referred to as "CPM" (Cost per 1,000). That's defined as the cost of exposing your ad to 1,000 people.

How Does the CPM of TV Compare with Other Media?

Radio historically has been the most affordable, as defined by CPM. Nationwide, the CPM of an average Radio ad is less than \$2; Television ads, around \$6; Newspaper ads, close to \$11.

What Kind of Information Should my Ad Department Provide?

The Ad departments of TV stations and Cable systems are staffed by researchers who can provide you detailed demographic information. For example, they can estimate the number of people in a particular age group who watch a particular program or network and index that against total viewership.

By researching their archives, they also should be able to track the number of hearing professionals who advertise, either currently or in the past.

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How Do I Read the Rate Card?

Here are some key definitions in understanding how television advertising works.

TVHH – Television Households, defined as the total number of households with at least one television.

HHUT – Households Using TV, defined as the number of households with sets turned on, during a specific time or a specific program.

Ratings – The number of households watching a specific program, divided by the total number of TVHH (measured in percentage).

Share – The number of households watching a specific program, divided by the total number of HHUT (measured in percentage).

Index – The number of Target Audience viewers watching a specific program compared against overall viewership (measured in percentage).

How Often Should I Advertise?

There are two ways to determine the frequency of your ads:

Pulsing your ads means you'll be running them over a longer period of time, but less often. This might be something you would do if your ads were Positioning in nature.

Flighting means a higher number of placements, over a shorter period of time. This might be something you'd do if your ad was Direct-Response in nature.

Can you Give Me 10 Tips for Successful TV Advertising?

1. Keep your main points simple.
2. Remember, TV is an entertainment medium. Make sure your ad is memorable.
3. Start your ad with two seconds of “non-message” to allow the viewer to focus in.
4. No Fast Cuts. This is not the MTV generation you're appealing to. Let the viewers dwell on each scene before moving to the next.
5. Before you release your ad to the Ad Rep, test it by watching it with the sound off. Do the visuals convey the message?
6. Test your ad by watching only the first or second half, in response to the impulse we all have to reach for the remote control. Do both halves convey the message?

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7. Remember the age of your Target Audience. If using models, either real life or in photograph, make sure they appear 10-15 years younger than the people you want to attract.
8. "Crawl" the Call-to-Action, the offer and your telephone number across the lower third of the screen.
9. Ask your Ad Rep about "Remnant" or "Fill" ads. These are ads held in inventory and used when time is available, at a large discount in cost. Make sure this type of ad is generic and not time-sensitive.
10. Request regular "Affidavits" from your Ad Rep, showing when and where your ad was shown. Track the results and adjust your scheduling over time.

Where Can I Go to Get More Information?

There are several Internet sites you can visit. One is nielsenmedia.com. Another is srds.com. Each is designed to provide information about your marketplace, along with basic information about how television advertising works.

Is There Anything Else I Should Know?

Television, like any other advertising medium, is most effective when used as part of an overall media mix. For example, use television in advance of a Direct Mail campaign. Or use it concurrently with newspaper advertising.

And as with any other form of advertising, frequency of message is key.