

TELEVISION COMMERCIALS

Television Commercials

—A TELEVISION COMMERCIAL (often called an Advert) is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of TELEVISION”.

Most commercials are produced by an outside Advertising Agency and airtime is purchased from a television channel or network.

The first television commercial aired at 2:29 p.m. on July 1, 1941.

The vast majority of television commercials today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials).

Commercials of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns.

The effect of television commercials upon the viewing public has been so successful and so pervasive that it is considered impossible for a politician to wage a successful election campaign without airing a good television commercial.

Characteristics of Commercials

Many Television Commercials feature Catchy Jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign.

For Catching Attention of consumers, communication agencies make wide use of humor. In fact, many psychological studies tried to demonstrate the effect of humor and indicate the way to empower advertising persuasion. Animation is often used in commercials. Other long-running ad campaigns catch people by surprise.

Types of TV Commercials

- Political TV advertising
- Infomercials
- Product placement
- Network or local station promotional advertising (also known as promo)
- Television commercial donut
- Sponsorship

Billboard (Advertising)

—A Billboard or Hoarding is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers”.

The vast majority of billboards are rented to advertisers rather than owned by them.

Typically showing large, witty slogans splashed with distinctive color pictures, billboards line the highways and are placed on the sides of buildings, peddling products and getting out messages. Billboards originally existed alongside and later largely replaced advertisements painted directly onto the sides of buildings or designed into roofs in shingle patterns.

Traditional Billboards

Roadside billboards frequently encourage passersby to visit local businesses.

Mechanical Billboards

Some modern billboards use a technique called tri-faced (also known as rotating or multi-message billboards).

Digital Billboards

New billboards are being produced that are entirely digitized (using projection and similar techniques), allowing animations and completely rotating advertisements. Even holographic billboards are in use in some places.

Mobile Billboards

Billboards can also be made mobile, either by mounting a traditional billboard onto a trailer or flatbed truck, or by covering an entire vehicle in a "wrap" image. This is sometimes used in bus advertising, though it is more common to mount smaller "boards" on those vehicles.

Placement of Billboards

This billboard was the last in a sequence of roadside signs telling a joke. It was part of a campaign for Burma-Shave canned shaving cream, and was the first of its kind.

Some of the most noticeable and prominent places billboards are situated alongside highways; since passing drivers typically have little to occupy their attention; the impact of the billboard is greater.

Non-commercial use of Billboards

Not all billboards are used for advertising products and services—non-profit groups and government agencies use them to communicate with the public.

Advertising Slogan

Advertising slogans are claimed to be, and often are proven to be, the most effective means of drawing attention to one or more aspects of a product or products.

Typically they make claims about being the best quality, the tastiest, cheapest, most nutritious, providing an important benefit or solution, or being most suitable for the potential customer.

What makes an effective slogan?

Advertising slogans often play a large part in the interplay between rival companies. An effective slogan usually:

- States the main benefits of the product or brand for the potential user or buyer
- Implies a distinction between it and other firms' products - of course, within the usual legal constraints
- Makes a simple, direct, concise, crisp, and apt statement
- Is often witty, if it is required as not all advertising slogans are meant to be witty?
- Adopts a distinct "personality" of its own
- Gives a credible impression of a brand or product
- Makes the consumer feel "good"
- Makes the consumer feel a desire or need
- Is hard to forget - it adheres to one's memory (whether one likes it or not), especially if it is accompanied by mnemonic devices, such as jingles, ditties, pictures or film sequences on televised commercials.