

Television Advertising

In the New Age

By

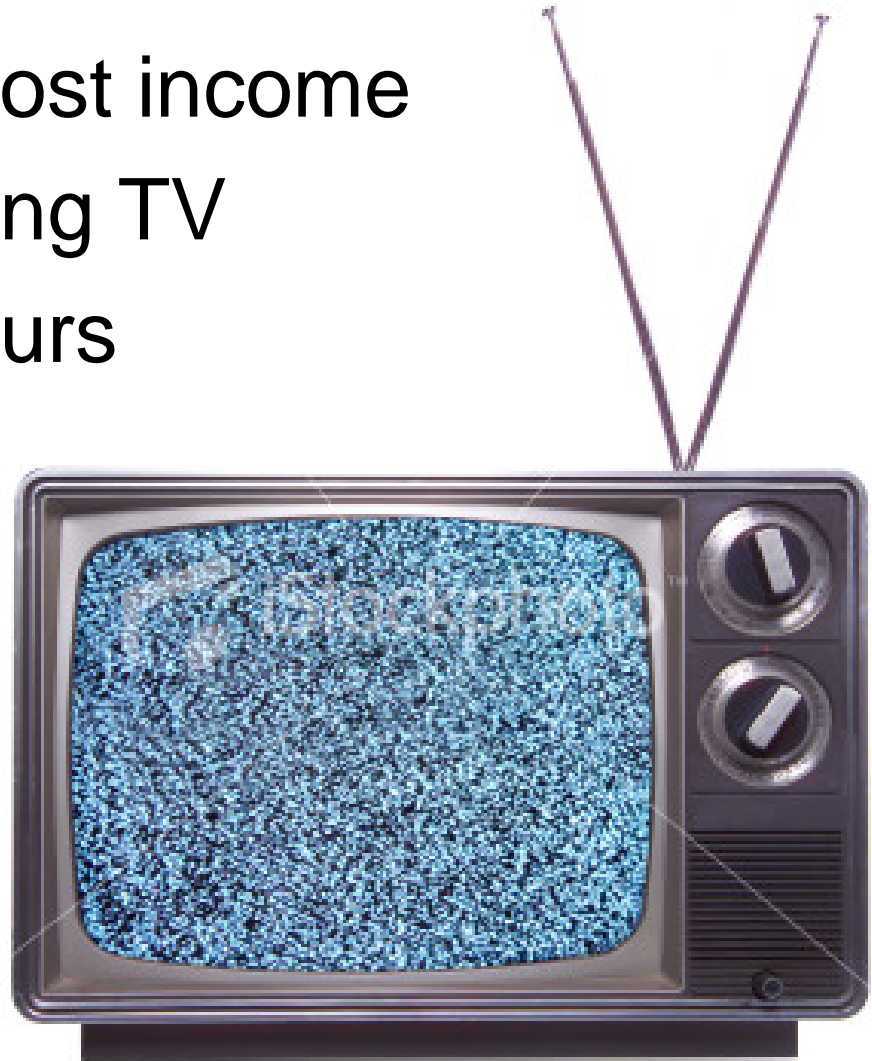
Jennifer Bonner



Television Today

- Ad sales make up most income
- A new way of watching TV
- People watch 7.2 hours

“TV is dead, dying or
has outlived its usefulness . . .”



Digital Video Recorders

- The 'new VCR'
- Hard disk
- In 20% of homes
- 70% skip commercials



Successful ads today



- \$2.4 million per spot
- Over 137 million viewers
- More watched commercials



Advertising overload



carter's

IZOD



Elizabeth Arden



VAN HEUSEN

haggar.

SAGHARBOR

TOMMY HILFINGER

JOCKEY



Mudd



Reebok CLASSIC



Playtex

Rafaella

Wonderbra

UNIONBAY

REBECCA MALONE

SUN RIVER



Lee



VAN HEUSEN

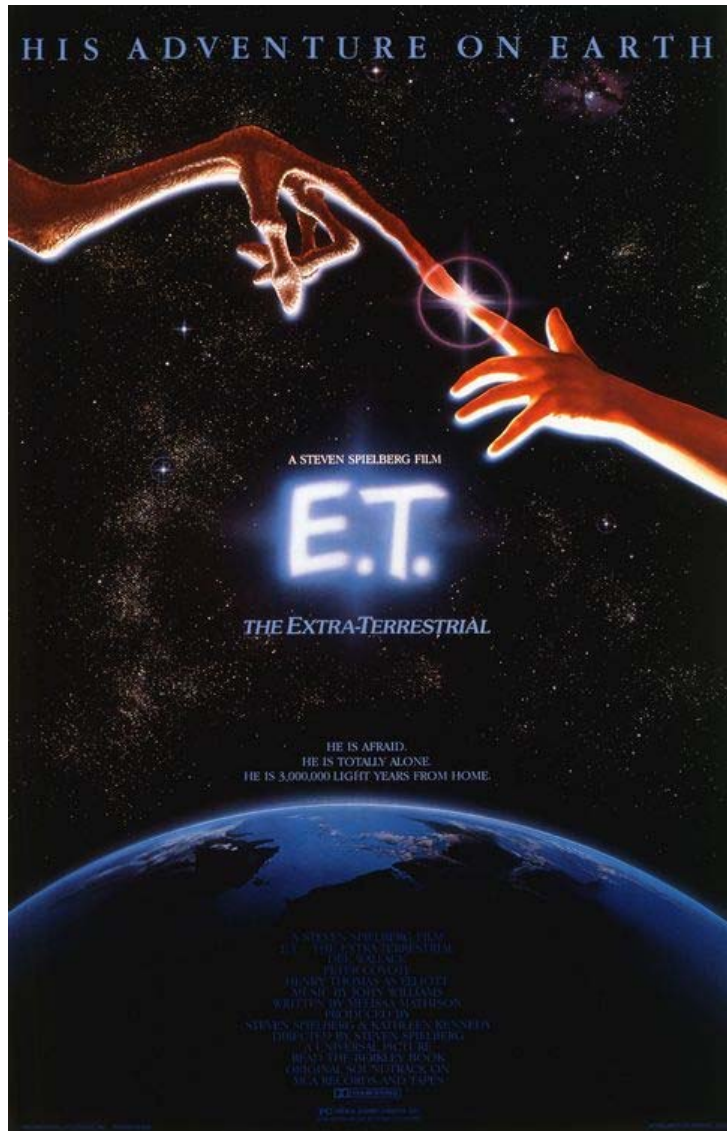
HANNAH

Lee DUNGAREES
CAN'T BUST 'EM
Since 1859

FedEx

Ads at sporting events





Placement begins

- 1982 movie E.T.
- Sales increase 65%



Company sponsors and Reality TV

- The Survivor
- Cupid
- American Idol



at&t

Product Placement

- 1 brand every 3 minutes
- Audience involvement
- Promotion companies
- Is it deceptive?



Study

- How often do viewers observe commercials with DVRs?
- How effective are product placements?

Commercials and DVRs



Nielsen
Media Research

- Ratings Research
- Set- top boxes work
- 5,100 homes are observed

What is effective advertising?

- Random test to individuals
- Watch show with remote in hand
- Unaided recall technique
- Aided recall technique



Objective

How should companies spend their advertising dollars?

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