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Your guide to
**Television
Advertising**



RADIO

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TV is the most common leisure activity.

How much TV do you watch? Would you be surprised to learn that people, on average, spend four and a half hours a day in front of their TV? Yes? No? This truth makes television advertising one of the most powerful forms of advertising.

Consider the Super Bowl. Those advertisements get hyped up, talked about, and brought up for months, and sometimes years before and after the event. They are some of the most expensive advertisements out there, but the value is there.

While national advertising may be beyond most small business marketing budgets, there are affordable options on local stations and cable television.

Good advertising does not just circulate information. It penetrates the public mind with desires and beliefs.

*— **Leo Burnett** Advertising executive and founder of Leo Burnett Worldwide*

*TV still
dominates*



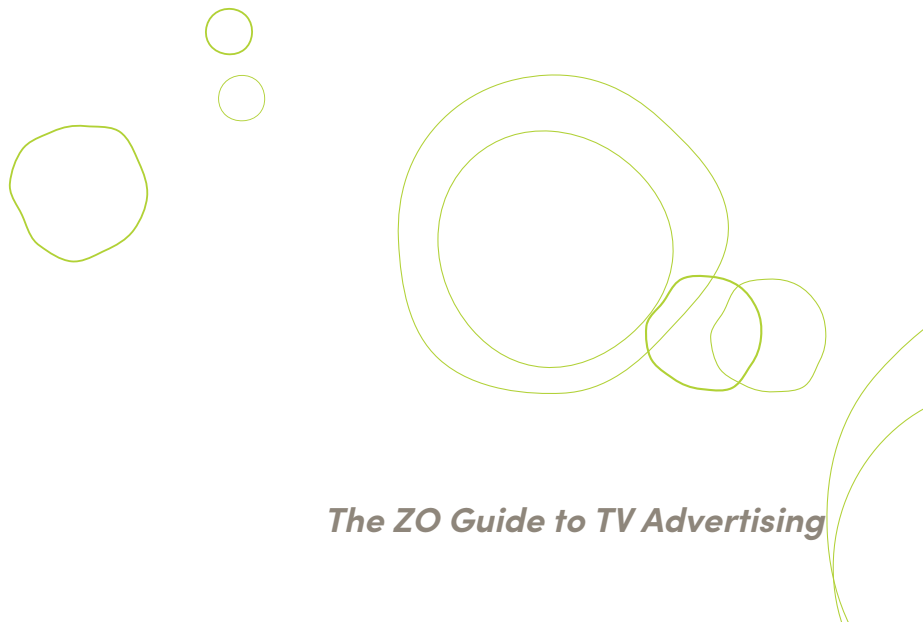
Doesn't everyone just watch Netflix?

Television remains the dominant medium in most U.S. households. It continues to be at the center of how we consume news and entertainment and has evolved into a combination of traditional network TV and steaming services.

With the addition of streaming services, a new umbrella term has emerged to describe TV's evolution. Welcome to "advanced TV." This terms covers TV, streaming services, and those oh-so-fancy, all-in-one smart TVs.

Viewing habits have also evolved, with mobile phones becoming a predominate viewing device.

The challenge of advanced TV is reaching your target audience. With viewing split across so many different devices and platforms, your ideal audience has become a moving target. With a little research, and some trial and error, you can still hit the mark. It comes down to the right creative hitting the right audience at the right frequency.





What are the benefits of TV advertising?

TV advertising is more effective than ever. It continues to deliver some of the highest profits, greatest cost-efficiency, and lowest risk in advertising.

With Advanced TV, marketers get the added bonus of digital targeting. You can optimize reach and influence with triggered content. Your ads can sync with local events, the weather, or be based on first-party data. Depending on the TV platform, network, and/or provider, you could also receive real-time data on viewing habits.

Advanced TV also offers opportunities for post-click actions such as visiting an additional video, website, app, or other full-screen experiences.

Multi-screen interaction has also become the norm. 94% of US viewers have their phone on hand while watching TV. So that website you mention can immediately draw visitors.



Is TV too good to be true?

There are some disadvantages in television advertising. We wouldn't be doing our due diligence if we didn't let you know some of the downsides.

TV can eat up your budget.

TV ads are most effective with repetition, so you'll want to run your ad multiple times. Television stations know this, and pricing structures are set up in larger advertising blocks.

You'll not only need to consider the cost of your time slots, but also the production costs. There are costs for script writing, actors, video production, and hiring an advertising agency (hi there!).

Your ads aren't flexible.

Unlike many other mediums, it can be difficult to make changes after your ad has been produced. Updating a sale price or changing out a special offer is not as simple as creating a new graphic or swapping out a coupon. Updating a TV ad requires updates to everything we stated above: script writing, actors, and video production.





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How do I measure ROI for TV?

Traditional Metrics

TV ads have traditionally been measured based on exposure using a metric known as the Gross Rating Point (GRP). GRP is calculated by multiplying the frequency of an ad with the percentage of target audience that is reached. For example, if you advertise to 30% of your target market, with a frequency of 4, your GRP would be 120.

GRP's goal is to optimize your viewer demographics. It is not the best way to measure performance, but there are some options to accomplish that.

Direct Response Metrics

If you include a specific phone number, coupon code, or url, you will be able to track the performance of your TV campaigns. These will require planning and advance set-up, but are some of the best ways to get clear cut performance data on specific ads and campaigns.

TV advertising should be part of your marketing strategy.

Despite previous predictions, TV isn't going anywhere. It is far from extinct, and it is evolving. TV has massive reach and is a trusted source for viewers to obtain information, entertainment, and news.

If you're interested in TV advertising for your business, give us a call. We're happy to help.

To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products.

*— **Brian Halligan** CEO and co-founder of HubSpot*

Reach the masses





Congrats~

You've just learned
a whole lot about
Television Advertising!



Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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