# Intro to Advertising

## November 2, 2012

* **Creative Possibilities**
  + **Display Ads**
    - NOT found in first page, editorial, classifieds, or obituaries
    - Have images, text, and color
  + **Classifieds**
    - Marketplace for goods and services
* **Newspaper Advertising**
  + **Public Notices**
    - Financial and governmental reports, change in business, etc
  + **Preprinted Inserts**
    - Nicer paper, color if the newspapers in B&W, etc

Using Electronic Media: TV and Radio

* **History**
  + **TV History**
    - WW II and the Korean War prevented commercial TV from taking off
    - From 1948 and 1952 the FCC declared a freeze on new licenses
      * Less number of channels but more TV stations
      * Frequency interference
    - After the freeze ended, the number of TV stations increased
      * 1948 – 1% of households had TV
      * 1953 – More than 50%
      * 1960s – 90% had TVs
  + **Controlling Content on TV**
    - Program format affects sponsorship
      * TV programs were developed, produced, and supported by ONE sponsor. E.g. Colgate Comedy Hour
      * Networks unhappy with sponsors control of TV content
      * So what did they do?
        + TV’s growing popularity allowed networks to increase their prices which eventually sponsors couldn’t bear
        + Program length was increased from 15 to 30 minutes and sometimes longer
    - Quiz show scandals
      * Popular radio quiz shows moved to TV. E.g. Revlon’s $64 question to $64,000 Question
      * Quiz shows like Twenty-One owned by Geritol was rigged (Charles Van Doren)
        + Won $129,000 in 15 weeks and got a job on NBC’s Today’s Show
    - Effects
      * Sponsor’s pressure on TV executives ended
  + Forms of Television
    - Broadcast TV
      * Transmits electromagnetic waves
      * Important for brand image (sight, sound, and motion)
      * Independent stations and network affiliates (ABC, NBC, CBS, Fox, and CW)
      * **Pros**
        + Mass coverage
        + Low cost (ie $2-$10 per CPM)
        + Some selectivity in terms of time of day, day of the week, and nature of the programming
        + Immediacy
        + Creative possibilities: Sound, motion, and colors
      * **Cons**
        + High production cost
        + High airtime costs (Small and medium size advertisers)
        + Clutter
        + Zipping (DVR users) and zapping (remote control users)
        + Low recall (60 sec vs. 30 sec ads)

What could be the solution to improve recall for 30 second ads?

* + - Cable TV
      * Cables are used to reach areas with poor reception
      * Cable TV challenged the dominance of broadcast TV
        + Satellite TV signals
        + More channels
        + Premium Services (HBO, Showtime, etc)
      * Subscribers wanted more!
        + Specialized programming (Arts, sports, history): CNN, Comedy Central, Discovery Channel, etc
        + Ad-supported networks