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Financial Desk; D

## Advertising; 3M's Goal Of Leading In Video

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WITH an eye on an exploding market and its trophy case sporting a brand-new Emmy for pioneering work in developing videotape, the Minnesota Mining and Manufacturing Company is preparing to outspend all its competition on advertising.

The goal is to establish in consumers' minds that 3M's Scotch brand is the leader in consumer video cassettes, even though current sales might not justify such a claim.

The advertising theme line will be "The world watches Scotch." It was created by Grey Advertising, which in January replaced Batten, Barton, Durstine & Osborn, Minneapolis, on the account.

The campaign will mark the first major use of television for an industry that spent less than \$6 million for advertising last year, almost none of that on television. 3M, which spent \$2 million in the fourth quarter of last year, will spend \$10 million during the remainder of 1983.

There is a good reason for the previous lack of emphasis on television, since consumer sales of video cassettes depend on the number of video sets in households, and the penetration in this country is only about 8 or 9 percent, compared with more than 20 percent in Britain and Japan.

Even though there is not really enough household penetration in America to justify the financial outlay, 3M is betting on the accuracy of its research that says the market is about to explode. It wants to have that leadership image when the buying bomb goes off.

The figure on household penetration comes from consumer research that Grey did last spring. And the research also showed that the large majority - 75 to 80 percent - of video player purchasers are affluent men under 40 years of age. There are, however, indications that women may develop into important video cassette buyers.

Research also indicates that player ownership is not a fad thing and that it will double in the next year or so. The survey, done by telephone, also found that consumers do not differentiate among Scotch, TDK, Sony, Maxell or Memorex, at the high end of the price range, even though they are interested in quality in picture and color reproduction.

So beginning Monday, 3M will try to convince the nation that the company, which is already No. 1 in industrial video cassette sales, is worthy of the same role on the consumer front, an area pioneered by the Japanese manufacturers. Currently, industrial sales constitute 70 percent of the domestic sales and consumer sales 30 percent, figures that are expected to flip-flop in five years. Since the company is after a largely male universe, it will advertise on network TV in such sports vehicles as the World Series and N.F.L. football and on national cable in coverage of college football and basketball. Spot TV will also use sports and news.

The 60-second commercials and a 30-second version are made up of tongue-in-cheek vignettes of a variety of individuals and couples tube-watching, accompanied by a jingle that answered the creative department's request

for music that was big and global, while also being warm, homey and high-tech. The lyrics talk of vibrant color, brightness and sharpness and the voice-over gets to mention the Emmy award.

In addition to the advertising in the four news weeklies (including Sports Illustrated) that will pick up some of the same vignettes from TV, full- page newspaper advertising will feature the Emmy award Monday in two editions of The Wall Street Journal and six major market newspapers. The headline will be: "We gave the world videotape. Now the world has given us an Emmy."

Photo of frame for ad for 3M

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Source	Newspapers: All
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Results Found	4,351
Timestamp	17 July 2018 11:24