

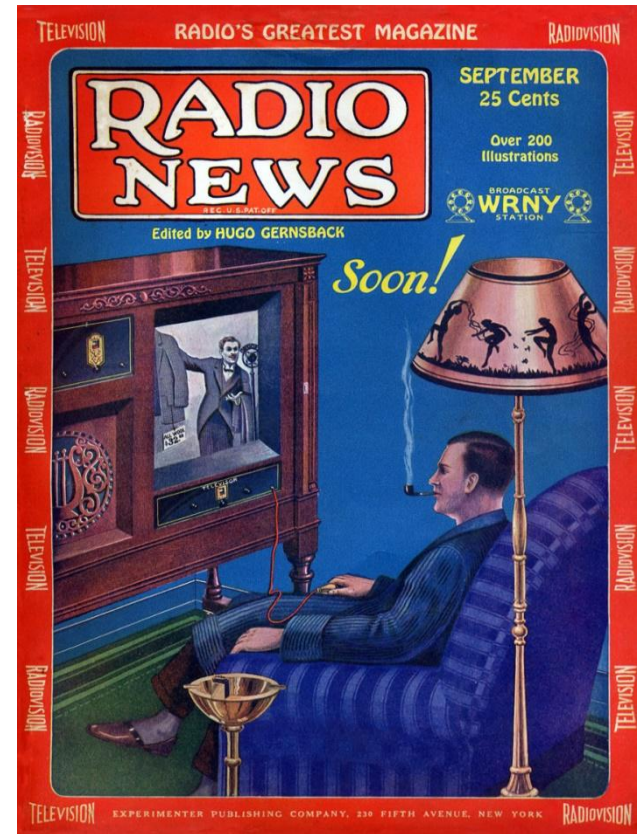
# TV commercials

Definition  
Development

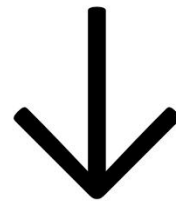


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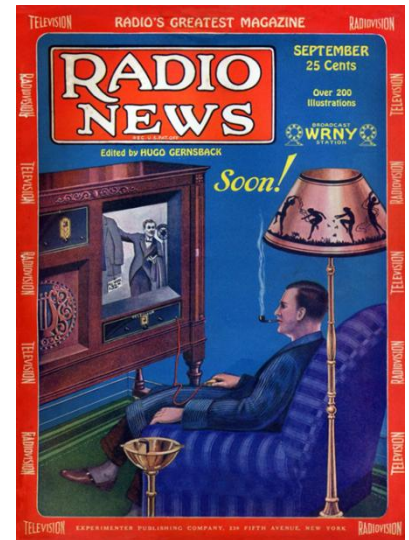
A television advertisement (variously called a **television commercial**, commercial or ad in American English, and known in British English as an advert) is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertisers and marketers may refer to television commercials as TVCs.



When television was still in its experimental phase in 1928, the medium's potential to sell goods was already predicted by this magazine cover from that year, which reveals that TV commercial is time-honored.

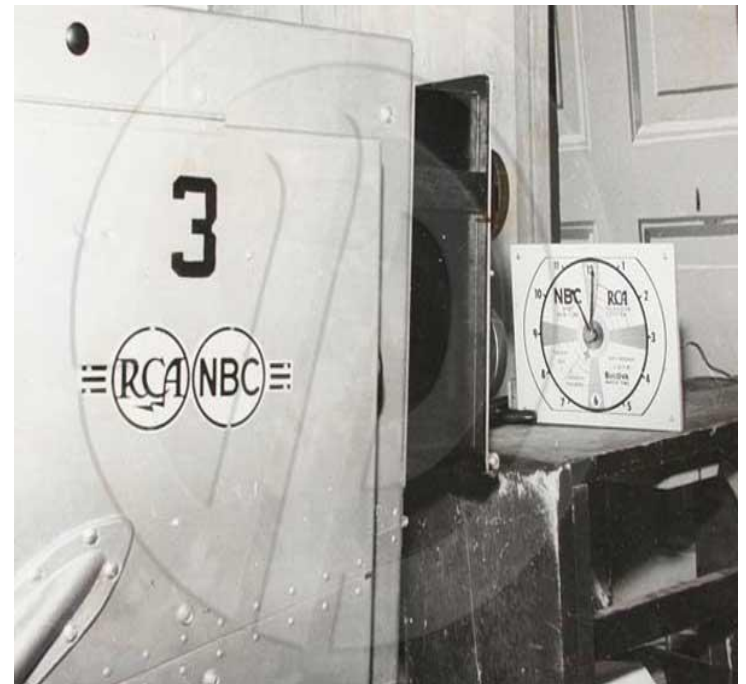
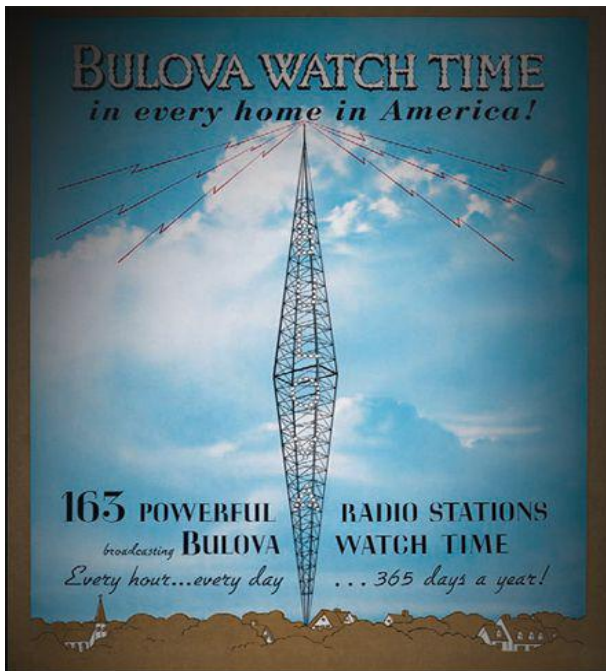


**Development**





The first official, paid television advertisement was broadcast in **the United States** on July 1, 1941, over New York station **WNBT** (subsequently WNBC) before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. The announcement for **Bulova watches**, for which the company paid anywhere from \$4.00 to \$9.00 (reports vary), displayed a WNBT test pattern modified to look like a clock with the hands showing the time.



- The first TV ad broadcast in the **UK** went to air on ITV on 22 September 1955, advertising Gibbs SR toothpaste.



- The first TV ad broadcast in **Asia** appeared on Nippon Television in Tokyo on August 28, 1953, advertising Seikosha (subsequently Seiko); it also displayed a **clock** with the current time.



j0139xjsr2s.m701.mp4

# Now



- Advertising **revenue** provides a significant portion of the funding for most privately-owned television networks
- In many countries, including the United States, television campaign advertisements are considered indispensable for a **political campaign**.
- <https://www.ispot.tv/ad/AEja/our-washington-bill-bryant>

# *Advertisement*

- Types of medium
- New technology

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# Types of media

- Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners (横幅), mobile telephone screens, shopping carts, web popups (弹出窗口), skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logo jets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens





Another  
**ADOHR TRIUMPH**  
with programs and letters from  
listeners all over the United  
States acclaim the  
Opera's present in  
radio history

**TONIGHT**  
ADOHR Opera of the Air  
presents  
**CAVALLERIA  
RUSTICANA**

a complete full length production  
with  
**LISA ROMA**  
as **SANTUZZA**  
**GENERO BARRA** **MARIO FIORELLA**  
ELEANOR WOODFORD PAUL TAYLOR  
MILDRED LAUGHLIN  
and a  
Great Chorus and Symphony Orchestra  
Entire Production Directed by  
**MAESTRO PIETRO CIMINI**

The Opera Will Be  
Preceded by a Short  
Concert Featuring  
Distinguished Artists

"Take ADOHR...  
The Milky Way to Health"

**WFFL**  
TONIGHT AT 8

Any place an "identified" sponsor pays to deliver their message through a medium is advertising.



## *Share of global ad spend*

medium	2015	2018
Television advertisement	37.7%	34.8%
Desktop online advertising	19.9%	18.2%
Mobile advertising	9.2%	18.4%
Newspaper Advertising	12.8%	10.1%
Magazines	6.5%	5.3%
Outdoor advertising	6.8%	6.6%
Radio advertisement	6.5%	5.9%
Cinema	0.6%	0.7%

- Nowadays, Television advertising is one of the most expensive types of advertising; networks charge large amounts for commercial airtime (节目开始时间) during popular events. An infomercial is a long-format television commercial, typically five minutes or longer.







- Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search

# New technology

- The ability to record shows on digital video recorders allow watchers to record the programs for later viewing, enabling them to fast forward through commercials. Fewer people watch the shows on TV.
- Many advertisers have opted for product placement (植入式广告) on TV shows . Other strategies include integrating advertising with internet-connected EPGs, advertising on companion devices (like smart phones and tablets) during the show, and creating TV apps. Additionally, some like brands have opted for **social television sponsorship**.
- **Covert advertising** (隐蔽广告) is when a product or brand is embedded (嵌入) in entertainment and media. For example, in a film, the main character can use an item or other of a





## Celebrity branding

This type of advertising focuses upon using celebrity (名人) power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however; one mistake by a celebrity can be detrimental (不利的) to the public

Thank you  
for listening!

# ADVERTISEMENT

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- **Positive effects & Negative effects**
- **Reasons**



Along with the popularity of television, advertising has become something that we have to deal with everyday. Even if you don't watch TV, there are still hundreds of billboards that can not be ignored everywhere. Many people can come up with some cool fun commercial slogans anytime. Advertising is a way of merchants to enhance the reputation of their products or their enterprises. Some people claim that widespread advertising in the modern society has a harmful effect on young people. Therefore, advertisements should be strictly limited on TV, radio, the internet and in public places. To what extent do you agree or disagree with this statement?



# Influence



Advantage



Disadvantage



# ADVANTAGE

- Advertising provides clear goods information to us. ads contains large amounts of information and help modern citizens understand life better.
- The development of this industry bring profit to our nation.They can also bring our nation lots of taxes.
- Advertisement also gives a chance for many people to find a job.



# DISADVANTAGE

- The current trend in advertising exerts a corrupting influence on young people's minds.
- TV dramas are interrupted by useless ads, as well as false ads treat customers.
- Ads can be confusing or misleading.



# REASONS

- A lot of companies to resort to exaggerated and even deceitful advertisements to gain an edge over their business rivals.

# *Thanks*

*Make Presentation much more fun*

# TV commercial

- ◆ Principles
- ◆ Top Commercials

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- A television commercial (often called an advert in the United Kingdom) 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 ad agency, and airtime is purchased from a channel or network in exchange for sponsorship of its programming.

## **WHAT IS TV commercial ?**

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# 1. Remember AIDA

✓ ATTENTION.

✓ INTEREST

✓ DESIRE

✓ ACTION



## 4 Principles of Effective Advertising

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**Make sure the design of your ad is clean and uncomplicated. Use short, powerful headlines and minimal copy. Don't make the mistake of trying to put too much in your ad – it will only overwhelm readers and cause them to pass you by. If you're using photography, especially stock, choose images that look genuine and not cliché or cheesy. If you can swing it, pay more for exclusive rights and stay away from royalty free. This will reduce the chances that your image might appear in some other business' ad that features the same photo.**

## **4 Principles of Effective Advertising**

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**The last thing you want your ad to do is blend in with all the others. Use every means at your disposal to stand out – from typography to color and imagery – so that your ad doesn't get overlooked.**

**Many businesses are afraid to take risks with their ads, which leads to ones that are bland or invisible. Since you're paying a fair amount to run your ad in the first place, be sure your ad stands out by being unique.**

## **4 Principles of Effective Advertising**

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**Place your ads where your audience will see them, and run them as long as you can afford to make an impression. This is referred to “reach” and “frequency,” and the greater of each the more likely your ad will get noticed. If you need help deciding where to advertise, a media planner can assist you by suggesting tactics that match your audience.**

## **4 Principles of Effective Advertising**

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# 3 top TV commercials

## *03. Honda: Inner Beauty*

# HONDA

Smith & Foulkes' work with W+K London has resulted in some amazing Honda ads. Their latest offering pays tribute to the idea that beauty is about much more than what appears on the surface. It's a wonderful but crazy idea that combines stop-frame animation, live action and, once again, lots of 3D.

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# 3 top TV commercials

## *02. Toshiba Kira*

To promote the release of its new Kira laptop and its honeycomb chassis, Toshiba approached Logan to create an advert with a technical complexity that would reflect the technology in its new machine.



# 3 top TV commercials

## 01. Lexus:

## Amazing in Motion



It showcases technology developed by KMel Robotics using 3D mapping software, complex algorithms and motion capture equipment.

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**THANKS FOR LISTENING!**

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