

Your name

Tutor's name

Course

Date

Television Advertising

Television advertising is a special program that is produced by a particular company in order to make a certain product or service more recognizable among the TV viewers. Compared to other type of advertisements, a TV advertisement is an audio-visual type of an advertising, which makes it more expensive than others.

The first TV advertisement ever to appear on the screens was a commercial by Bulova watch. In 1941 they aired a short 10 second ad on NBC TV before the baseball match between the Philadelphia Phillies and Brooklyn Dodgers, and it showed a watch and was accompanied by a slogan that said “America runs on Bulova time.” It was quite successful, and that fact made other companies consider shifting to TV advertising. Later on, the Association of Advertising Agencies was established to regulate the growing advertising industry. The other new trend was a single sponsored program, that appeared in 1950s (Lipstein & Neelankavil, 1984). A single sponsor used a program as a platform to advertise their product, as opposed to buying separate slots on TV for commercials nowadays.

Another major change was in 1960s, when a one to two minute commercial breaks within an ongoing show appeared. Thus many companies took advantage of using popular shows as commercial platforms for their own products and services. In 1970s the most profitable and widespread type of commercials was cigarette ads. That's why the ban of cigarette commercials caused protests among TV networks, however the ban was not canceled. On the other hand, it made the advertising industry shift to alcohol advertising. In the next decade TV commercials targeted children as new consumers. This type of advertisements was aired mostly on Saturday mornings, during the time when the cartoons were shown. By the 1990s, the median length of an ad block

during a typical one-hour program was about 19 minutes (Stipp, 2011).

In 2000s the new technologies have been applied to make advertisements even more effective. For instance, a TV studio could put a certain company's logo on the grass during a baseball or rugby game with the help of a special technology (Stipp, 2011).

Nowadays TV advertising keeps on growing and changing. One of the features that characterizes modern advertising is that commercials are becoming shorter, but on the other hand more interesting. Another new feature is the ability to record TV programs using applications like TiVo, services like Astro MAX, Dish Network, and Sky+. They allow you to record a certain program on your hard drive and then skip or fast-forward the commercials in the recorded program (Stipp, 2011).

The emergence of online TV advertising allows interactive advertising (Berte, Vyncke & De Bens, 2010). The advantage of this kind of advertising is that it can offer other additional services like click to call or response sheets. Such form of TV advertisement is targeted at promoting the interaction of target audience with the brand.

In the nearest future TV advertisement is believed to become customized depending on the preferences of a certain person, so commercials on your TV may differ from what your neighbor can see. For example, if you searched a certain product on the internet, it is likely to pop up on your TV (Sadaba, 2002). One of the threats to TV advertising is the increasing popularity of the internet and using it as a new platform for advertising.

To sum up, the development of new technologies such as the internet and the digital TV, the TV advertisement is expected to continue developing to keep up with all the demands of the advertisement industry nowadays.

Bibliography

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