Television Advertising: How it works, Pros and Cons

For years, a commercial for TV has been a reliable and authentic way for businesses to connect with their massive amount of audience at a single time and gain exposure to new products and services. While the format of television advertising has evolved over the years, its effectiveness remains the same in the future.

In 2016 Nielsen report came up with adults spending more than 39 hours a week with television and another 21 hours a week viewing video on their smartphones, tablet and PC.

Television advertising has been an amazing part of marketing strategies for ages. Television advertising refers to the process of creating and airing commercials on television to promote a product or service.

Advertising commercials on TV is one of the most common and effective ways to reach target consumers. This is because it gives you a broad reach, frequency, and impact.

While OTTs and digital content are now competing & trending for attention in the TV industry, TVs are still the dominant medium for advertising.

How TV Advertising Works?

Advertisements on television work by interrupting the programming that viewers are trying to watch. Most commercials are between 15 to 60 seconds, which means they can be easily intrusive as multiple ads are typically aired during a single TV show.

While this may seem like a negative aspect for television watchers, it’s actually one of the things that help TV

channels make money through commercials.

There are many different ways to create a television commercial. Producers produce ads or work with an advertising agency and production house to develop the creative.

Once the tv commercial is created, it needs to be scheduled on a TV channel. This is typically done through an advertising agency or media-buying companies. The cost of a tv commercial can vary widely depending on the time of day, day of the week, ad length, the show’s rating and the channel it airs on.

Types of TV advertising

Advertisements on tv come in many different forms, including:

1) Television Commercials (TVC):

TVCs are the most common type of television ad used by brands. They typically last between 15 and 60 seconds and air during commercial breaks.

2) Product Placement:

Product placement is when a product or service is featured between or prominent in a TV show or movie. This can be done in an organic way as part of the story For example. a character using any product of a particular brand) or through explicit placement like when a product is shown in a close-up or used in a key scene.

3) Brand Integration:

Brand integration is when a brand becomes a short part of a TV show. That is when the complete script revolves around a particular brand or has its offering as a special prize.

4) Infomercials:

Infomercials are lengthy TV ads that usually air late at night shows or on weekends. They typically last for 30 minutes or more and include a call to action, such as a contact number or website URL.

5) Overlay:

Overlays are short types of 10-second ads that appear over the bottom of the screen during a TV show. They are typically used to promote upcoming programs or products during live events of brands.

Advantages of TV Advertising

1. Massive reach of audience:

TV advertising gives you massive reach to the audience. It can also accomplish this in a minimum amount of time compared to other mediums of marketing.

2. Reaches at the time:

Advertising on television works at that time when people are focused on what they are watching on tv. They are paying attention to the screen so that displaying your brand, business, or service, attracts a huge audience.

3. Offers High Credibility:

Television is a big platform for advertising your business, helping you gain the trust of your target audience. It showcases that you are serious about what you’re offering to the people. Television advertising also gives your target audience video evidence of your product quality. With this type of advertising, you can choose a particular time slot to broadcast your TV commercial.

4. TV Advertisements Are Simple To Analyze:

TV ads are based on simple and easy concepts. With TV advertising, people can watch the brand message, offer a longer duration, and easily narrate a story and create instant memories about your brand or business.

5. There are two ways to cast your brand’s message:

One more benefit of advertising mediums is you may broadcast your message using options-sound and visual influences. Television is the only medium that encourages the audience to hear and see your message. Other mediums like newspapers and radio rely on either only sight or sound. Using both senses helps consumers remember and recall your brand message later on.

Disadvantages Of Television Advertising

1. TV advertising is too costly:

A single TV ad spot can be quite expensive if you want your ad to air during prime time or any particular time. Apart from booking a TV ad spot, you also need a budget to write an ad script, hire actors to act in your ad, edit the ad or hire an ad agency for the complete process. Also, to create a high recall value for your brand.

2. TV advertisements are difficult to change:

It is easy to make corrections to ads in other forms of advertising, such as print, sound or broadcast. With TV

advertising, you must pay the cost of re-shooting and re-editing the advertisement agency.

3. Repetitive brand messages can reduce the impact:

For viewers who continue watching TV, time affects the exposure of the brand’s message. When the audience sees multiple television commercials, then the impact of the ad can be reduced.

4. You have to consider community influences:

Television advertising is most acceptable when it’s aired during prime-time programming or news broadcasting. You may end up paying more for these commercial ad spots since it is the best time to advertise your business. However, there’s no guarantee that the target audience demographic will see your ad.

Future Of TV Advertising

TVs are getting smarter, and so is TV advertising even getting more great with their strategy. Advertisers are now using data to target their ads more effectively and to personalise them for each target audience. This means that you expect to see more relevant, targeted, and interactive TV ads in the future.

However, traditional TVCs are losing their impact on mobile advertising. The growth of digital video platforms, such as YouTube, Instagram and Netflix, has made it easier for people to watch what they want when they want. TV advertising is no longer the only way to reach people through video content.

But, still, TV advertising is still an important part of the marketing mix, and it’s not going anywhere anytime soon.

How do connect TV ads differ from traditional commercials?

Traditional commercials are harder to measure than the results of connected tv ads and are often more expensive. Today with a digital ad, you can advertise anytime where.

An example of a digital ad is connected TV advertising which is not based on air times or any channels you buy from the agency. Instead, connected TV ads are delivered one at a time based on the specific viewer watching a program. Let’s see more differences.

	Connect TV ads	**Traditional commercial**
Know streaming video	Connected TV occupies a very particular niche among digital video consumers. It refers specifically to audiences who watch streaming videos on connected and smart TVs (an audience that makes up more than 60% of digital video ad views).	Traditional commercial ads can be seen on any platform. Nielsen’s latest February 2022 Gauge report stated that more than 61% of TV viewership still comes from traditional commercials. Traditional commercial ads can be seen on any platform.

	Connect TV ads	Traditional commercial
Know the digital video audience	Connected TV advertising vendors (a landscape broadly consisting of the streaming platforms themselves, individual television networks, and programmatic ad buyers) collect an important amount of audience data. Demographic targeting audience for 39% of CTV ads. Behavioural targeting, meanwhile, makes up an impressive 61% of ads on CTV.	Traditional Commercial ad (sometimes referred to as offline) audiences include consumers reached through radio, standard TV, billboards, text, direct mail, or phone calls.
Identify your Aims and objectives	Advertising on CTV allows you to identify the objectives and objectives you would like to accomplish. For example, CTV shows or live streams viewed on streaming devices, and interactive ads, are shown to a specific audience. Actions are included for viewers to take, so you know your results immediately.	In traditional commercials, you have to carry out research to determine your aims. For example, in Traditional commercials, you conduct surveys by giving Q/Na in newspapers, and magazines.

How does CTV advertising work?

With connected TV advertising, audiences will view your advertisements when they watch their favourite videos, movies, and TV shows on popular streaming platforms like Hulu,

YouTube, and many more.

CTV advertising works by selecting the platform you want to promote your products and services. You can then select an ad type for your campaign, like a video or display ad, etc.

Next, you can use advanced audience targeting features to ensure your marketing content reaches your target audience. And finally, you can track and measure the results of your CTV advertising campaign to optimise your strategy for the best results.

Following is a more detailed description of how CTV advertising works:

1) Choose your CTV advertising platform

There are many options of CTV advertising platforms you can select from to promote your products and services to your target audience.

2) Select your CTV ad type

Now it’s time to select the best ad type for your business. Check out some popular CTV ad types below:

a)Display ads: Display ads contain visual elements like images and important information about your business, such as your contact details or website link. Display ads can appear beside or below videos or within viewer newsfeeds on CTV platforms.

b) Videos ads: Video advertisements can play before, during, or after video content and are usually 15 to 30 seconds long duration. They might also show in users’ feeds as they scroll through their daily updates.

c) Pop-up ads: Pop-up ads can appear when a viewer pauses their video or at the bottom of the screen while watching a video. Pop-up advertisements are a perfect way to showcase your products and services and give essential information about your business to users without interrupting their streaming experience.

d) Interactive ads: Interactive content and advertisements are the best way to engage your audience and encourage them to make a purchase.

3) Use advanced audience targeting features

Perhaps one of the best advantages of investing in connected TV advertising is that you can take advantage of targeting features to ensure that your ads reach the consumers who can offer the most value for your business.

If you want to boost your sales, it’s important to reach the users who are most interested in your products and services.

With CTV advertising, you can use audience targeting features to ensure that your promotions display for your target customers .

For example, you can target customers based on their:

- Location
- Age
- Gender
- Interests
- Purchase history
- And more

- Track and measure your results

With CTV advertising, you can also track the outcomes of your campaign. Measuring the success of your ads is vital if you want to continuously drive sales and earn the highest possible ROI for your company.

What targeting options are available to reach the right connected TV audience??

So here you can learn how you can identify specific viewers.

1) Behavioural targeting

From relevant interests to browsing behavior, you can stream a CTV ad campaign to individuals that fit a particular category or product.

2) Demographic Targeting

Demographic, you’re likely thinking about the standard location, gender, and age data points etc. With the technology available, you can actually create any imaginable demographic you can come up with where you can include ethnicity, education level, income, employment status, and so much more.

3) Contextual targeting

Contextual targeting is where it gets amazing and has a lot of room for creativity. When you use this term, you are referring to identifying audiences that are already consuming media which is related to your campaign.

4) Technographic targeting

On occasion, there is a need to target an audience based on technographic specifications. It could be because the product or service that is being advertised is relevant to that characteristic.

Summary

Television advertising lets you showcase your business, product, or service with a massive audience. You can show viewers how your product or service works and how it's packaged so prospective customers will know what to look for at the point of sale.

In tv advertising, it often takes multiple touchpoints to effectively influence consumers' purchasing behaviour.

FAQ's:

Must read article:

- Why Choose Youtube For Advertisement?
- Puma's Advertising Campaign Complete Guide
- An Overview Of The Advertising Industry