

next tuesday afternoon

october 16, 2007

How many times have you been watching television and seen a commercial which, by the time it was finished, you were wondering who it was for or what product was being advertised? If you answered "lots," you're not alone.

There's an unfortunate trend where it's almost become unpopular to mention either the client or product name in advertising – as if it's too garish, not nearly cool enough and way too old-fashioned.

Last week I watched a guy from Chattanooga show the difference between TV spots from the 70's and from today. His point was that TV spots from yesteryear showcased the product in the imagery and the sound where today's commercials are built around special effects.

For instance, I was watching TV one night and I saw a commercial for insurance that had spent a pretty penny on fancy animation and production techniques. Maybe I wasn't the audience, but I didn't get it. There are enough successful caricatures to know what works and what doesn't - think the Energizer Bunny, Serta's Counting Sheep and Geico's Gecko.

In stark contrast to over-spending on production techniques, locally, the trend appears to be the reverse - advertisers are spending next to nothing on their production and it shows.

Research shows that consumers want to understand what you're selling. Whether a national brand or a local business or service, advertising with poor production values is a turn-off. There is a way to reach a happy medium, so that consumers can understand who you are and what you can do to make their lives easier or better. Think "I'm a Mac, I'm a PC" TV spots. It's always in the idea!

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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