Program Content and Advertising

...show me the money...

Program Content

- Video program content varies, depending on its uses.
- Examples:
  - Training and education
  - Advertising
  - Entertainment
  - News (discussed earlier)

Corporate and educational programs

- Advertising, informational and training programs.
- Training and education.

What videos can do:

- Videos can teach secretaries new grammar skills or teach vice presidents how to make speeches.
- Purposes may be to boost employee morale, obtain good public relations, sell, persuade colleagues or educate and train.

All videos should start with...

- Audience analysis
- Demographics and psychographics (lifestyles, primary interest, attitudes, beliefs)
  - Teach on a person's cognitive level.
  - Advertisers seek audiences most likely to buy their products or services.
  - Entertainment producers want a "hit."

Formal educational videos (classroom teaching)

- Follow a logical order of sequence in each script.
- Plan visual or aural stimuli and attention-getting materials.
- Motivate.
- Persuade.
Formal educational videos (classroom teaching)

- Write at an appropriate level.
- Incorporate the elements of good commercial writing and playwriting.
- Be creative.

Advertising

- Objective of marketing is to sell.
- Advertising's job is to communicate -- to a defined audience -- information and a frame of mind conducive to the buying action.
- Advertising is paid for and is controlled in terms of content, timing and media placement.

Early network advertising

- Advertising followed program/sponsorship pattern.
- 1930s saw rise of daytime serial drama (soap opera—sponsored by soap producers).

Modern program sponsorship

- Commercials/advertisements written by advertising agencies.
- Starts with preliminary storyboard.

Types

- Commercial—paid for.
- Announcement—short non-entertainment non-news presentation on the air, including a commercial.
- Promo—promotes the station or a program.
- PSA (public service announcement)—nonprofit organizations.

Length of commercials

- 10 seconds = 25 words
- 30 seconds = 65 words
- 60 seconds = 125 words
- 2 minutes = 250 words
Audience analysis

- Advertisers seek audiences who are most likely to buy their products or services.
- Demographics and psychographics (lifestyles, primary interest, attitudes, beliefs)

Appeals

- Ethical appeal—well-known person or respected person does a testimonial.
- Logical appeal—persuasion based on the facts. Few done strictly this way.
  - Most stereo systems emphasize styling, size and decibel count rather than quality, construction, durability.

Appeals

- Emotional appeal—illogical, nonintellectual aspects of the viewer’s personality.
  - Driving at ultrahigh speeds.

Formats

- The straight sell—clear statement about the product or service. (OxiClean)
- The testimonial—given by a celebrity. Status is higher than that of the average viewer.
  - Emotional appeal of prestige, power and good taste.

Formats

- Humor—effective attention-getter, but to be successful, it must reflect humorous trends of the time.
- Music—use of jingles.
- Dramatization—short play presented in 30 or 60 second installments. (coffee spots)

El Fin