
DEVELOPMENT OF NEW ADVERTISING TECHNIQUES ECONOMICAL FACTORS

2. Focusing on the definition of TV advertising categories

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Introduction

The operating principle of advertising dynamics

- **From standard formats to new / other formats**
- **Objective**
- **Raising consumer awareness / Enhancing consumer involvement / Improving the message's attractive power / Improving the memorizing factor**
- **Improving in the “purchasing line”: the content of the ad message cannot be isolated from product information / the buying act**

Introduction

The operating principle of advertising dynamics

- **From standard formats to new / other formats**
 - **Simple and mechanical modes of development**
 - Duration of spots / multi-spots / dual spots
 - Preferred spaces
 - Sponsoring spots and billboards
 - Topical tops
 - DRTV (contests, information, buying)
 - **Complex modes of development**
 - Advertising de-formatting in all forms = non-standard structures
 - Business overlays
 - Off stream / Off advertising space
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Introduction

The operating principle of advertising dynamics

Striking a balance between efficiency and consumer satisfaction

- **Seeking advertising efficiency stems from a combination of will-power and action from :**
 - Advertisers competing naturally against each other
 - Media brokers and media, who primarily secure a return through advertising
 - Advertising agencies and media agencies, paid according to their efficiency to optimise media budgets and advertising modes of operation
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Introduction

The operating principle of advertising dynamics

Striking a balance between efficiency and consumer satisfaction

- **The dynamics of formats and advertising techniques is both inevitable and permanent. It is based on :**
 - The development of technical possibilities = a means and not a purpose in itself
 - Changes within consumers, changes of their expectations and behaviour
 - Legal constraints or regulation framework
 - And the necessary diversification of communication modes due to competition pressure
 - **In a nutshell: based on updated efficiency according to what is “possible”, “productive” and “authorized”**
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Introduction

The operating principle of advertising dynamics

Striking a balance between efficiency and consumer satisfaction

- **Consumer satisfaction is at the core of changes in advertising techniques**
 - The annoyance possibly caused by an inadequate mode of operation generates:
 - Loss of media audience in terms of contact volume
 - Decline in the positive perception of the product's image or brand name
 - Questioning of the efficiency of advertising and media recommendations
 - **Self-regulation is a matter of both efficiency and discipline**
 - Quantitative aspects: advertising saturation reduces marginal impact : advertising noise is a well-known phenomenon in the sector (ad industry)
 - Qualitative aspects : the mode of operation must comply with expectations and integrity of consumers, who are educated, broad-minded, and consumerist (in Europe)
 - Example : Product information provided as an extension of the message (DTV infomercials)
Versus : A persistent and undesirable ad (superstitials on the Web)
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Introduction

The operating principle of advertising dynamics

The economic equation of new advertising formats

- **The diversification of advertising techniques, their changes and effective use amount to crucial added value :**
 - For **broadcasters and media sales houses**, for whom fixed and variable costs are on the rise (in-house or leased productions, structural costs, new technologies, research, etc.), vs. stable advertising quotas
 - For **advertising agencies and media agencies**, paid on the basis of creativity and efficiency: this is incompatible with the strict upholding of standards and regulations
 - For **advertisers**, in a situation of free competition, who are constantly seeking new ways to attract consumers and build up their loyalty
 - Common sense suggests that standards and regulations will integrate new technologies, not the other way round
 - New technologies allow for new advertising applications which must be standardized (and not prohibited)
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Advertising categories: definition

- **Registered formats :**

- Commercial spot
- Billboard spot
- Sponsoring spot
- Self promotion spot / trailer
- TV shopping spot / DR TV spot
- Insert or product placement in a programme
- Insert or product placement via spot

- **Other types :**

- Breakbumper
- Mention
- diary
- channel Housestyle
- Telesponsorship
- Bartering
- Infomercial / Location
- Split Screen
- Virtual Advertising
- Injection
- Scoreboards

Audiovisual
Show

Commercial spot

Country	Definitions	Characteristics	Measurements		Value definition mode	% of total media investments
			audiences	investments		
10 countries observed	Advertising spot placed in an advertising break, classic ad. Commercial purpose	Variable duration, multiple of 5 sec. No overlap on the programme	yes	yes	Rates defined on the basis of the spot length (index = 30 sec.) and the reach of the break	From 90 to 97%
EGTA definition	Involves an advertiser buying transmission time which can be used at will to boost the merits of the products or services it commercialises. This, then, is the traditional advertising slot, transmitted on screen separately from the channel's programme					

Billboard spot

Type	Definitions	Characteristics	Measurements		Value definition mode	% of total media investments
			audiences	investments		
Assimilated with an ad message	Ad message during which the mention of a sponsor of a programme is inserted	Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after a program	Yes	Yes	Generally : Packages based on the sponsored programme reach. Sometimes : weighted rates of the closest ad break	From 0,5 to 3 %
Un-argumented element	Short element between the sponsored programme and the commercial break.					
Active mode	Overlapped with the programme / Animated					
Passive mode	Non-moving element (logo) / still screen shot(s)					
Germany	non existing					
EGTA definition	Specific means of associating the sponsor's name or trade name with the programme credits, in most cases in the form of a message presenting the advertiser's logo in an original and creative manner, quoting its name trademark/brand and referring to the sponsored programme.					

Sponsoring spot

Type	Definition	Characteristics	Measurements		Value definition mode	% of total media investments
			audiences	investments		
Derivated spots	Spots linked with a sponsorship contract / Re-inforcement of billboards spots with advertising spot	Traditional commercial spot	yes	yes	By the time slot and spot length.	Less than 1% where active
Product / brand mention	Association of an advertiser and a tv programme resulting in a brand mention during the broadcast of a programme	Short and relatively passive; could be based on the gift / prize principle.	no	no	n.a.	n.a.
Product / brand show	Moment in a programme during which the product is described and promoted	Via showman / sometimes extended to the buying mode	no	no	n.a.	n.a.
Active Billboard	A promotional tip at the beginning or the end of a broadcast.	Short : from 5 to max. 20 sec., cf. billboard	yes	yes	By the time slot and spot length.	From 0,5 to 3 % where active
EGTA definition	Correspond to the Billboard, the TV Sponsoring or the Breakbumper upon the type definition. Sponsorship : Signifies participation by an entity (still called the advertiser) in the funding of an event, film or TV programme, which, in return, is associated with its entity's trademark/brand (no product, no sales arguments). Breakbumper : see below.					

Self promotion spot or Trailers

Type	Definition	Characteristics	Measurements		Value definition mode	% of total media investments
			audiences	investments		
On specific programme	Message broadcast showing a small part of a programme in advance (same channel) / programme announce. It is not overlaped.	Short / Small movie; spot ; clip = simple trailers.	Yes/No	Yes/No	n.a.	Normally 0% (internal action / self-promotion)
On generic image (of the channel)	Ad about a channel, through the channel itself or an other one (via the same saleshouse) in order to promote brand image or special action.	Short / Small movie; spot ; clip = simple trailers.	Upon countries and channels		n.a.	
EGTA definition	Self-promotion message transmitted by the channel in order to inform its audience of a forthcoming programme and its transmission time					

Channel self promotion program

Associated with programmes, not with advertising formats

DR TV spot / TV shopping spot

	Definition	Characteristics	Measurements audiences investments	Value definition mode	% of total media investments
All countries	Spot drives audience to call a phone number for having more information or even order the promoted product / service.	Not different from a traditional commercial spot.	yes yes	Like commercial spots	Of a growing importance, but with many variances in function of the market ad the channel.
EGTA definition	No particular definition : corresponds to the traditional TV advertising spot, but differs from its content.				

TV shopping

= Specific TV shopping programme regulation / No advertising space

Insert or product placement

Type	Definition	Characteristics	Measurements		Value definition mode	% of total media investments
			audiences	investments		
Insert in a programme	Presence and/or demonstration of a product or service in a programme.	Could be natural information/ presence or planned promotion with/without financial contribution	no	no	any or ad-hoc	n.a.
Previously recorded insert (and broadcast)	Appearance of a product and the brand name in a TV serial, sitcom, scene or TV-movie (overlaped).		no	no	any or ad-hoc	n.a.
TV shopping progr.	Cf. TV shopping					
EGTA definition	<p>Could be associated with the Sponsorship definition or the gifts/prizes, or the Sales presentation</p> <p>Gift / Prizes : Presence of an advertiser in games shows and contests via the visibility of its products, in exchange for which the advertiser provides its products as prizes and gifts. The advertiser sometimes also has to pay an endorsement fee</p> <p>Sales presentation :Promotional information with commercial or advertising intent to emphasise the merits of an advertiser or one of its services or products.</p>					

Other Types (1)

Type	Markets Definition	EGTA Definition
Break bumper	Sponsoring spot. A sign with a company-/product name shown before or after a break in the sponsored program	Short sponsorship identification placed immediately before and/or after an advertising break in the normal progression of a programme, the aim being to remind the audience of the sponsor's contribution to the programme
Mention	Inside a program, the conductor or a famous person names the product and the brand and speaks about it for a few seconds.	Not an advertising format. Associated with the natural information flow or the sponsorship contract.
Diary	Short/standing alone, before or after the program	Injection or Billboard.
Channel Housestyle	Style given by the channel itself to help the viewers to recognise on which channel they are (animations around advertising for example)	No definition since there are normally no link with product/brand promotion.

Other Types (2)

Type	Markets Definition	EGTA Definition
Telesponsorship content spot.	Ad messages linked in its creativity with a programme (association between product and image of the programme). With scenes and prominent figures of the program. They can be overlaped.	No definition : creative content issue only.
Bartering	Programme (co)financed by an advertiser against classical or creative advertising space.	Correspond to the traditional advertising exchange, or sponsoring spot, or Sales presentation.
Infomercial / Location	Program co-produced with associations in partnership in order to communicate a precise information to a specific target audience without commercial purpose.	Programme. Could be Tele Shopping. No specific advertising format definition.
	Like a normal spot but where the informative character is more important than the advertising one. Infomercials report on processes of manufacture, quality control.	Correspond to the traditional commercial

Other Types (3)

Type	Markets Definition	EGTA Definition
Split screen	Simultaneous transmission of a programme with an other programme (advertising excluded)	None
	Simultaneous transmission of a programme and advertising bodies.	None
Virtual Advertising	Ad messages usually without argument (single logo's) inserted electronically in special programs. Overlapping technique.	No specific definition : Injected logo but not the standard way (technically added) to the signal.
Injection	Short inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match.	Appearance during a programme of the identification of an advertiser in the form of a standard injected logo, with a view to reminding the audience of its association with the programme
Scoreboards	Includes the billboard that appears in the scoreboards of the sports broadcast.	Cf. injection, specifically conceived for timing and data processing.