

Television Advertisement Techniques

Television is a visual and auditory medium that, unlike print media, affords advertisers additional methods and opportunities for influencing your customers' decisions. The sights and sounds of television help advertisers appeal to different senses at the same time -- if a visual doesn't attract you, the music may, or vice versa. Unlike print or radio ads, which focus on one sense or the other, television advertising can hit your audience with both at once.

Deliberate Word Choice

Whether a company's motto and promises are made by a celebrity, a pitch man or a simple voice-over, television advertisers choose their words carefully. What the advertisement tells you and what it sounds like it tells you may be different, but the commercial is typically over so quickly that you don't have time to analyze the potential disparity.

For example, when a commercial tells you that a diet pill is "proven to increase weight loss," you may not realize that the fine print at the bottom of the screen says that it only increased weight loss by 2 pounds every 12 months. You are given auditory and visual information at the same time, and you can only give your full attention to one source -- because of this, the advertiser can use semantics to its advantage.



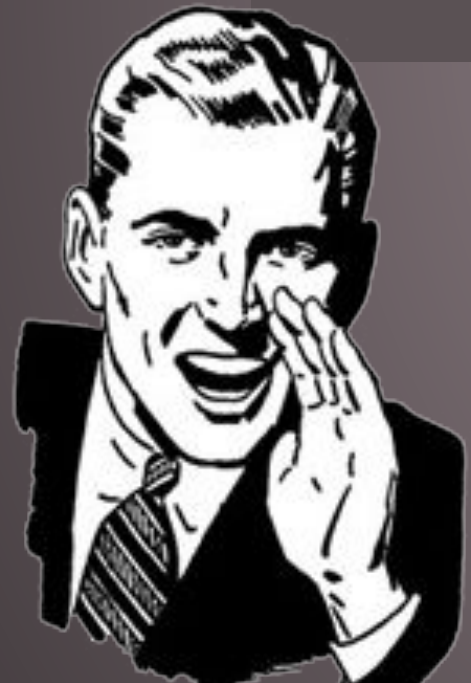
Attractive Visuals

Since television is a primarily visual medium, advertisers appeal to your senses through attractive sights. Commercials with special effects or otherwise high production values capture your attention, while advertisements that feature scantily clad models and spokespeople give the product sex appeal. When you are drawn into the commercial by its attractive visuals, it has your attention and can pitch you whatever it has to offer.



Slogans and Jingles

Unlike print advertisements, TV commercials have the benefit of sound. The use of music in television advertisements may include pop songs meant to elicit specific emotions or brand-specific jingles. A jingle is music written specifically for a commercial and makes the viewer retain information about the product - or even simple awareness of the product - in his subconscious.



High Volume

Television commercials may sometimes take the simple approach of bombarding you with sensory information as loud as they can. Television advertisements, when they are filmed, compress their audio tracks differently than film or television programs do. This has the effect of making commercials louder and therefore more attention-grabbing. Contrasting sound levels take the viewer by surprise and force him, even momentarily, to pay attention to the message on the screen.