
Television and Newspaper Advertisements: An Overview

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A Television advertisement is a form of advertising in which goods, services and ideas are promoted via the medium of television.

The first television advertisement was broadcast in the United States at 2.29 p.m. on July 1st, 1941. A watch company called 'Bulova' paid \$9 to a T.V. Channel called 'New York NBC', for a 20 second spot. The advertisement was aired before a baseball game between the 'Brooklyn Dodgers' and 'Philadelphia Phillies'. The advertisement showed a 'Bulova' watch over a map of the U.S., with a voice over of the company's slogan "America runs on Bulova time!"

The Vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (they are called infomercials). Nowadays, television advertisements are used to sell anything and everything under the sun, from household products to political campaigns. The effect of television advertisements upon the viewing public has been so successful and so persuasive that now it is considered impossible for a big businessman to market his product/service without including a good television advertisement.

Today, television has become that dominant media for advertising products, services and ideas. According to William Nickles, "It is one of the most effective and efficient media for reaching mass audience. It has the potential for communicating action, sound, colour, emotion and demonstration better than any other non-personal medium. The widespread use of colour television has given advertising a new dimension that greatly enhances the visual effects of commercials".

ADVANTAGES OF TELEVISION ADVERTISING

- a) Television advertising is more effective than radio advertising as it appeals both to the eyes and ears.
- b) Television advertising is more effective than newspaper advertising as it appeals to illiterate people also.
- c) It can send the advertising messages right up to the home of the consumers.
- d) It is informative.
- e) It gives personal touch to the advertising message.
- f) It has educative values.
- g) The reach and exposure are countrywide.
- h) It is believed by advertisers to be a cost – efficient medium since over a hundred million people can be reached with each time a T.V. advertisement is shown.
- i) The audiovisual impact of television advertisements is thought to be higher than for any other medium.
- j) Sponsorship of good T.V. programmes brings the advertiser a lot of publicity.
- k) Television advertising gives a national image to a brand.

- l) Television advertisements are memorable.
- m) Unlike magazines where an advertising message cannot be repeated until the next issue of the magazine comes out, there is no limit to advertising message repetition in television.
- n) Television advertising stimulates the experience of using and owning the product.
- o) Product benefits can be demonstrated most effectively through television advertising.

DISADVANTAGES OF TELEVISION ADVERTISING

- a) Cost of producing a T.V. advertisement is high. So, it cannot be made use of by every advertiser.
- b) It appeals only to those who have television sets. Since the cost of T.V. is high, it cannot be brought by people belonging to backward areas.
- c) Television advertising is controlled. It has to be done as per the censor rules. It cannot be done at the will and wish of the advertiser.
- d) If the television programme is not interesting, the advertisements which come in between that programme may not get good response from the people.
- e) Repetition of the advertisements irritates people. Advertisements shown every ten or twelve minutes may make the viewer to avoid it, by changing to another channel.
- f) It takes lot of time to produce T.V. advertisements and sponsored programmes.
- g) Due to time constraint in a T.V. advertisement the advertiser can put forward only one selling proposition.
- h) The T.V. advertisement message has a very short life. Once it is viewed and heard, it is gone. It does not remain a part of house-hold like a magazine or a newspaper on the table.

NEWSPAPER ADVERTISING

A newspaper advertisement is a form of advertising in which goods, services and ideas are promoted via the medium of newspaper.

Newspapers are one of the oldest mass media. Newspaper circulation has kept pace with the increasing population and literacy level. Even today, local and national advertisers won't mind spending more money in this medium, as it carries the advertising message to a large audience. Newspaper is considered as the backbone of any advertising programme.

Newspaper advertising evolved during the later half of 17th Century. The first advertisements of Coffee (1652), Chocolate (1657) and Tea (1658) appeared in weekly newspapers, which were started in England and other European countries. Gradually newspaper emerged as a powerful medium for carrying advertisements. According to Lee Bogart, "The display of merchandise in the daily newspaper ads represents a catalogue of the information to which consumers look for necessary guidance as they plan their shopping business each day".

ADVANTAGES OF NEWSPAPER ADVERTISING

- a) Newspapers always enjoy high credibility. This fact gives advertisements in newspapers a certain prestige value.
- b) Newspaper advertisements reach the hands of the readers early in the morning, when they are fresh and in receptive mood.
- c) Cost of production and media costs of newspaper advertisements are much lower compared to many other forms of advertising.
- d) Newspapers have a very wide coverage, thereby giving the advertisers a high reach to the consumers.
- e) Since ‘circulation’ and ‘readership’ data about newspapers are easily available, an advertiser can scientifically plan the exposure of his products/services to readers who are potential buyers.
- f) Newspaper advertisements provide detailed information about products/services compared to many other forms of advertising.
- g) Newspaper advertisements can provide readers with money-saving coupons and coupons with which they can enter contests or write away for brochures, samples and so on, as promotion for products.
- h) Newspaper advertisements are transportable.
- i) Newspaper advertisements form a permanent record for advertisers as to when and where did they advertise their products/services.

DISADVANTAGES OF NEWSPAPER ADVERTISING

- a) Poor printing quality of the newspapers affects the advertising message.
- b) It is difficult to convey emotion or emphasis in a newspaper advertisement.
- c) Very few people under the age of 25 years read newspapers.
- d) Life span of a newspaper is too short.
- e) Readers always tend to skip the advertisements and read only the news.
- f) Newspapers do not reach non-reading sections of the society.

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