

Advertising in TV and Radio

By Marianne C1

Radio and television advertising are basically parts of broadcast advertising, which also includes internet advertising. These two types of advertising fall under the category of mass marketing. This is because the national and international audience is able to be reached through it.

So what is radio and television advertising? Radio and television advertising are two different types of electronic forms of advertising. These forms are greatly different in terms of reach and approach. Both aim at getting maximum audience attention but the ways they go about it are different.

You may ask, what are the roles of TV and radio advertising? Well, the roles of broadcast advertising is to tell consumers about the benefits of the product the company is trying to sell.

Let's focus on TV advertising. A television advertisement, or TV commercial, is a span of television programming that is produced and paid for by an organization. It conveys a message that promotes, and aims to market, a service, product or idea. Over the years, the numbers of TV commercials have increased, while the length has slowly decreased. TV advertisements have promoted a wide range of items over the years since the early times of television. The first paid official television advertisement came out on July 1, 1941 at 2:30 pm over New York station WNTB before a baseball game between the Philadelphia Phillies and the Brooklyn Dodgers. The advertisement was for Bulova watches. The company paid around \$4 to \$9, but reports vary.

Television advertising involves three main tasks: creating a television advertisement that meets broadcast standards, putting the advertisement on television to reach the wanted customers and then measuring the outcomes of the ads, including the return on investment.

The television industry started considering the impacts of watchers fast-forwarding commercials, after the video cassette recorder became popular around the 1980s. The industry fought this by making the ads more entertaining. The introduction of digital video recorders and services which allowed the recording of television programs into hard drive, enabled users to fast-forward advertisements of recorded programs. 2 ways that advertisements were made entertaining were through use of popular music and effects of humour. A 30 second slot on Tv can cost between £1,100 to 2,200.

What about radio advertising? Radio advertising is the practice of buying ad spots of popular radio stations to promote your products and services. Businesses pay for every second of airtime that the station is broadcasting radio commercials to the audience. The definition of radio advertising covers many different types of radio, including Internet and traditional radio stations. There are numerous types of advertisements for radio stations to consider.