



Ads Aren't Bad

Since the earliest day of TV, consumers/viewers were unsure (and sometimes actually hostile) to the ad-supported business model. Fast-forward approximately 70 years and it's clear, from numerous studies, consumers/viewers consider ad-supported content on TV, radio, smartphones, video games, tablets and similar platforms to be an essential part of the experience.

According to Nielsen, the time spent viewing ad-support content hasn't changed much from 2002 (89%) to 2017 (85%). Keep in mind, Nielsen only reported media device ownership during 2002 for two devices, TVs and VCRs, while during 2017, it included 11 devices.

Of even greater value for your discussions with prospects and clients are the results of a 2017 survey of 1,030 consumers from Clutch, a media solutions and services company. The most important is 58% said TV was their preferred advertising medium, compared to online ads, a distant second, at 18%. In addition, 65% said they remember TV ads more than those in other medium.

Although the surveyed consumers said TV ads with humorous content were the most enjoyable and memorable, another study from Ace Metrix found people like humorous ads, but they didn't result in as many purchases. The secret to driving more purchases is a TV commercial with humorous elements as well as being relevant and informative. The Clutch survey indicated people's biggest reason for disliking ads is their lack of information.

Why People Find Ads Enjoyable and Memorable

Factor	Percent
Humorous	53%
Find a known and trusted brand	51%
Featured a new product/service of interest	46%
Relatable/applicable to a need	44%
Informative	44%
Featured a promotion/discount of interest	32%
Featured a liked and trusted celebrity/influencer	18%
Sentimental	12%

Clutch, February 2018

Not only will this information help you position TV as the top choice for many local advertisers, but also guide them about the type of ad content to include in both TV and all other ad media to maximize reach, frequency, traffic and purchases.



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- Father's Day
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- Golf Industry
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- Septic Systems & Services
- Urologists
- Philanthropy
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Newest and Future Special Reports



Summer TV: A Splash of Cash
(March 2018)



Consumers 2018 Part 1: Behaviors, Perceptions and Attitudes
(April 2018)



Consumers 2018, Part 2: Reach, Attract, Capture and Hold
(May 2018)

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More Summer-Season Profilers – Look for Profilers for golf, zoos & aquariums, the ice cream market, Father's Day, boats & sailboats and politics.

Sales Training Aids – Visit this section of the Website daily, especially the various skills sections: Body Language, Communications, Negotiations and Presentations.

April Automotive Update Report – March was a good month for automakers and dealers, but there is still much work to do to prepare for a disruptive future.



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