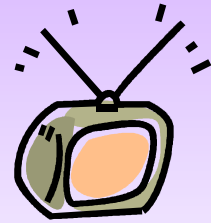


Bluffer's Guide...to DRTV

General

- TV provides both awareness and response for advertisers
- TV used correctly will uplift performance of other media
- TV is still regarded as a 'prestige' media



Some interesting facts & figures

- TV costs are at their cheapest for over ten years
- 90% of UK homes currently have access to digital television
- All UK homes will be digitally enabled by 2012
- 73% of all UK TV sets are currently digitally enabled
- In 2002, ITV1 accounted for 42% of all commercial audience. Year to date ITV1 has delivered only 27%
- ITV2 is the largest digital station in the UK
- Only 10% of Sky's annual revenue is generated from advertising
- There are now over 5 million Sky + subscribers in the UK - 54% of Sky's subscriber base
- Freeview equipment is now in use in over 18 million UK homes

TV Jargon

- **Universe:**
 - The total number of people who could potentially see a programme or spot
 - No of adults in the UK currently stands at 48,451,000
- **TVR:**
 - Stands for Television Rating or 'Rating'.
 - A numeric expression of the % of the potential audience watching a spot or programme.
 - For example a spot went out on C4 at 1210 yesterday achieving 0.1 Adult ratings. This is the currency on which we trade TV in the UK.
- **Audience:**
 - DRTV for the most part is traded against an 'All Adult' audience
 - This is the broadest / cheapest way of generating response. Other audiences include Housewives with Kids, ABC1 Men and Kids.
- **Impacts:**
 - The actual number of people within a target audience watching your spot.
- **Second Length:** The length of an advert.
 - Industry standard is 30" and all other lengths are either a fraction or multiple of this.
 - For example, a 60" ad will cost twice as much as a 30" a 90" 3 times etc.
 - A reduction to 20" will not mean 2/3's of the cost but is half the cost so it works out more expensive per second of airtime.
- **Cost per Thousand: Or CPT.**
 - The monetary figure applied to ratings to work out the cost of the airtime.
 - It literally means the cost of buying 1000 impacts.



The key DRTV principles

- You don't need to spend £000's testing...
 - Minimise the level of risk by testing with smaller budgets
 - £20,000 to £30,000 will establish whether TV is a viable route to market
- Use concentrated bursts of activity when testing
 - A two week test delivering two spots per day across each station is optimal
- Longer second lengths (60", 90" & 120") allow for greater engagement and understanding of a product / offering
- Longer second lengths offer a point of difference in the market. The majority of advertisers use 30"
- Use multiple telephone numbers
 - Ideally one per station as this allows for more accurate and detailed reporting
- Memorable telephone numbers / unique URL's can help uplift response
- Price is Key!...It goes without saying but 'the cheaper the better'
 - Negotiate, Negotiate, Negotiate...every penny counts!
 - Buying adults means you access the market 50% cheaper than Housewives (The next cheapest audience)
- Use stations that convert efficiently from buying to target audience
- Establishing efficiencies within each media variable e.g. station, time band, day of week will leverage ROI significantly
- Avoid 'appointment to view' programming
 - It's costly and audiences are less likely to respond to a 'call to action'
 - Lower attention programming tends to elicit more efficient response

Creative

- No matter how well planned and negotiated your TV activity a poor creative can see the campaign fail!
- DR creatives are not the same as Brand!!
 - You don't need to spend hundreds of thousands of pounds
 - You don't need Steven Spielberg directing!!
 - It doesn't need to be Oscar winning
- A successful DR ad should do the following:-
 - Aggressively...SELL, SELL & SELL again!!
 - Convey the features & benefits of the product / service throughout
 - Have multiple call to action triggers
 - Ensure the CTA begins early in the advert...Every second counts!
 - Include a URL intermittently / throughout
 - Voiceover the telephone number / web address at least twice
- Animation can work as well if not better than a live action ad...it's also cheaper!
- And finally...A DR creative doesn't need to cost £000's
 - A strong and effective DR advertisement can cost as little as £15,000

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