



Advertising Management

Starting period of TV in US

- RCA, the company that dominated the radio business in the United States with its two NBC networks, invested \$50 million in the development of electronic television.
- In 1939, RCA televised the opening of the New York World's Fair, including a speech by President Franklin Delano Roosevelt, who was the first president to appear on television.



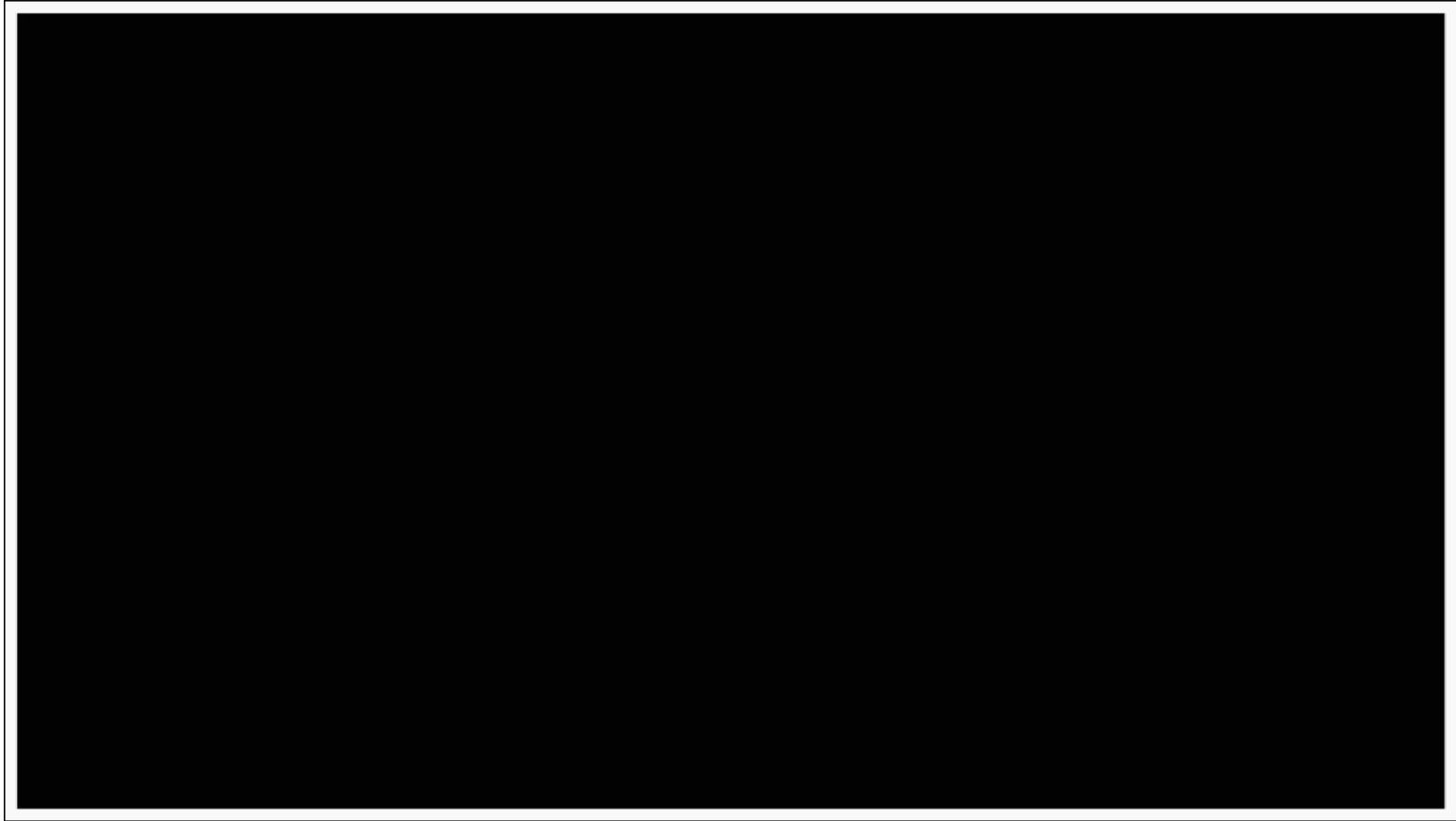
Later that year RCA paid for a license to use Farnsworth's television patents. RCA began selling television sets with 5 by 12 in (12.7 by 25.4 cm) picture tubes.

- The company also began broadcasting regular programs, including scenes captured by a mobile unit and, on May 17, 1939, the first televised baseball game between Princeton and Columbia universities. By 1941 the Columbia Broadcasting System (CBS), RCA's main competition in radio, was broadcasting two 15-minute newscasts a day to a tiny audience on its New York television station.

- Full-scale commercial television broadcasting did not begin in the United States until 1947.



FIRST COMMERCIAL IN US, 1947



FIRST COMMERCIAL IN UK, 1955



Types of Ads

- **1. TVC (Television Commercial)**

Tayangan iklan berdurasi 30, 60 atau 90 second yang berisi promo produk, biasanya berbentuk audio video dan grafis. TVC ini paling umum digunakan dalam mengisi jeda komersial program acara di TV.

- **2. Superimpose**

Insert grafis berdurasi 15 – 30 second. Posisi superimpose ini biasanya di pojok layar baik kanan ataupun kiri layar. Bisa di sisi atas maupun bawah, tergantung logo dari stasiun TV. Iklan superimpose ini biasanya berformat still picture/gambar diam, bisa juga animated picture/animasi namun tanpa suara.

- **3. Built-in**

Iklan ini sering disebut iklan terselubung, karena hanya yang bermata jelilah yang mampu menangkap pesan ini. Biasanya iklan jenis built-in ini menyatu dalam sebuah tayangan, dan berbentuk tulisan yang ada di backdrop, xbanner, logo produk dalam body program

- **4. Ad-Lip**

Iklan berbentuk ucapan yang dibacakan oleh pembawa acara.

- **5. Bump In-Out**

Tayangan iklan sponsor yang berbentuk animasi, berdurasi maksimal 10 second, ditayangkan pada awal acara dan akhir acara sebuah program TV.

Type of Ads



FIGHT OF THE CENTURY
FLOYD "MONEY" MAYWEATHER VS MANNY "PACMAN" PACQUIAO
MINGGU 3 MEI 2015 • Pkl. 08.30 WIB

tv one news & sports
www.tvonenews.tv

MAY 2015							Rilis 23 Apr 2015	
WIB	Senin 4	Selasa 5	Rabu 6	Kamis 7	Jum'at 8	Sabtu 9	Minggu 10	WIB
02	S - Rp. 8 Jt APA KABAR INDONESIA MALAM		KABAR TERKINI S - Rp. 8 Jt DEBAT		S - Rp. 8 Jt APA KABAR INDONESIA MALAM		S - Rp. 8 Jt APA KABAR INDONESIA MALAM	
	S - Rp. 8 Jt KABAR MALAM		S - Rp. 5 Jt LAIN CERITA		S - Rp. 8 Jt KABAR MALAM		S - Rp. 8 Jt KABAR MALAM	
03	S - Rp. 8 Jt KABAR MALAM		KABAR TERKINI S - Rp. 5 Jt LAIN CERITA		S - Rp. 8 Jt KABAR MALAM		S - Rp. 8 Jt KABAR MALAM	
	S - Rp. 5 Jt SOROTAN KASUS		S - Rp. 5 Jt MENYINGKAP TABIR		S - Rp. 5 Jt SOROTAN KASUS MENYINGKAP TABIR		S - Rp. 5 Jt TELUSUR	
04			KABAR TERKINI S - Rp. 5 Jt TAFSIR KEHIDUPAN				S - Rp. 5 Jt BUTIRAN ILMU	
05			S - Rp. 10 Jt KABAR PAGI				S - Rp. 10 Jt KABAR PAGI	
06			G - Rp. 20 Jt APA KABAR INDONESIA PAGI				G - Rp. 20 Jt APA KABAR INDONESIA PAGI	
07			KABAR TERKINI G - Rp. 20 Jt APA KABAR INDONESIA PAGI				TBA	
08			G - Rp. 16 Jt MAJALAH PAGI				G - Rp. 16 Jt JADI PENGUSAHA	
09	G - Rp. 16 Jt ENSIKLOTIVI		G - Rp. 16 Jt ALA INDONESIA		G - Rp. 16 Jt TEMPO HARI		G - Rp. 16 Jt KARIKATUR NEGERI	
			G - Rp. 14 Jt KABAR PASAR		G - Rp. 16 Jt SELERA ASAL		G - Rp. 16 Jt BOXING LEGEND	
			KABAR TERKINI				NB; Rp. 50 Jt WORLD BOXING CANELO ALVAREZ VS JAMES KIRKLAND	

Advantages of TV

- Mass coverage & High reach

According to an article published in the New York Times, 96.7 percent of American households own television sets. This amounts to more than 300 million people who have access to television. Cable networks, 24-hour programs and satellite channels have further hiked television viewership in the country, making the television a substantially lucrative mode of conveying an advertisement.

- Low cost per exposure

Advantages TV

- Impact of sight, sound and motion

Television advertising uses audio and visual effects to create a lasting impact. Marketers interact color, sound, sight, drama and motion to ensure that their message is strong and persuasive. Additional tactics and props, such as attractive models, elaborative sets, enchanting graphics and audio-visual effects further enhance impact.

- Attention getting
- Favorable image



Advantages TV

- High prestige



Disadvantages of TV

- Low selectivity
- Short message life
- Clutter

Disadvantages of TV

- High absolute cost & High production costs

Television advertising costs more than other forms of media, such as radio, magazine, newspaper and Internet advertising. Quality commercials are expensive to produce. Typical production costs range between \$200,000 to more than \$1 million for each commercial, writes William Arens in his book "Contemporary Advertising." Airtime costs are equally high, ranging from \$200,000 to \$400,000 for a 30-second slot, according to Arens. These costs can prevent detailed messages from being delivered and most advertisements end up being brief and fleeting.

The Theater Of Mind : Radio





PIONEERS OF RADIO

If success has many fathers, then radio is one of the world's greatest successes. Perhaps one simple way to sort out this multiple parentage is to place those who have been given credit for "fathering" radio into groups.

The Scientists:

- **Henrich Hertz**—this German physicist, who died of blood poisoning at age 37, was the first to prove that you could transmit and receive electric waves wirelessly. Although Hertz originally thought his work had no practical use, today it is recognized as the fundamental building block of radio and every frequency measurement is named after him (the Hertz).
- **Nikola Tesla**—was a Serbian-American inventor who discovered the basis for most alternating-current machinery. In 1884, a year after coming to the United States he sold the patent rights for his system of alternating-current dynamos, transformers, and motors to George Westinghouse. He then established his own lab where he invented, among other things, the Tesla coil, an induction coil widely used in radio.
- **Ernst Alexanderson**—born in Sweden, this remarkable inventor developed the first alternator to make transmission of speech (as opposed to the dots and dashes of telegraphs) possible. It is said that this holder of 344 patents "virtually invented everything General Electric did in the field of AM, FM, and TV."
- **Reginald Fessenden**—this Canadian spent much of his working life in the U.S. where he developed a way to combine sound and radio carrier waves. His first effort to transmit this mixed signal—to a receiver where the carrier wave would be removed and the listener could hear the original sound—failed. However, in 1906, using Alexanderson's Alternator, Fessenden made the first long-range transmission of voice from Brant Rock, MA.



- **Edwin Armstrong**—this WWI Army officer, Columbia University engineering professor, and creator of FM radio invented the regenerative circuit, the first amplifying receiver and reliable continuous-wave transmitter; and the superheterodyne circuit, a means of receiving, converting and amplifying weak, high-frequency electromagnetic waves. His inventions are considered by many to provide the foundation for cellular phones.

Clockwise from bottom—Ernst Alexanderson (1878-1975), Reginald Fessenden (1866-1932), Heinrich Hertz (1857-1894), Edwin Armstrong (1890-1954), Lee DeForest (1873-1961), and Nikola Tesla (1856-1943). Center color photo is Guglielmo Marconi (1874-1937).

The Businessmen:

- **Guglielmo Marconi**—this Italian creator spent most of his working life in England where he introduced many of the first uses of wireless telegraphy to European navies. His radio apparatus is widely considered to be the reason that over 700 people survived the Titanic disaster in 1912—instead of dying as they likely would have if ships at sea were still using carrier pigeons to communicate over great distances.
- **Lee DeForest**—credited with being the "father of American radio." DeForest was a direct competitor to Marconi at the turn of the century (1899), when he was the chief scientist at the U.S.'s first radio firm—American Wireless Telephone and Telegraph—until Marconi took over the company's assets in 1912 after a series of financial scandals. Although he held 300 patents, DeForest's greatest technological contribution is considered to be his 1906 "Audion" vacuum tube.

1885 Heinrich Hertz proved that electricity can be transmitted in electromagnetic waves. He conducted experiments in sending and receiving these waves during the late 1880s.

1891 Radios (what we'd call wireless telegraphs today) began to appear on ships at sea. This reduced the isolation of the ships thus improving both reliability and safety.

1892 to 1893 Nikola Tesla wirelessly transmitted electromagnetic energy. He made the first public demonstration of radio in St. Louis in 1893.

1896 to 1897 Guglielmo Marconi filed for patent protection of his radio apparatus. He established the Wireless Telegraph and Signal Company in 1897.

1899 The R.F. Matthews was the first ship to request emergency assistance using a wireless apparatus (Marconi's system).

1902 Amateur (today known as "ham") radio introduced to the U.S. via a *Scientific American* article on "How to Construct an Efficient Wireless Telegraphy Apparatus at Small Cost."

1901 First transAtlantic signal sent-by Marconi from Ireland to Canada.







Karakteristik Radio

Book, D.Cary, and Tannenbaum in The Radio & Telecison Commercial :

- Terdapat di mana mana
- Radio tidak dapat diabaikan
- Bersifat memilih (selektive audiences)
- Ekonomis
- Cepat
- Bersifat partifipastif

Karakteristik Radio

Weinberger, Campbell, and Brody in Effective Radio Advertising :

- Daya Jangkau
- Kemampuan mencapai *target audiences*
- Hemat biaya
- Frekuensi
- Daya cipta atau kreatifitas

Client: Sunrise Stretch
Copywriter: Jonathan Fawcett
Title: Exercise

LENGTH: 60

SFX: Channel flipping and the sound of infomercials. Sound of bag of potato chips crinkling and noise from crunchy potato chips being chewed.

Janet: Jon! Get off the couch! You're drowning in potato chips and the sun isn't even up yet! There's nothing on television anyways. You're coming with me.

Jon: Ugh. Janet, Where are we going?

Janet: You are going to get healthy...starting today!

Jon: Can it wait for tomorrow?

Janet: No! Tomorrow there will be another excuse and then another, then another. The excuses die today!

SFX: Car starting, driving away as the tires squeal.

Jon: Where are we?

Receptionist: Good morning! Welcome to Sunrise Stretch!

Jon: What is this place?

Receptionist: This is your new local health club. This is the new place for singles or couple over 50 to come to gain the healthy lifestyle they need through stretching, jumping, light jogging, and exercises, designed to give you the total body fitness and cardiovascular endurance you need! After you're finished exercising, enjoy a time of yoga and other techniques designed to help you relax. After all of that, enjoy a free, healthy breakfast!

Jon: Food?! When can I start?

Receptionist: Twelve sessions are offered Mondays, Wednesdays, and Fridays from 7:30 to 8:15 in the morning. \$29.50 for singles and \$49.00 for couples! Breakfast included!

Jon: Honey, can we sign up?

Janet: Ha ha. Yes dear.

Ads in Radio

- **1. Spot**
- Recorded, durasi 60 sec, disertai sound effect, suara talent voice over yg renyah, sehingga bisa menciptakan theater of mind bagi yg mendengarkan iklannya. Biasanya bertujuan untuk menciptakan awareness. Informasi yang disampaikan lebih baik 1 atau 2 saja, karena kalau terlalu banyak menjadi kurang efektif (pendengar malah lupa apa infonya).
- **2. Adlibs**
- Live, durasi 60 sec, dibacakan langsung oleh penyiar. Biasanya rate adlibs lebih tinggi dibandingkan spot, dikarenakan script yang sudah ada, dikreasikan bridgingnya oleh masing-masing penyiar (bridging - bagaimana proses dari penyiar ngobrol, endingnya bahas brand) - bagi beberapa radio script adlibs yang kami kirimkan kadang di re-write untuk disesuaikan dengan gaya radio masing-masing. Sifatnya lebih soft sell, karena lebih persuasif & mengedukasi.

Ads in Radio

- **3. Insert**

- Durasi 3 menit (kadang ada beberapa radio yg boleh sampai 5 menit), recorded/live. Untuk recorded, biasanya contentnya tips, testimonial, time signal. Live biasanya berupa quiz, live phone interview. Di beberapa radio, terkadang live report masuk ke insert juga. Live report biasanya digunakan untuk promo event, saat D-day reporter radio akan ke venue, melaporkan langsung (bisa berupa laporan mata atau merujuk pada press release atau interview dengan Brand Manager/Brand Ambassador). Time signal biasa dikenal saat bulan Ramadhan (peringat adzan Maghrib yg disertai spot produk), namun konsep ini bisa saja dikreatifkan, contoh setiap jam 8 pagi akan tayang iklannya "Eh udah jam 8! Jangan lupa sarapan bergizi dengan Energen karena sarapan adalah important meal of the day! *tagline produk*".

- **4. Talkshow**

- Bincang santai durasi 60 min (di beberapa radio ada yang durasi 30 min, bahkan ada juga yang menghilangkan radio dari rate cardnya, ada juga yg mengadakan talkshow 1x seminggu). Konsep lebih baik dibuat sekreatif mungkin, agar pendengar tidak bosan dan 'lari' pindah channel.
- Di radio bisa juga built-in program/sponsorship program. Konsep radio X digandeng dengan brand tertentu, yang benefitnya biasanya pemutaran spot produk & brand mention (biasanya brand mentionnya berkali-kali, karena promo program sudah ada scheduleny dan scheduleny berbeda daripada schedule space komersil)



KUTUNGGU KAU PUTUS

Sheryl Sheinafia

ZORA 90.7 MHz

LIVE INTERVIEW
9 FEBRUARI 2016
16.00 WIB

ZORARADIO @ZORARADIO

A promotional poster for a live interview with Sheryl Sheinafia. The poster features a photo of her and the text "KUTUNGGU KAU PUTUS" at the top. Below her name is the "ZORA 90.7 MHz" logo. The event details "LIVE INTERVIEW 9 FEBRUARI 2016 16.00 WIB" are in a red triangle at the bottom. Social media handles "ZORARADIO" and "@ZORARADIO" are also present.

- 1 RADIO
 - 2 RADIO
 - 3 RADIO
 - 4 RADIO
 - 5 live RADIO
 - 5 live RADIO
 - 6 music RADIO
 - 7 RADIO
 - RADIO
- A vertical list of radio station logos, each consisting of a colored circle with a number and the word "RADIO" next to it. The logos are: 1 (black), 2 (orange), 3 (red), 4 (blue), 5 live (light blue), 5 live (green), 6 music (light blue), 7 (yellow), and an unlabeled one (pink).

DESTA & GINA in the morning

A promotional graphic for the radio show "DESTA & GINA in the morning". It features cutouts of the hosts, a man and a woman, against a white background with yellow and blue geometric shapes. The show's title is written in large, bold, yellow and blue letters.

102.7 KIISFM

The logo for KIISFM 102.7, with "102.7" in black and "KIISFM" in green and black.

VOA VOICE OF AMERICA

The logo for Voice of America (VOA), featuring the letters "VOA" in red and blue with a globe in the "O", and the text "VOICE OF AMERICA" below it.

OMG OZ MUSIC GALORE 2015 A THIS AND THAT FESTIVAL AFFAIR

kahitna MALIQ ESSENTIALS ardeni AM:PM

SUNDAY 22 FEBRUARY 2015

A promotional poster for the "OMG OZ MUSIC GALORE 2015" festival. The poster features the "OMG" logo in large, colorful letters at the top. Below it, the text "OZ MUSIC GALORE 2015 A THIS AND THAT FESTIVAL AFFAIR" is written. There are several photos of performing artists, including "kahitna", "MALIQ ESSENTIALS", "ardeni", and "AM:PM". At the bottom, the date "SUNDAY 22 FEBRUARY 2015" is displayed.

98.7 genfm suara musik terkini

A logo for the radio station "98.7 genfm". It features a green cartoon character wearing headphones and holding a microphone. To the right of the character is the text "98.7 genfm" in a large, stylized font, with "suara musik terkini" written below it.

Advantages Radio

- Local Coverage
- Low Cost & Low Production Cost
- High Frequency
- Flexible
- Well Segmented Audiences

Disadvantages of Radio

- Audio Only
- Clutter
- Low Attention Getting
- Fleeting Message