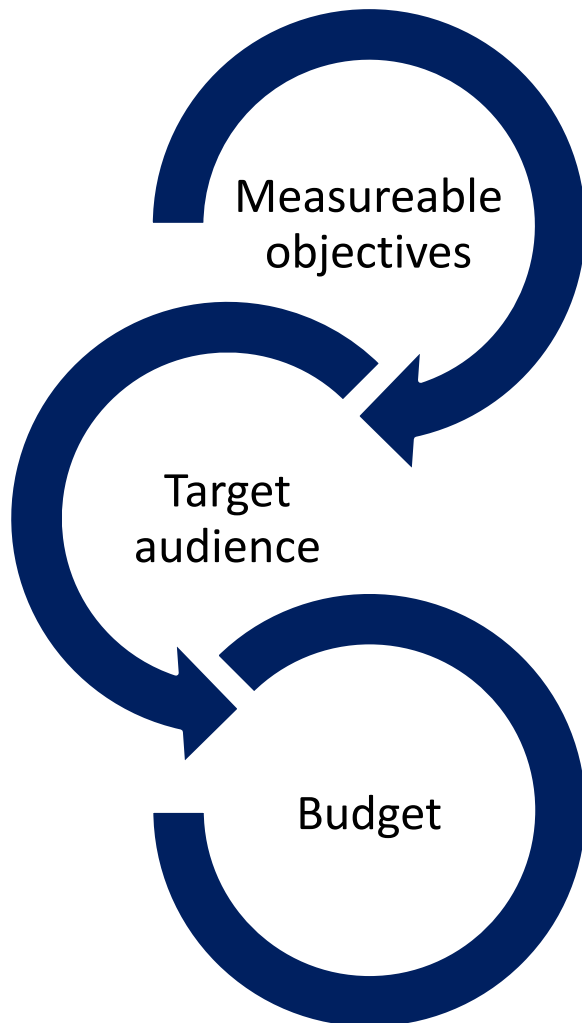


# TV: getting started

Guide to preparing for a TV advertising campaign

## Step one – objectives and parameters?

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What is the goal of this campaign? If it is to increase sales, then by how much? If it is to drive people online to your website, then how many? Is TV the best way to achieve these goals?

Who do you need to communicate with in order for this to be a success – who is your target audience / who is most likely to respond? Can you reach them efficiently with TV advertising?

What budget have you got for airtime and production of your advert? This will enable you to calculate the number of people in your target audience that you will be able to reach.

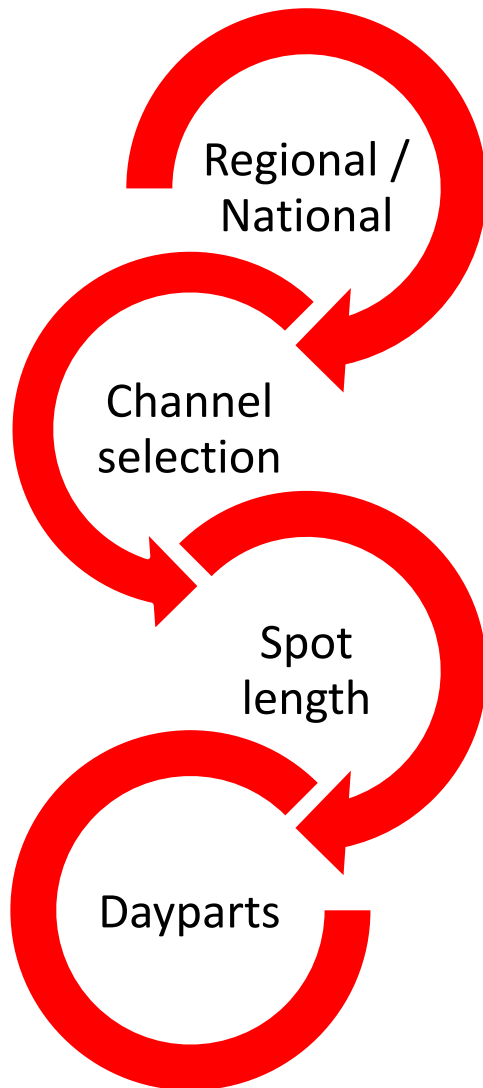
# Budgets – how much do I need?

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- If you are a first time TV advertiser, it is important to include the cost of production
- To make an advert you should put aside a minimum of £2.5k for the most basic production
  - This will not include any filming though which is more expensive, but is a one off investment. For example of various production budgets follow this link  
<http://www.tvadvertising.co.uk/tvadvertising/tvadvertising.php>
- TV campaigns can start from as little as £5k for airtime depending on your objectives.
- A typical digital TV campaign could be between £40k and £250k per month.
- For full quote please complete our [online briefing form](#)

## Step two – specifics (*we help you with this part*)

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Should you advertise nationally immediately, or is there a test area that could be used to model the effectiveness of TV

Which channels best fit the target audience? Are there any shows which amplify the message?

How long does it take to get the message across? Would a mixture be most effective?

Are there particular times in the day that are most appropriate for the product and the target audience?

# You will now know...

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- **What** you want to achieve
- **Who** you are targeting
- **How much** budget you have for production and airtime
- Whether it's a national or regional campaign
- The length of your advert
- What times during the day you need to advertise



# Numbers and delivery

This section will explain what your budget will deliver

# TV is bought on a cost per thousand (CPT) impacts

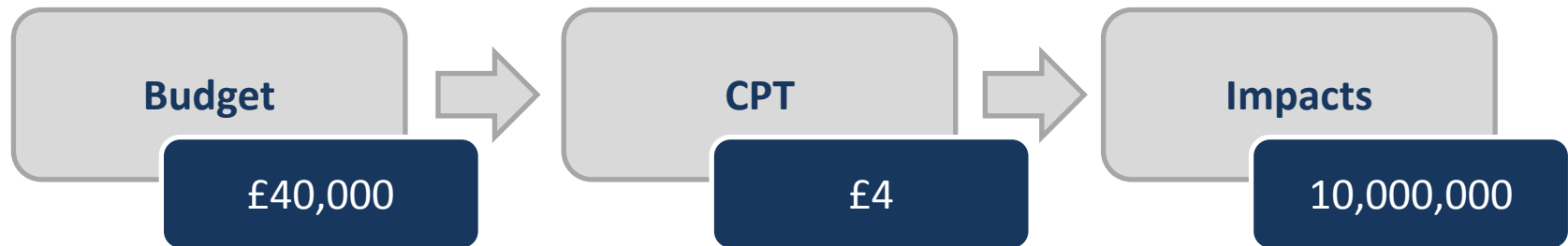
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- One impact is one viewing of an advert by one pair of eyes
- The advertiser pays an agreed amount per thousand impacts delivered by each broadcaster

$$\left( \frac{\text{Budget}}{\text{CPT}} \right) \times 1000 = \text{Impacts}$$

## Example...

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$$\left( \frac{40,000}{4} \right) \times 1000 = 10,000,000$$

## TVRs (little bit more complicated)

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- In TV we talk about this number of impacts as a percentage of the total number of people in your target audience
- This is known as your campaign TVRs
- If the total number of impacts in the campaign is 10,000,000 and your target audience is 14,000,000 then you are buying 71 TVRs

$$\left( \frac{10,000,000}{14,000,000} \right) \times 100 = 71.4 \text{ TVRs}$$

# Pricing overview

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- Generally speaking, channel pricing is calculated as a discount from the ITV price
- ITV price is calculated by using the number of impacts delivered against each audience vs. the amount of money spent in each period
- This means that the more demanded the impacts are, the more expensive they are
- Likewise it means that if many more people tune in, and more impacts are delivered, but the revenue stays the same, then the price will go down
- Overleaf are the published rates for 2010

# Pricing changes monthly with revenue and impacts

	Homes	Hwives	HwChil	ABC1Hw	Adults	1624Ad	1634Ad	ABC1Ad	Men	1634Me	ABC1Me	Women	1634Wo	ABC1Wo	Childs	1654Hw
Jan	6.77	7.43	39.88	20.03	4.90	73.60	31.88	12.88	13.41	87.29	36.57	7.73	50.23	19.87	73.57	17.62
Feb	7.09	7.85	41.29	21.56	5.20	77.21	33.58	13.89	14.31	91.23	40.26	8.18	53.14	21.20	76.91	18.51
Mar	8.45	9.46	47.67	26.35	6.31	93.02	40.57	17.03	17.50	114.12	49.04	9.87	62.95	26.08	100.32	22.10
Apr	10.08	11.18	61.31	30.79	7.50	105.89	48.91	19.92	20.86	134.32	56.70	11.71	76.92	30.70	116.21	27.28
May	10.97	12.27	64.67	34.23	8.19	112.53	50.63	22.10	22.92	135.31	64.07	12.74	80.89	33.73	125.20	29.06
Jun	9.56	11.28	53.68	30.75	7.12	83.18	37.16	18.23	17.22	87.59	43.81	12.13	64.54	31.22	92.15	24.23
Jul	8.10	9.09	53.77	25.91	6.10	98.58	43.68	16.76	16.80	121.80	47.46	9.59	68.10	25.91	110.37	23.41
Aug	7.43	8.26	49.58	23.90	5.53	84.52	37.77	15.45	15.09	104.88	43.14	8.72	59.03	24.08	84.75	21.10
Sep	9.18	10.26	51.89	28.22	6.86	94.84	41.54	18.08	19.13	111.67	51.02	10.71	66.16	28.00	110.06	23.76
Oct	9.46	10.45	49.53	28.34	6.94	88.38	38.29	17.95	19.53	103.15	50.39	10.78	60.89	27.89	91.60	22.75
Nov	8.95	10.00	42.89	27.15	6.59	80.45	35.02	17.10	18.49	97.05	47.80	10.23	54.80	26.63	79.07	20.21
Dec	7.13	7.83	38.51	21.35	5.12	63.54	29.13	13.46	14.03	77.19	37.23	8.06	46.79	21.08	61.12	16.94

# Delivery of a campaign

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- A TV campaign is essentially an agreement between the media agency and each individual broadcaster to deliver a number of impacts against an agreed buying audience depending on budgets allocated
- These impacts are delivered by a number of 'spots' that the broadcaster allocates to each advertiser and are measured in TVRs
- The media agency will ensure that the advertiser achieves a good mix of spot sizes to achieve the number of impacts bought
- If you think of all of the impacts that you are buying as being in one pot, then each spot which is broadcast leaves less impacts in the pot

# Example spot plan

Time		Channel		Delivery			
Day	Date	Channel	Region	Time	Programme	TVRs	Length
Fri	14/01/2011	KISS	Network	16:39:08	THIS WEEK'S KISS R'N'B 20	0.01	30"
Fri	14/01/2011	Box	Network	17:32:36	UKHOT40 DEC10 GEN INBREAK 4	0.00	30"
Fri	14/01/2011	KISS	Network	18:27:23	Phat 50!	0.00	30"
Fri	14/01/2011	MTV	Network	20:35:00	TEEN MOM	0.05	30"
Fri	14/01/2011	Box	Network	20:36:10	UKHOT40 DEC10 GEN INBREAK 2	0.07	30"
Fri	14/01/2011	ITV2	Network	21:01:00	BRITS LAUNCH PARTY 2011	0.54	30"
Fri	14/01/2011	ITV2 + 1	Network	01:00:00	BRITS LAUNCH PARTY 2011	0.54	30"
Fri	14/01/2011	Box	Network	22:34:26	UKHOT40 DEC10 GEN INBREAK 4	0.10	30"
Fri	14/01/2011	VIVA	Network	24:15:00	SANCHEZ GET HIGH: PRITCHARD VS DAINTON	0.14	30"
Sat	15/01/2011	ITV2	Network	09:18:00	HOLIDAY SHOWDOWN	0.16	30"
Sat	15/01/2011	Box	Network	09:20:17	We R Who We R	0.00	30"
Sat	15/01/2011	MTV	Network	09:35:00	LAGUNA BEACH (INTERNATIONAL RESCORED)	0.00	30"
Sat	15/01/2011	KISS	Network	09:50:00	THIS WEEK'S KISS R'N'B 20	0.04	30"
Sat	15/01/2011	VIVA	Network	10:15:00	THE OFFICIAL UK TOP 20	0.09	30"
Sat	15/01/2011	ITV2 + 1	Network	18:32:36	HOLIDAY SHOWDOWN	0.16	30"
Sat	15/01/2011	Box	Network	12:17:58	UKHOT40 DEC10 GEN INBREAK 3	0.07	30"
Sat	15/01/2011	E4	Network	16:12:35	MAKE IT OR BREAK IT YR 2 - CALIFORNIA GIRLS	0.48	30"
Sat	15/01/2011	KISS	Network	16:23:13	& Friends Top 10	0.00	30"
Sat	15/01/2011	E4 + 1	Network	17:12:35	MAKE IT OR BREAK IT YR 2 - CALIFORNIA GIRLS	0.48	30"
Sat	15/01/2011	Box	Network	17:53:25	UKHOT40 DEC10 GEN INBREAK 3	0.00	30"
Sat	15/01/2011	KISS	Network	20:07:17	HOT 20: THIS WEEK'S MOST PLAYED	0.00	30"

# What can change during a campaign?

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- TV advertising can be volatile and is subject to market forces
- This means the price can rise or fall, meaning the number of impacts that you are buying will decrease or increase respectively
- This in turn means that the number of **TVRs** that you are buying could change slightly, although the media agency will factor this change in so it should not make a huge difference
- The number of **spots** will fluctuate depending on the number of people watching. Whilst the estimated number of spots is useful as a guide at planning stages, it is seldom exact as it is based on predicted viewing by the broadcaster

# We are here to make things simple for you

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- We advise you through the early stages of budget and objective setting, and plan and buy your campaign airtime at the best rates
- There is no fee for our services as we are funded by the broadcasters
- **Contact 020 7636 6416** (click logo to link to site)



- Our sister agency GuerrillaVision will arrange production of your advert
- **Contact 020 7268 6442** (click logo to link to site)

# MarketPlace Media

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- Joined up creative and media approach
- Long term media strategy development and implementation
- Media planning & buying
- Audience insight and research
- Response management & reporting
- Work directly with your design agency for copy requirements
- Post campaign analysis



# Fresh thinking experts

*Central to everything that we do is accountability...has your campaign delivered what we set out to do? Clear objectives and targets lead to transparent and accountable campaigns.*

- Results focused media
- Measureable & accountable
- Senior account team
- Consultancy service
- Brainstorming specialists
- Expert negotiators

The screenshot shows the MarketPlace website homepage. At the top right, the date is September 8, 2010, and contact information for 9/10 Market Place | London | W1W 8AQ, 020 7636 6416 | info@mplondon.co.uk is provided. The navigation menu includes Home, Media Planning, Media Buying, Media Marketplace, Blog, Contact Us, and About Us. The main content area features a large image of a small green plant growing from soil, with the text "See what advertising can do for your business" below it. To the right of this image is a "Grow Your Business" section with text about advertising and a "read more" link. Below the plant image is a "Results Focused Media" section with a sub-header "MarketPlace is a media agency passionate about results focused planning and buying across all media." and a paragraph describing their unique planning model. To the right of this is a "Blog" section with a post titled "Hello darling...mwah...mwah!" and a "read more" link. Below these are three smaller sections: "TV Market" with a TV icon, "Press Market" with a stack of newspapers icon, and "Our Approach" with a green arrow icon. At the bottom of the page is a row of logos for various media channels: itv 1, 4, FIVE, sky, Discovery CHANNEL, MTV, TMTF THE FILM FACTORY, itv 2, and a logo for a channel with a purple circle and the number 4.

# MarketPlace

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