

Firstname Lastname

Instructor's Name

Course Number

Date

### How to Create a Good TV Commercial

For some, it may seem that the era of television is practically over, what with all the new technology coming out and media adapting to mobile devices. Nonetheless, according to a recent infographic from Get.com, watching TV is still one of the favorite pastimes for 54% of Americans (Daniel). That is good news for marketing, since it is a green light for TV commercials.

Despite the efficiency and volume of TV commercials, it is important to produce a good product, considering that the audience is far more demanding than, say, ten or twenty years ago. Therefore, the topic of this discussion is how to make commercial content good and effective. The most important part of the process is clearly representing the brand and the product or service you are advertising.

Create a storyline with characters and a distinct theme. Remember that it is an ad, not a full featured movie, so be simple in your presentation. But also, show the audience what they want to see. For example, develop characters who represent your target audience, who would use your product. Let the audience know how your product will help make their lives easier.

Another important part of the process is the script. When it is ready, stage it to make sure it actually plays out well, not just in your head. This will also help in timing it to make sure it fits the allotted time space, which is also very important. Anything that

goes out of bounds will be cut off by the company that airs the commercial. Beware, your call to action might be chopped off!

By the by, a call to action is a must for any kind of advertising. People need to know why they watch your ad. What should they do? Are they expected to call your service or rush out to buy your product? It is very important that you make clear what action you want the viewer to take. Make your product memorable. Each individual in your target audience is a potential customer, and if they do not remember your company's name or what you are selling, then that is advertisement money wasted.

Sometimes, the best commercials are totally illogical and plain bizarre, but the novelty catches the attention of the viewers like nothing else. Do not invest in special effects or expensive equipment; instead, invest in content: the story, characters, and background. That is what matters the most. However, if nothing seems effective, then hire a production team.

#### Works Cited

Daniel, Ivan. "Infographic: What Are Americans' Favorite Pastimes?" *Get.com*. n.p., 28 Jan. 2016. Web. 23 Feb. 2016. <<https://get.com/blog/infographic-what-are-americans-favorite-pastimes/>>.