

# ***Television: The Strengths***

## ***Sight and Sound for Dynamic Selling***

***Audiovisual demonstrations are one of the best teaching methods known. The combination of sight and sound gives the advertiser the benefit of a technique that comes closest to personal selling. Television selling is very dynamic. It is also one of the best methods of demonstrating the uses or advantages of a given product.***

## ***Reach of Both Selective and Mass Markets***

***Television can be used to attract both selective and mass markets through program selection. When professional sports are being broadcast, the audience is largely male. Children's programming on Saturday mornings, or daytime television, tends to reach selected audiences. On the other hand some programming such as movies, comedies, or special events will attract audiences consisting of many different kinds and ages of people.***

## ***Cost Efficiency***

***Television is cost efficient. No other form of advertising can reach as many people for the same investment. Typically, TV programs can be purchased for 3-cents per household reached, or LESS!***

## ***The Flexible Medium***

***While commercial lengths can vary, the 30-second ad has dominated the business for more than 40 years because it allows plenty of time for advertisers to create a specific message, and apply the right audio and visuals to support it.***

## ***The Impact of Day-Parting***

***Advertisers have long followed the strategy of telecasting commercials at times when the gender and demographic of the primary viewer most closely match that of the primary purchaser of a particular product.***

- Daytime (9:00 am to 3:00 pm): Even though so many moms are now part of the workforce, women still dominate the daytime TV viewership.***
- Early Evening (5:00 to 7:00 pm): The audience is larger than that of daytime and consists of women, men, and teenagers.***
- Primetime (7:00 to 9:00 pm): It registers huge viewership numbers across nearly all demographic groups.***
- Late night (9:00 pm to 2:00 am): This audience consists of adult male and female decision-makers.***