



Splitting 30 second commercials

Companies that have multiple brands are continuously faced with the difficult choice of allocating the marketing priorities, particularly for television advertising. Which brand will be the priority in the upcoming year, receiving most of the advertising and marketing support? Once that initial decision is made, the process is continued until the marketing objectives have hopefully been met and the budget has been allocated.

With the now-common use of the 15-second commercial, most consumer brands have more exposure than ever before. “Fifteens” cost half of “thirties”, so more units on air lead to higher cumulative rating points delivered and doubled reach. The impressions are doubled, and frequency multiplies significantly with the increased rating points.

Typically, marketing plans prioritize budgets, but the media plans often do not address the opportunity created by using 15-second commercials. The media plans are placed independently, sometimes even through different agencies. Nobody raises the opportunity created by pairing 15-second commercials and buying a 30-second unit. Without question, television stations still prefer 30's over 15's...30's are still the standard unit length and presents the most available inventory. While 15's are useful, television stations do not have “natural” availability for 15's, so they often get placed in programs and dayparts that are not as strong.

At WFofR, we have been pairing 15's for our clients for over 20 years. When a company has brands that are in different categories and do not compete directly, a paired 15-second commercial is ideal. We can manage not only the placement and delivery of the commercials, we can split the budget so that the marketing team is always aware of the exact advertising expense.

We can also handle the complex issue of different budget levels. This forces a brand to lead with the most rating points, but brands with lower budgets can follow at different point levels. With our traffic system and rotation instructions, we can assure the 2nd and 3rd brands that they will receive the rating points that they have budgeted.

At WFofR, the challenges presented by complex media plans are handled every day. Please give us a call to discuss your challenge, and we will be glad to help you with a solution.

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