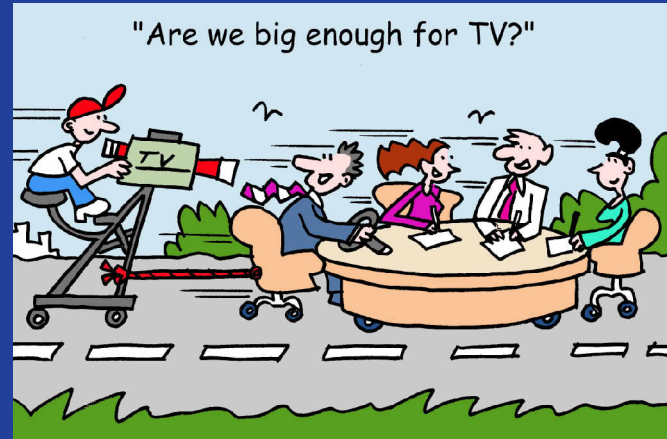


Reviewing their consumer marketing strategies, Town Centres, Leisure Attractions, Universities, Colleges and other Public Sector bodies often ask...

Big ARE WE ENOUGH FOR TV?



Yes you are, says David Gent of specialist TV buying agency David Gent Creative

Time was, you needed a spend running into hundreds of thousands to even think of advertising on television, plus a Hollywood budget for the commercial. But falling relative costs and the digital TV revolution mean that you can now run a realistic test campaign for less than, say, £50k.

Our agency has implemented successful first-time TV campaigns for local authorities, town centre management, further and higher education colleges, tourist agencies, leisure attractions and publicly-owned theatres, as well as many consumer brands, so I have gained a good insight into marketing people's queries and concerns, many of which centre on cost. Playing devil's advocate, let me run through some of the main issues raised.

"TV still sounds expensive"

Let's face it, most marketing, especially consumer advertising, carries a significant price tag, but TV is proven to drive footfall, recruitment and response. Advertise or die was the old saying and research suggest that still holds true. Besides, if you add up an alternative spend on directories, local press, print or online, you'll find TV is very competitive, especially on a cost-per-thousand basis. Even with relatively minor channels or regional TV, you'd be reaching thousands more people than through other advertising media, so the returns can be equally substantial, and you can target viewers quite precisely thanks to audience profiling.

