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## **10-SECOND COMMERCIAL EFFECTIVENESS**

10's are widely used around the world including the U.S., where research has proven them to be at least 60% as effective as 30's, with up to 79% change in brand preference, and they hold 40% more viewers through the commercial story.

Excedrin, Polaroid, Amana, Hershey, Turtle Wax, Hawaiian Punch, among other brands, were all launched using 10's exclusively.

In the U.S., there is a heavy premium - 10's are 50% of the cost of 30's.

**Buss Marketing sells 10's at 15-35% of the cost of 30's.**

### **SOME EXPERT QUOTES FROM THE U.S.**

*"Explanation is certainly not necessary for an established product...after people have come to know the product...by then a 10-second spot - available at perhaps one-third the cost of a 30, should be enough to maintain frequency in keeping the product in the forefront of the consumer's mind."*

*"Advertisers using 10's - large budgets: Pabst Blue Ribbon, Murine, Pepsi, Contac C, Coke, Roto Rooter, Lever Bros., Sony, Colgate, Campbell Soup, Piel's Beer (launched with 10's), Wool Bureau, Seven Up (etc)."*

**V.P., Media Director, Warwick & Legler, NY**

*"...there is a need for 10's...pressure for more prime time avails...more local advertisers realize that TV gives them better opportunities than local newspapers...every day the price of TV prime goes up."*

*"...a variety of advertising techniques can be executed in 10 seconds, and a variety of advertising objectives can be supported by them."*

*"...compared with 30-second commercials, 10-second commercials hold 40% more viewers throughout the entire commercial."*

*"In a multiple exposure on-air design, we compared the effectiveness of 10-second lifts to their 30-second counter parts, exposing the 10's twice as often as the 30's. We found that the 10's were, in all cases, at least as effective as the 30's, and in some cases more so."*

*"Creatively, the 10-second time constraint is more of a challenge than an impossible limitation."*

**Jennifer Stewart, V.P. Research, Ogilvie & Mather, NY**

*"What can you say in 10 seconds? Plenty. No advertising medium is more maligned than the 10-second TV spot, yet we've made it say a mouthful for Dodge Dealers of Southern California. We firmly believe that the 10 second commercial is a real sleeper in television advertising. So don't noise it around!"*

**John Cody, V.P., Manager, Cole Fischer Rogow Advertising, California**

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*"The impact of 10's vs. 30's is roughly 55-78% in terms of recall measurement."  
 Larry Stoddart, Sr. V.P, Director of Information Services, Young & Rubicam*

*"A recent campaign for the New York City Opera relied solely on 10-seconds. We had to answer a handful of perceived negatives, that opera is expensive, boring and stuffy. We set up little blackouts, and they worked better than 30's and 60's."  
 Tom Hall, Sr. V.P., Creative Director, J. Walter Thompson*

*"10-second commercials have proved to be a successful communications device and sales tool, capable of imparting information on product features as well as raising consumer awareness of a brand name."*

*"In a local or regional approach (because they are less expensive), frequency levels can approximate saturation campaigns."*

*"Recent recall studies have shown that a 10-second spot with greater frequency and continuity can produce high audience-awareness results, as much as 20% higher than for a 30-second campaign of equal dollar cost."*

*"Publishers who are now expanding their use of broadcast overall, are finding that 10-second spots can be of great value in keeping both hard-cover and paperback titles in the public eye. Noteworthy are 10-second campaigns for the Thorn Birds and Roots."*

**Elizabeth Soldinger, Media Director, Gaynor Media Corp.**

*"In general, they seem to have an impact both in terms of registering brand and product name, and in the main idea of communication and motivation. That ranges between 60 and 80% of 30's."*

**George Fabian, Sr. V.P., Director of Research, SSC & B, NY**

COMPARING EFFECTIVENESS OF 10-SECOND COMMERCIALS 10 SECOND AVERAGE				
	INDEX	BRAND ID	MAIN IDEA COMMUNICATION	MOTIVATION
30-sec. category norm.	100	73%	68%	63%
30-sec. parent commercial	100	68%	71%	59%

...from Topline

**Top local categories - U.S. % of commercial by length - 10's:**

Amusement & Entertainment	16	Auto Repairs & Service	17
Dairy Stores	31	Clothing Stores	15
Department Stores	15	Legal Services	25
Leisure Time	16	Music Stores	17
Optical Services	16	Shopping Centres	33