

OUR TOP 10 TIPS FOR GETTING YOUR BRAND ON TV

These are the methods we employ to help brands with limited budgets achieve success on TV.



- 1. We are a new model creative agency.** The old options of either overpaying for a larger agency, or hiring a production company that misses the mark strategically, have gone. Many brands you see on TV every week have adopted a better model. Talk to us about how our new way of working can benefit you.
- 2. Budget.** Think your budget is too low? Challenge us to make it work.
- 3. Invest in your creativity.** A recognised way of splitting your total budget is to allocate roughly 20% to strategy, planning, creative and production. Less than this could seriously compromise the quality of your ad, which could end up wasting your entire budget and potentially damage your brand.
- 4. Clearcast.** We contact Clearcast other regulators as early as possible in the process. We know this can be tricky and take time, but we can handle it all for you.
- 5. We work collaboratively with our media buying partners.** When creative agencies and media buying agencies are working in tandem, you will get the best work out of both of them.
- 6. Shared reward deals.** Some of the main broadcasters will help to fund new TV campaigns. We work with them to structure deals, meaning the increase of your sales determines some of the costs; a great way to minimise risk and manage cashflow. Forming a partnership with the broadcaster can unlock all sorts of extra value across all of their media assets, on and offline.
- 7. Solus deals.** Dealing with a single broadcaster can really benefit your campaign, giving increased advertising focus and giving you leverage to negotiate the best deals.
- 8. Buying broad audiences.** There are a few tricks that we can play to structure the best airtime deals; using a broad buying audience is one of them. Don't worry we can talk you through the detail.
- 9. On demand.** Video on demand (VOD) is one of the growth areas in broadcast, allowing us to target TV campaigns very accurately. We can make sure your ad is seen in the right regions, towns or postcodes, by people who fit your customer profile, or match your database with the broadcasters' to target your customers specifically.
- 10. Bartering.** Another growth area in broadcast. In some cases we can trade stock for airtime.

TO FIND OUT MORE CONTACT GARY JACOBS

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