

# HOW TO **WIN** WITH **ELEVISION**

CONTENT BEST PRACTICES



# 12 SECONDS

## TO MAKE A DIFFERENCE





# ELEVISION STORY TELLING

## SEE

WIN ATTENTION WITH  
DISRUPTIVE VISUALS  
OR MESSAGE  
(IDEALLY BOTH)



## PERSUADE

BE CLEAR WHY  
VIEWERS SHOULD BE  
INTERESTED IN THIS



## ACT

BE CLEAR WHAT YOU  
WANT VIEWERS TO  
DO NEXT



# SEE

(Shoppers don't buy what they don't see)

- 1. BE DISTINCTIVE**
- 2. BE DISRUPTIVE**
- 3. SHOUT OUT WHAT'S NEW**

# 1. BE DISTINCTIVE



**USE ELEVISION  
AS AN EXTENSION  
OF YOUR BRAND.**

Proudly use your distinctive assets and be instantly recognisable.



## 2. BE DISRUPTIVE



**PEOPLE ARE NOT  
IN A LIFT JUST TO  
SEE AN AD.**

Grab their attention with  
something that is eye catching  
- surprise & delight!

### 3. SHOUT OUT WHAT'S NEW



**EVERYONE IS  
INTERESTED IN  
NEW THINGS.**

If you have a new product or new offer to talk about - shout about it! Be clear about what's new.



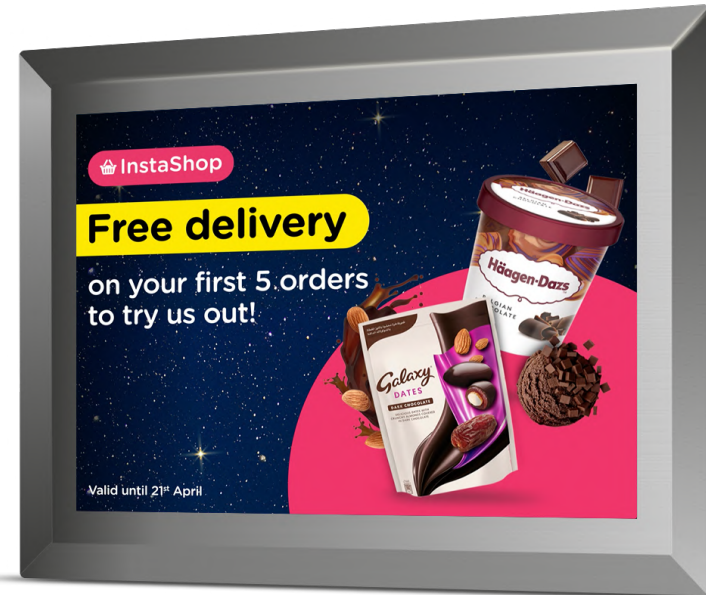
# PERSUADE

(Shoppers don't buy what they don't understand)

- 1. BE CLEAR ON BENEFIT**
- 2. BE LEGIBLE WITH YOUR COPY**
- 3. MAKE IT RELEVANT**



# 1. BE CLEAR ON BENEFIT



**BENEFIT SELLS.  
DON'T HIDE IT.**

Be clear on how your product will positively affect the lives of Television viewers.

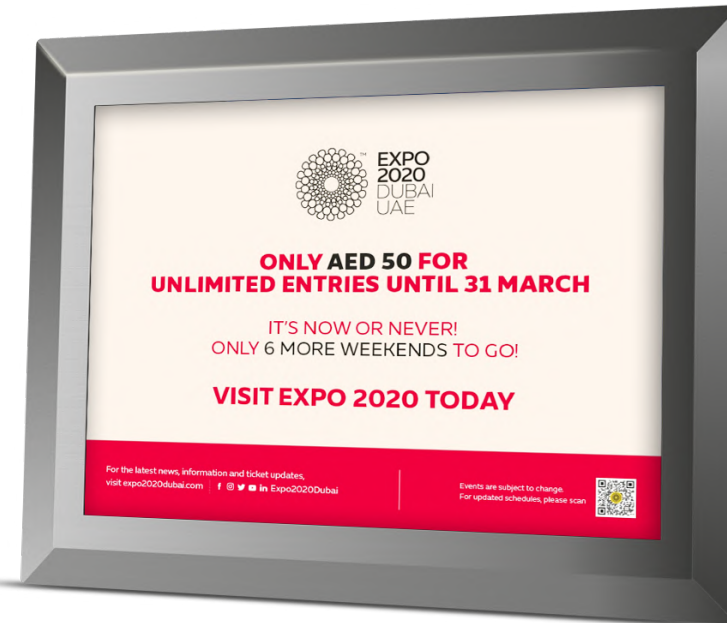
## 2. BE LEGIBLE



**YOU HAVE 12  
SECONDS TO TELL  
YOUR STORY.**

Ensure your key message pops from the screen. Be selective on what you say and eliminate clutter to lighten the cognitive load.

### 3. MAKE IT RELEVANT



**PEOPLE DESELECT  
WHAT HAS NO  
RELEVANCE TO THEM.**

Don't be irrelevant, always consider the cultural and functional relevance of what you're offering. Make that your starting point.



# ACT

(The Point-of-Sale is usually the Point of Everything)

- 1. BE CLEAR ON WHAT'S NEXT**
- 2. PROVIDE CALL-TO-ACTION**



# 1. BE CLEAR WHAT'S NEXT



**WHAT DO YOU WANT  
ME TO DO?**

It may be buy, book, download or *Catch*. Whatever it is you want the viewers to do next - make it clear!



## 2. HOW TO ACT



**HELP ME TO DO  
WHAT YOU WANT  
ME TO DO.**

If you want people to act then help them with a clear call to action. Provide them with a bridge to further engagement.



# ELEVISION

## STORY TELLING FLOW

3 SEC

**SEE**

DISTINCTIVE  
DISRUPTIVE  
SHOUT NEW



5 SEC

**PERSUADE**

BENEFIT  
LEGIBILITY  
RELEVANCE



4 SEC

**ACT**

WHAT'S NEXT  
CALL TO ACTION  
COMPLETE STORY

# ELEVISION STORY TELLING OPTIMIZATION CHECKLIST

<b>ELEVISION</b>	First ask yourself: is the content...	Then ask...	And...	Y/N?
<b>SEE</b>	<b>DISTINCTIVE</b>	Is my brand recognisable? Am I using iconic brand or campaign assets?	Can it be recognised easily?	
<b>SEE</b>	<b>DISRUPTIVE</b>	Does the image or message demand attention?	Within 3 seconds?	
<b>SEE</b>	<b>SHOUTING OUT WHAT'S NEW</b>	Is this communicating what's NEW?	Will viewers see whats new within 3 seconds?	
<b>PERSUADE</b>	<b>CLEAR ON BENEFIT</b>	Is it clear what I am selling?	Is it clear what's in it for the viewer? Is it a tangible benefit?	
<b>PERSUADE</b>	<b>LEGIBLE</b>	Is the design uncluttered and the key benefit legible?	Is the content easy to process in the time on screen?	
<b>PERSUADE</b>	<b>RELEVANT</b>	Is the offer/promotion and content relevant to the audience? Culturally and functionally?	Are we offering something that the audience will want? In language that they understand?	
<b>ACT</b>	<b>CLEAR ON WHAT'S NEXT</b>	Once persuaded, is it totally clear what to do next to access the offer?	Is it easy for the viewer to act with the information that they have?	
<b>ACT</b>	<b>CLEAR ON HOW TO ACT</b>	Is it clear how to act?	Is it easy for the viewer to do this immediately?	