



media release

Tuesday, March 14, 2006

Big Ads, Big Budgets, Big Blowouts?

Television advertisements like last year's award winning CUB "Big Ad" are indeed big and it seems that advertisements in particular markets like brewing, are getting bigger. Some advertisers are committing to bigger budget productions in order to create greater product awareness but according to P3TV, it might just be a waste of money.

While a big budget can deliver a spectacular commercial Clive Duncan says that price does not always translate into quality when it comes to making television advertisements.

Duncan has been involved in television production for many years and says that advertisers should proceed with caution when considering big budget productions.

"Every agency will urge its client to accept only the best and to make the biggest. But the best doesn't necessarily mean the biggest cost.

"Production houses love to use all of the latest technology and gadgetry, have multiple shoot options and experiment on new techniques. Advertisers might be able to save themselves money by simply asking is it really necessary?" Duncan said.

He said that behind actual media buying, the production of a television commercial can be the largest single advertising expense for most companies. "Advertisers might not get a return on their investment because more complex productions lead to confusing cost estimates, a lack transparency in costing the production and cost blowouts in making it."

"There seems to be a culture with big budget productions that might be detrimental to the client. It is a culture of 'use it and spend it', whether or not it is really required. Companies have to be firm in demanding value and be focussed on generating a reasonable return on their investment, as well as delivering something that captures the consumer's imagination. It's a tough stance but not an impossible one", he said.

Duncan said that poor understanding of TV production processes by the advertiser also contributes to the problem.

"Many advertisers would be happy to have an ad like the "Big Ad". They look great, but let's not forget that advertising is an investment like any other. When investing it is important to ensure that every dollar you invest will be working for you and not end up on the cutting room floor or wastefully lining the pockets of others", Duncan said.

ENDS.

For more information on P3TV contact	For media inquiries contact
Clive Duncan	Andrew McConville
P3TV	Sententia Group Public Relations
☎ 0419 366 586	☎ 0405 171 741



suite 201, 63 stead street south melbourne victoria 3205
t. 613 9378 3223 f. 613 9379 8415

About P3

P3 is a consulting company with a national network of more than 30 industry professionals that helps people to achieve commercial purpose through creative process. P3 works with some of Australia's largest advertisers to help them gain maximum value from their marketing expenditure. Leveraging their extensive knowledge of the marketing and advertising industry, P3 provides benchmarking, training and auditing services that assist marketing professionals to make more informed decisions about their investment across a broad range of marketing communications including agency remuneration, television and print production, bid authentication, media buying, PR, interactive advertising and Direct Marketing. P3's client base includes more than 40 of Australia's Top 100 Advertisers.