

# TV INSIGHTS

## SELL ME SOMETHING, PLEASE.

COMMERCIALS ARE BEING VIEWED AND EVOKE A POSITIVE RESPONSE

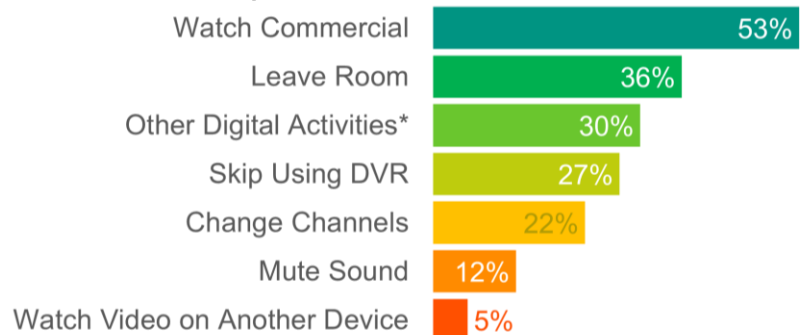
by Michael LaSardo | VP, TV Station Solutions | Katz Media Group

### MYTH: VIEWERS ARE IRRITATED BY COMMERCIALS AND TRY TO AVOID THEM

**FACT:** A recent Mintel study proves that the most common behavior when watching television and a commercial comes on – is actually watching the commercial!

The report goes on to point out that young men aged 18-34 are the most likely to watch commercials. In fact, 68% of this demographic usually watch ads.

**% Taking Action When TV Commercial Comes On / Adults 18+**  
*Respondents' Actions Can Be Multi-use*



\* text, social network, surf web

### SEVEN IN TEN ACKNOWLEDGE A POSITIVE RESPONSE TO A TV COMMERCIAL



70% of respondents agree to having had a positive response when watching a Television commercial and 1 out of 3 have purchased something in the last month because of an advertisement. Additionally, 90% of men aged 18-34 had a positive response with nearly 2 out of 3 having made a purchase in the last month because of an ad.

A positive response can come in the form of remembering the commercial, referring the product or service to a friend or family member, being introduced to a new product or service, using social media to tell people about a product or service, or visiting a website after seeing the commercial. Clearly the traditional purchase funnel has morphed into a decision cycle with TV commercials playing a key role.

### TRUST TELEVISION TO SELL PRODUCTS AND SERVICES!

Source: Mintel Television Advertising – US – Feb 2017.