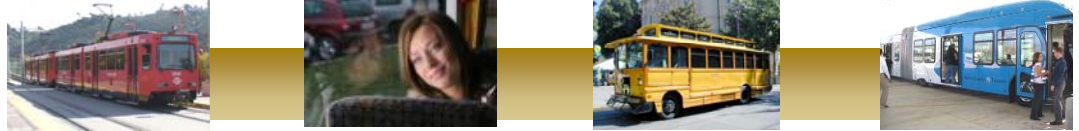


Highlights:

- Decide on an ad concept that will fit into your overall marketing plan. The idea should be persuasive enough by itself to not depend on flashy production techniques to make it succeed.
- Use humor to convey your message. Make riding transit seem relaxing and fun!
- The greater the frequency of your spot, the more impact your commercial will have.

News:

Joya Beebe has recently joined the Majic team as Creative Editor. She has a B.S. in Communications from Boston University and brings experience from Fox Broadcasting, Ketchum Communications and Bozell Advertising. Joya will be developing advertising, copy and layout for our clients. Feel free to call her with your advertising needs.



Seven Principles for Local TV Advertising

Nielsen Media Research estimates that the typical U.S. household spends an average of eight hours a day watching television. Not surprisingly, TV persists as the most influential and compelling form of advertising today. Here are seven principles for local TV advertising to help your commercial stand out from the competition and best appeal to your target market.

1. Choosing the Concept

Traffic, stress, extensive commutes and rising fuel costs are some of the challenges encountered by today's commuters. Focusing your spot on one of these issues can be extremely effective. The idea should be strong enough on its own that you won't need to rely on special effects to make it work. Majic Consulting Group produced an award-winning spot for the Breeze Bus, which played off high gas prices in the news. A

woman is shown struggling up a mountain to reach a coveted gas can. In the next scene she's seen sitting on the bus and unwinding. The message conveys both saving money on gas, and rest/relaxation as better alternatives than driving.

2. Using Humor

The Breeze also incorporated humor to appeal to their market. In another ad, a female commuter is shown taking a large, pink fluffy pillow out of her handbag and napping on the bus, again emphasizing relaxation. In this instance, a zany scene was utilized to make riding the bus seem lighthearted and fun. Sometimes the most engaging commercials break the rules by using off the wall comedy as an attention-grabber!



The creative use of low-cost props can attract the same attention as expensive special effects.

3. Programming

Select programming to match your particular transit rider demographic. Basic cable networks offer a wide variety of programming to fit your specific niche, and also relatively inexpensive. For example, if your ridership stats are skewed more highly toward women, then networks such as Lifetime, FOOD, TLC and TBS can be very effective in capturing that audience. Broadcast network advertising is more expensive, but reaches more viewers and gathers higher ratings. However, if there are constraints on your budget for certain programming times, a *broad rotator* can be very cost-effective. A broad rotator will air your spots randomly when air time is available. This allows you to get on the air during prime time on popular programs such as 'American Idol', with the possibility of reaching thousands of potential riders.

Continued on page 2

