



**TVA**

# **Guide to Production Excellence**





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At TVA, we love to chat. We're always happy to talk, at length, to our potential new customers about our favourite thing - TV Advertising in all it's entirety!

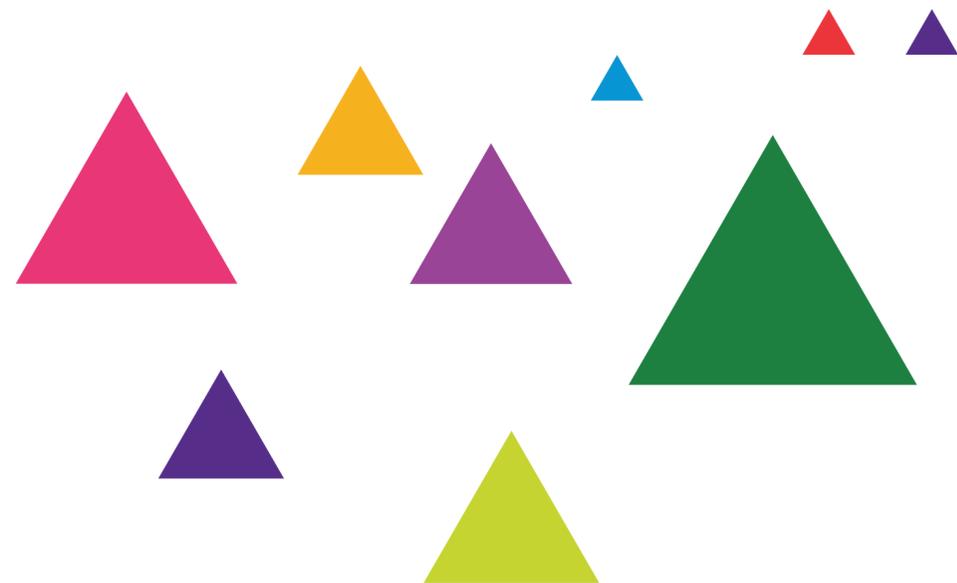
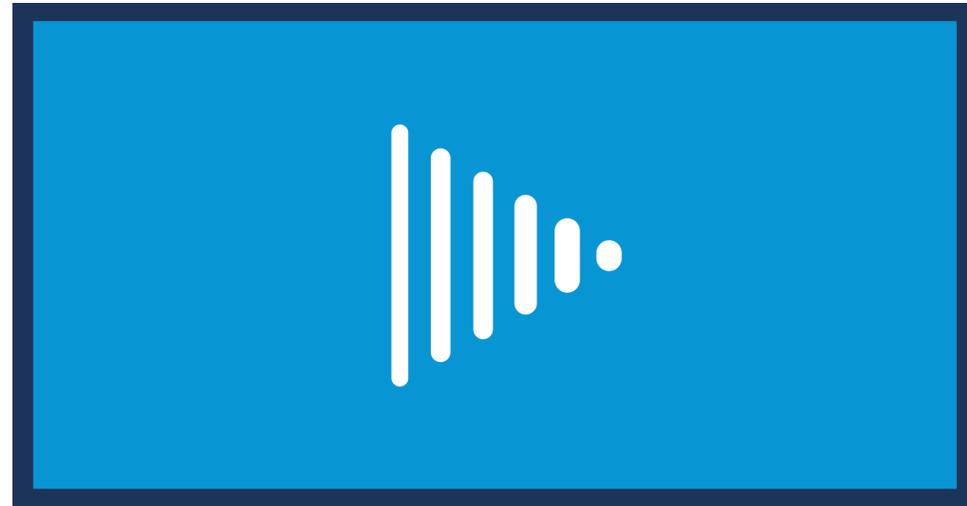
We thought it may be useful to suggest a few things to help get you up and running. If you're new to this, jotting down some ideas is a great starting point before we even connect, to make the best use of our future planning together.



## The Basics

Of course, we need all the usual information - your business and the type of company you are. It's also useful to determine which industry you are operating in. All basic information, but important nevertheless.





## Say what?

Sounds obvious, but try to narrow down exactly what you are advertising. If your business is multi-faceted and offers a variety of products or services, then which of these is it you want to promote? Is there a priority to give something attention over and above everything else? Perhaps you would like to use a tv ad or video, to create brand awareness or raise the profile of your brand in a more general sense.



## Who and Where?

The next thing to consider is your target audience. It's vital you can determine specifically who you want to communicate with. It's also important to us because when we come to plan your media campaign, we want to be able to target exactly the right people. It's one thing to make a standout advert, but if your intended audience isn't seeing it, it's pretty much a waste.

Let's also consider the geographical location. Where do your intended viewers live? Would it be beneficial to concentrate your efforts regionally as opposed to nationally? At TVA, we can make recommendations to you based on your information and the more you can give us, the better.





## Key Messages/USP's

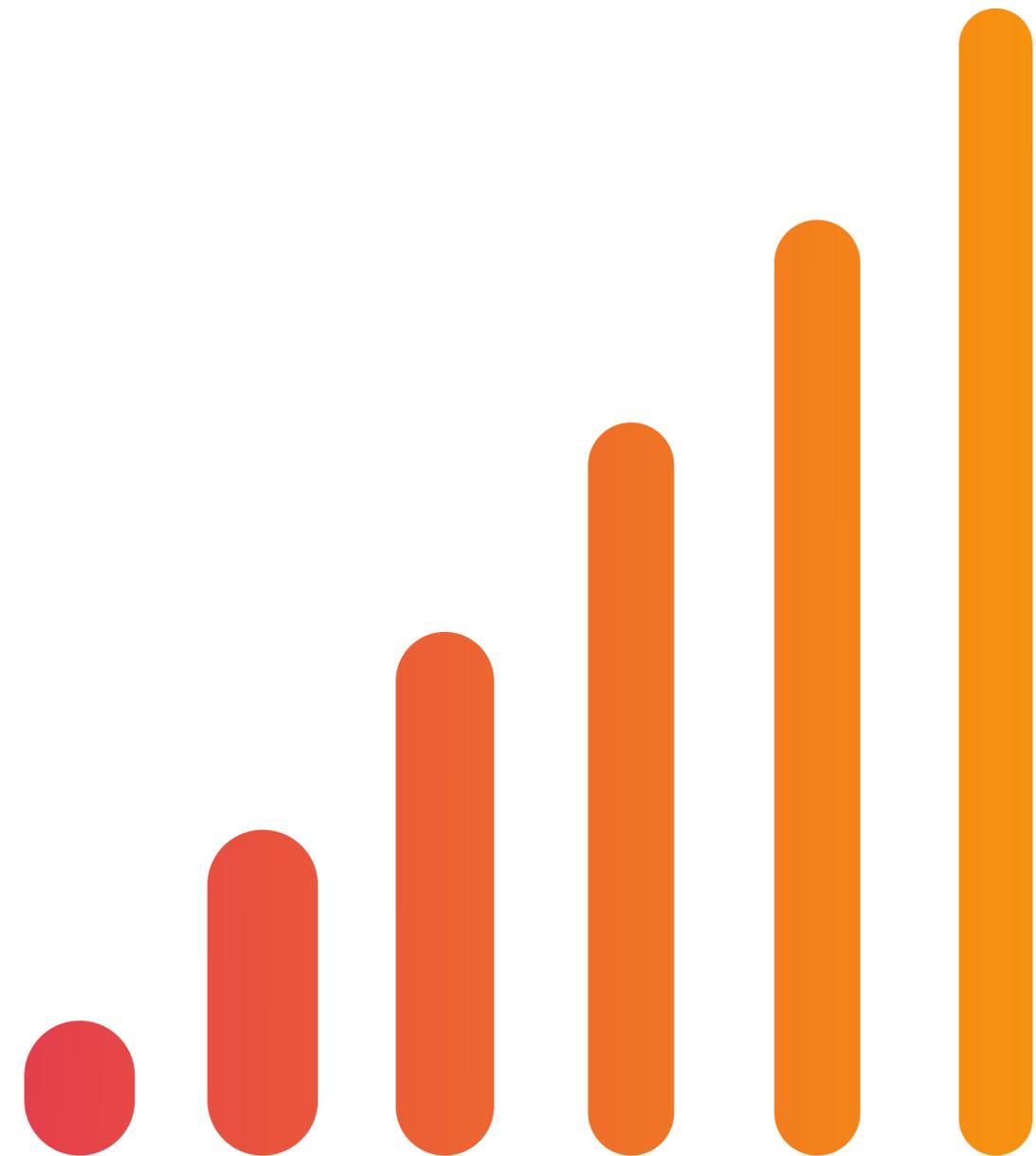
Embarking on a new campaign is the ideal opportunity to showcase the unique selling points of your product or service. Is it the cheapest? Does it come with any special offers such as discounts, add-ons, introductory pricing, or incentives to sign up or subscribe? Perhaps it's something innovative, a market leader or fills a gap in a niche market?

This is your chance to shine, so have a think about the features and benefits you wish to promote. It's equally important not to overload your viewer with too much information and run the risk of losing your key message. We're happy to help you determine the best way to keep things simple, yet effective.



## KPI's/Measuring Success

Fast forward. Let's imagine your ad is up and running and in full swing. Great! But how do we know it's working? There are many ways we can measure the success of an advert. What would success look like to you? An increase in sales may be a good result. More traffic driven to your site might be your priority. If you have the foresight to determine some key performance indicators, it can help shape the path to achieving your goals.





## Historical Campaigns

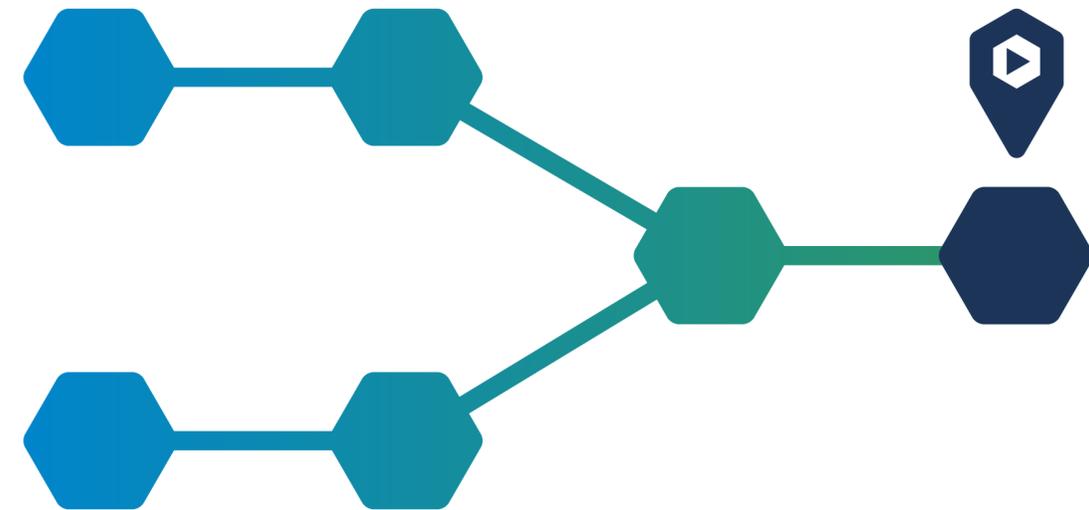
Rewind! Go the other way now and think back. Have you previously used TV advertising as a way to promote your product? If you have, then take a moment to think about that campaign. What did you like or dislike about it? Why was it or why wasn't it successful? We often would have done things differently, but, good or bad, it's all experience. So use what's gone before to improve and move forward this time around.

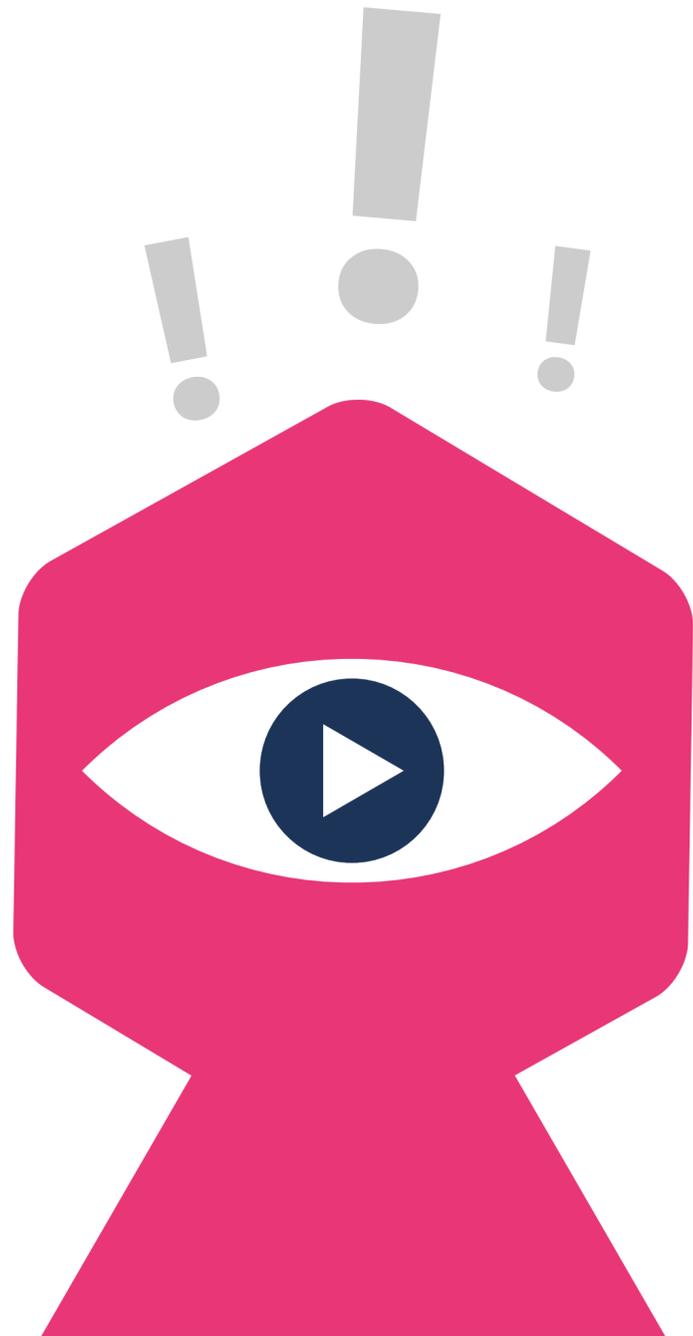


## Timeframe

Something to keep in mind and useful for us to know here at the agency is your timescale. Are there particular sign off dates and deadlines you are hoping to meet? We usually work around 2-3 months ahead as a guide. For example, if you want your advert to air at Christmas time, sign off would be required around October at the latest.

This might be a good time to consider whether your goods or services are seasonal. We tend not to see too many Halloween ads at Easter or paddling pools in the winter and for good reason! Just as important as target audience then is the time of year when placing your advert. So ask yourself, when might be your best chance to gain maximum exposure?





## Usage Rights/ Legislation

We Brits love a rule or two and just like with anything else, there are legal implications to consider when advertising on TV or making a video. As much as we love an idea, it has to fulfil the requirements set out by ASA. Across the board, whether it be social media, TV or website based, there are usage rights to keep in mind when planning your video. We can keep you on the right track though, so don't worry too much.



## Budget

Money money. All about the money. Let's dive in.

During your initial planning phase, try to determine a realistic spend. Think about what it will cost to plan, design and execute your ad. As a guide we recommend around 10-20% of your planned media budget should be set aside for creative. In addition, you will need to allocate a further proportion for media spend. Nasty surprises are never good, so have a look at our dedicated costings page to get an idea before you call us. Then if you still need help, we're here.





## Making you standout

Fear, not right-brained thinkers! It's not all serious and sensible. Time to get creative and this is where TVA can help. The content of your video or advert will quickly give your viewers a feel of what you're about. Using humour, quirky animation or a memorable catchphrase can speak volumes.

At this point, it's perhaps worth you imagining how you might want your advert to look and feel. Have a look around. You may see adverts you admire. Get to thinking which style might suit you best. Then our team of creative thinks can get to work on an idea that suits you best. If you do have an idea in mind, we can give it the TVA treatment & make you stand out from the crowd.





**TVA**

## **That's a wrap**

Let's start something amazing. If you have any questions - scribble them down or ping us an email.

[hello@thetvagency.com](mailto:hello@thetvagency.com)

