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Independent Study & Mentorship

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They said TV was bad?

Assessment 8 - Research

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**Subject:** Effectiveness of TV in Marketing

**MLA Citation:**

Geismer, Richard. "Regardless of its network affiliation, a TV station is a darn good business.' (Column)." *Broadcasting & Cable*, 30 Aug. 1993, p. 50. *General OneFile*, <http://link.galegroup.com/apps/doc/A14442051/GPS?u=j043905010&sid=GPS&xid=8da8a193>. Accessed 24 Oct. 2018.

**Assessment:**

Television has been the most successful source of revenue for any sports. The broadcasting of games and events has the largest outreach, connecting with over sixty percent of the 315 million TV owners. TV marketing has proven to be the most popular and efficient medium through its consistency, large reach, and its benefits for both marketing associations or sports teams and the telecaster. Therefore techniques such as displaying the needs of the viewer, utilizing the correct platform, and constant innovation will maximize marketing opportunity. With this information, for my original work a platform such as the Reedy Lion broadcasting TV shall essentially reach all of the target audience thus leaving the effectiveness of the

advertisement up to the content. Furthermore in order to combat digital trends, TV marketing will employ my creative and out of the box thinking skills thus exercising the necessary qualities for a future career in sports marketing.

Of the many qualities defining TV as the most profound way of marketing, what stood out was that idea that TV is “dedicated” to its community. This dedication to customers and viewers is an idea that was presented to me through past research detailing satisfying customers. This dedication is a solid way of ensuring consistent sources of revenue, which must justify how an unchanged medium like TV has produced constant results for 40 years. The research then brought up the question of why doesn't a digital society yield more popularity towards digital mediums rather than television? This then produced two hypothetical answers; there's no solid source of making money through digital mediums, and TV allows one to assess the needs of market whereas digital does not. With these answers this then furthered my research towards mentors that extensively use TV as the primary medium for marketing campaigns.

The research has largely impacted my plans professionally and currently. Now the focus is directed towards ways to gain a televised audience for work, and what platforms to televise certain advertisements. It also raises the question if certain platforms generate more viewers than others. While television is viewed by almost everyone, how many view certain channels or are interested in sports. Additionally throughout my life promotional offers have been key parts when purchasing items, but to what extent do they earn revenue. All these questions serve as research topics going forward that will allow me to succeed both currently with my original work and professionally.

In summary, the assertion that television is the superior medium for marketing has influenced me greatly, as it allows me to utilize creative innovating thinking skills, in order to prevent it from going obsolete. This also pushes me to finding ways to televise my original work. Television is a great source of business for both sides, telecasters ,and companies thus directing my future research to sports marketing positions within companies such as NBC, or CBS. Therefore that info proves the vastness of job opportunities within sports marketing, which then proves that for education, I should gain a general business, marketing degree rather than specific to advertising in case I change my mind. In conclusion the research has confirmed the echoing claim by Mr. Blaise D'Sylva "be a digital realist, not a digital cheerleader" as even with a digital society, some older forms of marketing still reign superior.