

Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct CEO Adam MacDonald at (714) 979-5555 or E-mail him at adam@take2direct.com.



Music Can Help Make the Phone Ring

It is commonly known that consumers buy products based on emotion. Music has the power of creating an emotional response. Think about a scary scene in a horror movie. The music tells the viewer how to feel emotionally — frightened.

The high, shrill strings that accompany the actor walking down the dark hallway tell us something shocking is lurking around the corner. Without the scary music, it is just a guy walking down a hallway. There is no tension at all.

Similarly, you can use music to sell your product in your DRTV advertising the same way as the music sells this scary scene — by selecting the perfect music track. To aid in selecting the perfect music, Pat Rickey, a composer for Downpat Music and music supervisor for the Apex Music Library, shares the following tips and suggestions:

- * There are several questions that should be considered when selecting the perfect music. These include: the age of the spot's targeted consumer, the gender of that audience and the product's category.
- * Select music that complements your product category while appealing to your targeted buyers. To create continuity, use the same music track for your introduction, call-to-action (CTA) and close. This will help viewers remember your product. This track should be the most driving music in your show — upbeat and exciting to create a sense of urgency — with the tempo tied to the voice over.
- * Two or three more tracks should be chosen for the testimonial segments. If you have a "before-and-after" segment in your testimonial, select a track with a negative sounding introduction followed by a life-changing transition timed to the story.
- * If you are selling an easy-to-use product, choose music with a catchy, playful and upbeat sound. One producer recently went as far as shooting talent dusting with a product while dancing to the music. Once the music was mixed into the final spot, the video and music timed out perfectly, adding to the impact of the product.
- * Another company wanted to expand its fitness product market from primarily females to males. Using the same exact product, they re-edited the spot adding a driving, upbeat rock track. They were able to flip the response from females to males and move their product into male-dominated media outlets, such as ESPN.
- * When spending the time and money to produce an infomercial, don't forget how important the music can be. It may just save your show. ■