In DRTV, a Picture Really is Worth A Thousand Words

lithin the course of your lifetime, you've more than likely heard the phrase, "A picture is worth a thousand words," spoken at least once or twice. That phrase, while cliché, is very true—especially when it comes to producing a successful direct response television commercial.

Try turning the vocals off and watching your newest spot when it is complete — making sure to leave the music track on. If you can

get the whole pitch without the spoken word, then you have a great spot.

Many times, there is a single shot that can either make or break the response. For example, picture the mother's face on the Sylvan Learning Center spot when she gets her son's report card on her birthday. The music and the expression on her face are priceless. The words spoken are irrelevant — it's her look of satisfaction and pride that sells the story.

The Lunesta sleeping pill ad is another example of a spot that doesn't need any words to sell the concept. The music, along with the visual, tells me that if I call to try Lunesta, I will definitely sleep more peacefully.

This trick can even apply to an entire 30-minute infomercial. If you turn off the sound throughout the Oreck Air Purifier infomercial, you would still get the whole story. The advertisement includes great product demos, great animations, great



graphics — while David Oreck's "Mr. Rogers"-style cardigan tells all we need to know about him: he is a guy we can trust.

There are many variables to consider when producing a commercial. Of course, the script is vitally important. However, spending just as much time setting up the shot list and taking the time to set up one "money shot" that tells the whole story of what you are trying to convey just might sell it all. ■

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.