

Short-Form Forum — 120 Seconds or 60 Seconds?

Stop! Before you do a 60-second spot, consider the following: When it comes to upfront profitability, it's 120 seconds over 60! Still, 60-second spots aren't useless! Following is a guide to short-form success.

120 vs. 60

		Objective
Objective	Upfront Profitability	<p>RULE OF THUMB: 60-second media time is exactly half the price of 120-second time. A conservative rule of thumb is that a 120-second spot will be four times more responsive than a 60-second, so even though you may pay less for your 60-second media, it's four times harder to be profitable.</p> <p>WHY? Because there is less time to create an urgency to call and order immediately. Keep in mind, you still need to leave time at the end of the CTA for the dubhouse to read the 800 number - approximately 12 seconds (whether it's a 120 or a 60). So for a 120-second spot, you have about 108 seconds to create the urgency to call; for a 60-second spot, you have only 48 seconds!</p>
	Drive Retail	<p>RULE OF THUMB: 60-second spots are four times more effective at driving retail and creating brand awareness.</p> <p>WHY? Because 60-second time is half the price of 120-second time, yet it does equally as well in driving a consumer to a retail location; at the same time, there is exponentially more one-minute media time available, so there are more eyeballs, more frequency, more media depth, more branding opportunities for your product in a 60-second format.</p>
Offer	Lead-generation/ Two-step	<p>RULE OF THUMB: 60-second spots are almost as effective as 120-second spots in driving good leads, thus 60-second time is a lot more effective for lead-generation offers than for price ad.</p> <p>WHY? 120-second spots deliver callers who are ready to buy; their whole objective in calling is to order. Callers from a 60-second spot need more information. If your offer is a two-step sales process, 60-second time is effective, and it's HALF the price of 2 minutes! Couple that with the greater abundance of 60-second media availability, and one-minute spots are great for driving leads.</p>
	Price ad	<p>RULE OF THUMB: Always go with a 120-second spot to start.</p> <p>WHY? 120-second spots will drive orders — not just inquiries — and when you only have the one opportunity to convert the caller to a customer, you have the best shot with two minutes. And if your 120-second spot doesn't work, a 60-second spot almost certainly will not!</p>

60 SECONDS AT A GLANCE

You're convincing the viewer to *call*

Better depth of media

More media frequency

More media availability

Larger media viewership

Half the media cost of a 120-second spot, but 30-50 percent more retail exposure

120 SECONDS AT A GLANCE

You're convincing the viewer to *order*

Some stations don't even have 120-second time

You have the entire media pod to yourself — no competing products aired immediately next to your spot

More opportunity for product demonstration

Better product retention

Usually at least four times more responsive

KEEP IN MIND: It's not necessarily more expensive to produce a 120-second spot than a 60-second spot!

For years, Adam MacDonald has given direct response marketers an edge by combining in-depth knowledge and "big picture" DR experience to provide uniquely creative and practical input in developing successful DR campaigns. We are now excited to announce our transition from TEST Marketing Group to Take 2 Direct, specializing in bringing your vision to screen with unparalleled creative production, taking your product to market and managing all the details in between. As 2004 unfolds, Take 2 Direct will continue to bring "From the Lab" to *Response* readers with as much expertise and curiosity as ever. For the latest trends in creative direct response marketing, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at ext. 202, or Betsy Sanz at ext. 212.

