

TV as a Marketing Tool

Local Television advertising is the most powerful form of advertising because it is welcomed into the home by your potential customers and it includes the following elements: sight, sound, motion and emotion. And it's affordable!

Bright House Networks began providing advertising solutions to local clients in 1986 and since then has served thousands of local, regional and national advertisers with targeted messages to the most desirable households in the Central Florida market.

To assist our advertising clients in reaching their best customers, News 13 and Bright House Networks offers customized research from Nielsen, Auto Count, Simmons and Media Audit. Bright House Networks Research Department is dedicated to providing the best, most accurate information available to help advertiser's better target their marketing efforts.

Benefits of using News 13 and Bright House Networks:

- **Geographic targeting - advertise in the counties that will generate the most return for your business**
Orlando Zone = Orange / Seminole / Osceola counties
- **Demographic targeting - advertise to your core customer**

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| Adults | <i>News 13, Discovery, WTBS, TNT, USA, A&E, History</i> |
| Women | <i>News 13, Project Runway, Real Housewives, Top Chef, NCIS, Food TV, HGTV, Lifetime movies, Style Network,</i> |
| Men | <i>News 13, Monday Night Football, NASCAR, Magic Basketball, College Football, High School Football, WWE, ESPN, Spike TV</i> |
| Business Owners | <i>News 13, PGA on Golf, Fox News, CNN, Headline News, MSNBC</i> |
| Young Adults | <i>MTV, VH-1, Comedy Channel, Nick @ Nite, Adult Swim, ABC Family</i> |
| Older Adults | <i>News 13, Hallmark Channel, AMC,</i> |
| Ethnic Community | <i>BET, WAPA-TV, News 13 en Espanol, ESPN Deportes</i> |
- **Number of commercials - advertise your message over and over again**
Frequency - the number of times your commercial plays is the secret to a successful marketing campaign
- **Cost effectiveness – Targeted TV is the least expensive way to reach your customers**
Budgets are tight. We need to be very cautious about overspending and we need maximize our investment

Our Mission:

To work closely with local business to ascertain their marketing needs and match them to our core competencies.

To learn more about how local TV can increase your business. Please contact:



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