

*Businesses are dependent on TV commercials*

Brady Allen

English 102-22

10 March 2011

Argumentative Research Proposal: Should Businesses Stop Using  
Television Commercials as the Bulk of Their Advertisement?

Because televisions are basically standard in every home, television commercials can easily, without consumer awareness, influence the revenue of a company. Now, the ultimate goal is to increase sales and loyalty to the company through commercials which will stabilize the market. One way that businesses stay above water is to continually target their already loyal customers. Because businesses spend insurmountable amounts of money on advertising, advertisers seek a thriftier approach: shorter commercials. Many businesses rely on commercials because it is well-established; thus a vital asset to persuasion. However, some argue that inventions such as TiVo and the availability of computers have thwarted the commercial industry. Some of those businesses who still hold fast to commercials integrate them by ending commercials with website addresses, sourcing the bulk of information online. On one hand, some businesses see internet advertising as the most cost-effective way; but, many feel they are rude and intrusive, thus ineffective. Those who use internet advertising focus on the idea that the internet is viewed as reliable, so fact and persuasive talk are difficult to decipher. Businesses must reevaluate investments such as advertising based upon effectiveness.

From the businesses' perspective, if consumers are leaving their televisions for their computers, then it is an easy decision – invest in alternative advertisement routes. Each business must analyze the costs and benefits of investing in commercial advertisements. Because

businesses, schools, etc. are relying more and more on computers, it is in the interest of companies to advertise where the public is spending time. Also, television commercials seldom inform viewers of product/company information; instead, they typically aim to entertain or run with a stolen emotion. The internet, compared to TV commercials, is seen as a reliable source. Lack of communication of the vital information deems commercials to be ineffective whereas internet ads are not. Not only that, because commercials are shrinking in length, they are very limited while online ads have major capabilities. The use of internet ads are cheaper and are accredited a higher success in future years. In a competitive market, businesses should strongly consider becoming independent of television commercials because of its capabilities, cheaper price and achievement in the long run.

Many questions arise and must be addressed and answered: What other mediums are there for advertisement aside from television ads? How many people are watching television? How much time is spent watching television? How many people have technologies such as TiVo and the internet? How easy and cheap is it to produce an internet ad? How much is being spent on television ads already? How often are people searching the web? Who are searching the web? Why are consumers online? What are business goals when deciding to advertise? What would it look like if there were no commercial ads? How will this affect television stations? What businesses and/or products are being advertised through television commercials? How do you rate effectiveness of ads? Would there be exceptions such as the Super Bowl? Do new ways of advertising have to be used to be effective?

## Works Consulted

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This source understands the side of businesses and their decision to use internet ads; however, it evaluates the legal side – the critiques.

Dahlen, Micael. "Banner Advertisements through a New Lens." *Journal of Advertising Research 41.4 (2001): 23-30. Business Source Complete*. Web. 13 Jan. 2011. This source focuses on advertisement in general. Specifically, it examines the promotion of brand information for the consumers.

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Möller, Jana, and Martin Eisend. "A Global Investigation into the Cultural and Individual Antecedents of Banner Advertising Effectiveness." *Journal of International Marketing* 18.2 (2010): 80-98. *Business Source Complete*. Web. 18 Jan. 2011. The source specifically focuses on banner ads. The results are based upon over seven thousand surveys within thirty-four countries.

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Wakolbinger, Lea M., Michaela Denk, and Klaus Oberecker. "The Effectiveness of Combining Online and Print Advertisements." *Journal of Advertising Research* 49.3 (2009): 360-372. *Business Source Complete*. Web. 13 Jan. 2011. This source discusses and analyzes the effectiveness of manipulating the use of print and internet advertisements.

Zigmond, Dan, and Horst Stipp. "Assessing a New Advertising Effect." *Journal of Advertising Research* 50.2 (2010): 162-168. *Business Source Complete*. Web. 18 Jan. 2011. This source studies Americans. It is based upon the idea of the availability of computers and concludes that television commercials can be used; however, the internet can be the bulk of relaying information to the potential consumers.