

Sunday mornings

I used to be quite a fan of Meet the Press and other Sunday morning talk shows. At the time, Orrin Hatch was a favored guest, and boy, he was ALWAYS on. So I stopped watching. I also really liked David Brinkley, and of course, he passed on. Now, I only watch the programs occasionally. What hasn't changed is the advertisers and type of advertising. Sunday morning public affairs shows have image advertising, rarely retail. Back in the day, a huge advertiser on Sunday was the Archer Daniel Midlands company. Or BASF (we don't make the plastic we make the plastic better). This past Sunday, I noticed image advertising for Boeing. Clearly, viewers are not shopping for their very own 737. These commercials are mostly designed to promote the company as a do-gooder or a well run company and really, are designed to appeal to the company's own stakeholders (employees, shareholders and other internal audiences). It is a very unique segment of advertising. The idea also is that policy wonks and other influential people tune in to these Sunday morning shows and these image commercials are meant to create name recognition for these companies. Of course, at some point, policy wonks will be involved in an airline requisition and may have to choose between Boeing and McDonnell Douglas. I wonder if these image campaigns truly influence these types of choices. After all, there is a large difference between choosing Jif Peanut Butter instead of Skippy and deciding to buy a Boeing 727 over a MD-80.