

## A&P CEO IN TELEVISION COMMERCIALS



The CEO and President of A&P will soon be joining along with many other corporate leaders who have the opportunity to be featured in the commercials for their own companies, pitching their services and what they stand for. The advertisements, which happen to last for approximately 30 seconds, will start to air on Thursday on a number of different cable stations in several different areas, basically in the New York, New Jersey, and Philadelphia areas. This will be the first time that A&P actually uses one of their own, their actual CEO, to be featured in a campaign to promote its brand. This new ad campaign for A&P is launching after just the company emerged from the bankruptcy protection just a few months ago. The company is working hard to win over customers, especially in a market that is definitely competitive. The company was forced to file bankruptcy during the month of December in 2010, after losing millions of dollars in one quarter. However, they hope to be able to turn things around for the better. The commercial, which will show CEO Sam Martin interacting with different customers in the supermarket and welcoming them to come visit, even if they have not been there in a while. It is believed that advertisements featuring the actual CEOs of companies will often be more effective than other types of advertisements, especially if they are created in the correct manner. A study from Ace Metrix, a research firm, proved this to be true. In a study, they checked out advertisements that featured CEOs, along with the response of the viewers and noticed that viewers often responded positively to those advertisements with the CEOs in them. In fact, CEO advertisements have even seemed to do better than advertisements featuring celebrities. Celebrity advertisements are not always the best way to go about advertising because if a particular person does not like a certain celebrity used, they will often steer clear of that brand or will avoid watching/looking at the advertisement completely. It is mostly important for advertisements that feature the CEO to actually be genuine and not just made up with lies or false information. If the CEO is genuine and sincere, people will relate to the advertisement and will be more willing to give things a try. Advertisements that talk about positive changes being made and how companies are focusing primarily on the consumer will usually do very well amongst viewers. Advertisements with a CEO can be a sure hit, as long as the advertisement is set up properly. The most important components of the advertisement are for the CEO to be honest with viewers and sincere because that is simply what actually works.

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