

ADVERTISING AFTER CHRISTMAS



There are typically less paid advertisements on television shortly after Christmas. The fact of the matter is, most advertisers spend the bulk of the advertising money on campaigns for Christmas sales, to get customers in the store and buying products as Christmas gifts. It makes sense because these advertisers want to target all types of people as a means of getting more customers to buy more items. This is an obvious reason why advertising after Christmas is definitely not as huge. Because there is a lot less advertising going on, you would think that some companies would take advantage of this and save some money for advertising after the Christmas and New Year holiday aside from other holidays. Any time from now until February, a few days before Valentine's Day, would be a good time to display an advertisement, especially if you want to reach a target audience or get more customers because there will be less clutter when it comes to all of the advertisements that consumers will see on their television. With less advertising, you will be able to get television viewers to watch your advertisement and you will not have to worry about nearly as much competition as you would have to worry about directly before Christmas. This will be a major advantage to some companies in particular. For example, weight loss and fitness commercials would be great directly after New Year's Day simply because a lot of people make resolutions to lose weight and get into shape. With this goal in mind, companies that deal with weight loss and fitness would have a better chance of getting more customers interested in what they are selling. For example, Jenny Craig and Weight Watchers are just two of the many diet and weight loss programs known for helping people, even celebrities, reach their weight loss goals and overcome the obstacle of losing weight. Advertising their commercials around a time of the new year is ideal because people want to change for the new year and become happier and healthier. This is definitely a strategic move for certain companies to make which could end up having a lot of potential with helping the company rake in more money and more customers. It is also true that advertisements that have a stronger presence will be able to keep customers engaged until their next advertisement campaign. With that in mind, companies have to work on creating campaigns that are unique and will reach customers and target specific audiences. Aside from television advertisements, billboard advertisements, after Christmas, seem to represent family together and family values. This is ideal especially as people move into a new year, hopefully with their family and hopes to have a great year.