

FAB.COM TRYING TELEVISION ADVERTISEMENTS



Fab.com is an innovative shopping website with a primary focus on basic everyday designs. Fab has currently decided to work with an advertising agency, the Arnold Worldwide Agency, to decide whether or not television advertising would help to get people more interested in what the website has to offer, ultimately leading to more visits for the website and more sales as well. If the test of television advertisement for the website ends up being successful, executives for Fab will plan on adding television advertisements to their media schedule, which has typically consisted of a number of social networking services, including advertisements that were featured on Facebook. The test of television advertisements for Fab will consist of a \$1 million budget and will take place for a total of three weeks. The advertisements will be displayed on numerous cable outlets in several different areas. Some of the areas in which the advertisements will be displayed include San Diego, West Palm Beach, Denver, and Baltimore, amongst several others. The commercial will last for a total of 30 seconds and has been created by the Arnold agency. Fab is not the only company that has decided to test out the traditional form of advertising on television. Another e-commerce firm, Warby Parker, has also decided to give this traditional method of advertising a try. Warby Parker currently sells prescription eyeglasses at discounted prices to those who need them and the company has recently started its television advertising. Part of the reason different retailers are doing experiments like this is to get an idea of what type of effect advertising on television can have, especially amongst people who are using different devices to watch television, including their tablets and cellphones. The chief executive for Fab, Jason Goldberg, has said, "Mobile is huge for us." According to Goldberg, 30 percent of sales made within the website come from mobile. There are currently 7.5 million members using the website. Goldberg has said, "We're definitely starting to break into the mass market." He also points out that Fab has become interested in building a television presence because its targeted audience, which is composed mainly of women, is also television watchers. Goldberg believes this form of advertising could give Fab the opportunity to grow and expand in little to no time at all. The commercial is clever and quirky and is designed to grasp the attention of the viewers, have them wonder what it is all about and, actually visit the website to see what is being offered to them.