

## B&B disputes rating-service data

Information reaps confusion, agency finds, as it reports testing of new spot formats

Benton & Bowles is questioning the proliferation of data supplied by the TV rating services on the local level, claiming that much of it may be "wasteful, confusing or unreliable."

In the latest issue of its newsletter, *Impressions*, B&B cites studies in which 95% of the media buyers said that of 56 columns of information in rating books, only six were found useful in considering a buy. In another study, according to B&B, of the 31 columns of data common to all local-market reports, 24 columns of the data were never requested by media buyers.

"From the current profusion of available data a challenge emerges for the local television rating services," the B&B newsletter stated. "Let them develop a basic combination of meaningful audience data that is broadly useful

to media buyers in general. For those who would seek additional refinements, have them pay a flat sum of money, say \$500, for each additional column. The rating services then could take these funds and invest them in even more reliable data. What would result would be sudden contraction in 'column clutter,' but in any event, we would also see more meaningful, reliable and usable research."

The May issue of *Impressions* said also that network feature-film periods have declined to average share of audience of 34% from 37% last season. It attributed this decline in part to a departure this year from a practice of "front-loading" in a previous season, that is scheduling movie "block-busters" in the fall and early winter. Another factor cited by B&B was heavier reliance by networks on movie reruns and made-for-TV features.

The newsletter also analyzed the new rate card for Blair-represented TV stations under which the 30-second commercial became the basic unit. B&B said its analysis of a number of the new rate cards versus the old ones shows that, in general, "there has been a deterioration of approximately 10%

in 60-second efficiencies and a 4% improvement for the 30-seconds."

Benton & Bowles also reported on several innovations developed for an unidentified major client in spot-TV advertising formats. These formats include 70-second positions (a 30 and a 40-second commercial) and a predominant use of 120-seconds for several brand combinations (50/30/40, 40/40/40 or 60/20/40). The advantages of the 120-second position, B & B said, are that it minimizes the possibility of pre-emption (when the spots are placed at pre-emptible prices) since the station must sell two 60-seconds at the full rate; it reduces commercial clutter on the station; it often provides isolated locations and affords "a corporate override by matching three compatible products with each product identified under a corporate logo."

### Another ad tax

A bill proposing a 4% tax on advertising has been introduced in the Michigan legislature and referred to the House Taxation Committee, the Michigan Broadcasters Association alerted its members last week. House Bill No.

## Virginia Slims, 'give a damn' take top honors

A television commercial selling cigarettes took top honors last week at the Annual American Television Commercials Festival in New York.

A Philip Morris Virginia Slims commercial ("you've come a long way, baby" campaign created by Leo Burnett) was selected to share the "best over-all campaign" designation with a public service effort, the New York Urban Coalition's "give a damn" series created by Young & Rubicam. Virginia Slims also won awards for "best" in the categories of cigarettes and cigars, and of jingle techniques.

Other multiple winners were the American Motors' Rebel "driving school" commercial created by Wells

Rich, Greene ("best automobile," "best use of humor," and "best direction" categories); Purina canned meats "park bench" commercial by Gardner Advertising, St. Louis ("best pet products" and "best spokesman" for Pat Paulsen who appears in the message); Volvo's "attack of the car dogs" by Scali, McCabe, Sloves, New York ("best copywriting" and "best animation design"), and Monsanto wear dated fabrics "psychedelic" commercial by Doyle Dane Bernbach-Gemini Films and the Optical House ("best optical effects" and Movie-lab award for "best film editing").

Y&R was involved in the most winning commercials with 10; BBDO had five; Doyle Dane Bernbach had four: Foote, Cone & Belding, Leo Burnett and Wells, Rich, Greene each won three.

Eastman Kodak's award for the best cinematography was won by a public

service commercial, "starve a rat today," created for the Urban America Organization by Geer, Dubois Advertising, New York, and filmed by Bill Storz for Wylde Films.

NBC's award for effective use of color by an advertiser was presented for a Pepsi-Cola series of spots ("surf football," "rope swing" etc.) created by BBDO New York, and filmed by B.F.B. Productions.

A 3M Co. award for Electrophography (video tape used creatively) went to a Chrysler message ("fuselage") by Y&R, Detroit, and produced by Advertel, Canada.

A total of 58 statuettes were presented at the ceremonies. A special award also was given to the Advertising Council, which accepted on behalf of the advertising industry, for public service activities.



Best over-all campaign: Philip Morris's Virginia Slims



Best pet products/spokesman: Purina meats for dogs



Best 8-10 second ID: NSC's 'Baby Shoes'