



# 15 TOP TIPS TO GET DRTV WORKING FOR YOU

## IS DRTV RIGHT FOR YOU?

1. Does your cause have mass appeal? You don't need to be a big or famous brand, but you do need an emotional connection with your audience. Children, animals, development, cancer research – all have proved successful causes for DRTV. And brands such as the Salvation Army, and the RNLI offer that rare thing – a visible, heroic human face of the cause.
2. Can you write your recruitment proposition on the back of an envelope? If not, think again. You have 90 seconds at most to get your message across. Make sure it's simple, succinct and single-minded.
3. Can you describe your cause in emotional language? Film is an emotional medium. The best DRTV ads make you 'feel' first and 'think' second. Rational, logical arguments are best suited for print.
4. Is your solution life changing? You are asking a lot from your audience, so make them feel they are making a big difference. You must be able to get your solution across compellingly (and simply).
5. Still not sure whether DRTV is for you? Re-examine what's worked for you in other recruitment media – eg inserts or direct mail. Could that tired old proposition be brought to new life through the power of television?

## HOW CAN I GIVE MY DRTV AD THE BEST CHANCE?

6. Be clear what you want the ad to achieve. If you aim to get response, raise awareness and change attitudes in equal measures, you'll only succeed in failing at all three. Be single minded.

7. Don't fall in love with the medium of film at the expense of response. Resist the urge for clever openings and teaser message. Don't complicate it visually with split screens and artistically arranged texts. You don't want your audience to admire your advert – you want them to respond.
8. Visually, the more real and genuine the imagery, the better the response. Check to see if you have any existing footage you can re-use. Many successful DRTV ads have been created from video material that has been gathering dust in the cupboards.
9. People respond to people. Close-ups and eye contact are hugely important with DRTV. Television is an intimate, personal medium - your footage must reach out and engage its audience.
10. Voice over and music are extremely important (and often overlooked) elements to your DRTV ad. Choose a voice that you feels embodies your brand – Compassionate? Energetic? Approachable? Practical? And never leave music until the last minute. Ideally have a piece in mind at edit stage.

## **HELP! MY DRTV AD'S NOT WORKING!**

11. Is your advert cutting through sufficiently? Is it a little bit 'soft'? Make sure your argument is clear and compelling from the outset. It's a crowded marketplace out there. Why should people give to your cause rather than someone else's?
12. Is there too much need and not enough solution in your advert? Your audience might be so overwhelmed by the problem, that they think giving won't make enough of a difference.
13. Conversely is there too much solution and not enough need? Your audience might feel there isn't a strong enough reason to give their hard earned money.
14. Is your response mechanism unapologetic and visual throughout? Is your phone number clear and bold? Is it a memorable number? Have you considered adding text and online response mechanisms to uplift response?
15. Do the last few frames of your advert leave the viewer with a strong urge to respond? Is the final image the most powerful? Is the final call to action urgent? You've worked hard to create this ad – don't let your audience off the hook at the last moment.

**Talk to Watson Phillips Norman about all things DRTV.**

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