Court TV Gets On Ad Clutter's Case

Study points to continuing increase in non-program messages

BY KATY BACHMAN

WASHINGTON Stepping in where the American Association of Advertising Agencies and the Association of National Advertisers left off, Court TV has revisited the state of commercial clutter with its own analysis, which focuses predominately on the cable networks.

The last time the industry got a good look at clutter was in February 2002, when the two organizations released data for 2001. Court TV's analysis and the 4A's/ANA study are difficult to compare because of different methodologies. But Court TV's report shows that cable and the broadcast networks continue to devote a significant portion of their prime-time hours to commercials and other non-program messages.

On average, the 37 cable networks air 14 minutes and 30 seconds of non-program material each hour during prime time. The study found that the four largest broadcast networks devote, on average, less time to such material per hour, at 13 minutes and 4 seconds.

Traditionally, broadcast networks have been the biggest ad-clutter culprits. According to a study conducted earlier this year by OMD, the six broadcast networks increased non-program minutes last year by about 10 seconds, to 15 minutes and 20 seconds. The 36 cable networks in the study, by contrast, increased non-program minutes by 2 seconds to 14 minutes and 15 seconds in 2002.

"We're trying to fill the void that the 4A's/ANA left," said Deborah Reichig, Court TV svp of sales strategy.

Basic Cable Ad Clutter

Average non-program minutes per hour in prime time

FIVE BEST:	
ESPN2	11:16
ESPN	12:31
CNN	12:19
FOX NEWS CHANNEL	12:20
TBS	12:43
FIVE WORST:	
GOLF CHANNEL	18:37
MTV	18:27
FOOD NETWORK	16:09
E! ENTERTAINMENT	16:09
VH1	15:53

SOURCE: COURT TV ANALYSIS OF NIELSEN MEDIA RESEARCH AFFINITY FOR AUGUST 2002 MON-SUN, 8:00 A.M.-2:00 P.M.

Lofty Thinking Gets Practical At 4A's Planners Conference

600 attendees also get 'kick in the pants,' told they must change focus

BY DEBRA GOLDMAN AND DEANNA ZANNIT

NEW YORK No more chaos theory, no more quantum physics. Once known as followers of a head-in-the-clouds discipline, American account planners are now acknowledging that their future depends on their concrete contributions to the agency bottom line.

The trend, which surfaced at last year's Account Planners Conference, was front and center this year with some tough love from Jeff Goodby of Goodby, Silverstein & Partners and a refresher course in data presentation from Howard Wainer, an editor of the *Journal of Education and Behavioral Statistics*.

GOODBY: The discipline is 'on the verge of irrelevancy.'

"Planning is on the verge of irrelevance," Goodby told the 600 attendees of the American Association of Advertising Agencies event in Boca Raton, Fla. "It's attracting more disrespect than ever from people in other departments and, indeed, from clients. It's not being demanded as much anymore, even by big, jittery clients who used to swear by it."

Ed Cotton, director of planning at Butler, Shine, Stern & Partners in Sausalito, Calif., put a more positive spin on the state of the discipline. "I think planning is evolving," he said. "One of the speakers said planners are in the third phase of development. We've certainly passed the rock-star stage."

The focus now is on the fundamentals, said conference co-chair Michael Fanuele, global planning director at J. Walter Thompson in New York. "Planners have a tendency to get a little too intellectual, and this [conference] was more about doing great planning with our feet on the ground," he said.

But talk of planning returning to the basics may be slightly disingenuous, considering the discipline's youthful indulgence in conceptual thinking. If there is a return, it is a return to the quantitative techniques of the much-maligned consumer research departments of old. The one-time avatars of qualitative research have learned they must become fluent in the language of numbers. "We have to make compelling arguments with data," Cotton said.

The dramatically titled "Death of Account Planning" talk from Goodby generated the most buzz. As a leader of one of the first "planning agencies" in the country, Goodby urged account planners to guide and inspire creatives rather than serve as ad critics, judging the work. "The right-vs.-wrong mentality is the single most alienating side effect of the planning process," he said, noting that creatives at his San Francisco agency are increasingly finding planners less helpful and relevant.

Responded Scott Lukas, founder of brand strategy consultancy Dosage in Brooklyn, N.Y.: "Listening to Jeff, my thought is that it's more complex and positive than he spoke of. Planning is at a crossroads, just like agencies are. Clients are pulling both the planners and agencies in more directions than ever before."

But by and large, Goodby's admonishment was received in a thanks-I-needed-that spirit. "It was a great idea to have Goodby come in and kick us in the pants," said Patrick Kayser, a junior account planner at Merkley, Newman Harty & Partners in New York. "You need a little bit of criticism to grow and become better."

Goodby's point was that planners have been "hijacked" by other commitments, said Cathy Clift, evp of brand planning at Rapp Collins in Irving, Texas, and the 4A's account planning committee co-chair. "It was a plea from one of the most elevated creative directors for planners to spend more time with creatives," she said.

One notable characteristic of the crowd this year—up 30 percent from 2002—was the youth of the attendees. "I was encouraged by the high number of next-generation planners," said new-business consultant Neilan Tyree, who has attended five such conferences. "Agencies invested by sending many of their bright young stars."

> 'Planning is evolving. We've certainly passed the rock-star stage.'
>
> —ED COTTON, BUTLER, SHINE, STERN & PARTNERS

But at the same time, the prevalence of twentysomethings highlighted a gap in the middle ranks of planning. More than 15 years after the discipline's introduction into the U.S., its practitioners are largely split between very senior, mostly British veterans and droves of bright young things. (This is not limited to planning, of course—it is true of the agency business as a whole after many waves of layoffs.)

Also on hand at the conference was poet laureate Robert Pinsky, speaking about communications that move people. It's good to see that some things about the discipline have not changed altogether.

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