

Commercials Twelve Types

The list below is based on Donald Gunn's 12 Types of Television Commercials. Gunn believed that all television commercials could fall into one of the twelve categories listed below. Some commercials can fit into multiple categories at the same time.

The Demonstration

Definition - Demonstrate the capabilities of the product.

Example – Apple's "Apple - Introducing Siri on iPhone 4S" commercial showing the various ways the voice control feature on their iPhone can change your life.

Exemplary Story

Definition - Tell a story which shows the products benefits.

Example – Pillsbury's "Easy as Pie" commercial tells the story of how a baker is complimented on the hard work she put into making a pie when in fact it was easy to make because of Pillsbury's pre-made pie crusts.

Comparison

Definition - Show why specific characteristics of the product are better than other similar products.

Examples – Claussen Pickles' "Journey to Clauseen Pickles" commercial shows a customer comparing the taste and crunch of Claussen pickles to a competing brand.

Parody

Definition - Show the product in a humorous way similar to a popular movie, television show, another television commercial, major event, or a personality.

Example – Honda's "Matthew's Day Off" CR-V automobile commercial which is a parody of the movie Ferris Bueller's Day Off.

Show a Need or Problem

Definition - Tell a story which shows the need or problem and how the product provides a solution.

Example - DIRECTV's "Stop Taking in Stray Animals" commercial shows how a person's demise can be avoided by using DIRECTTV instead of cable TV service.

Testimonial

Definition - Show a celebrity or real person talking about their positive experiences with the product.

Example - Weight Watcher's "Charles Barkley for Weight Watchers talking about Man Food" commercial in which he explains how using the product help him lose 23 pounds.



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Benefit Causes Story

Definition - Tell a story with a happy ending that is driven by the benefits of the product.

Example - Volkswagen's "The Force" commercial which shows a kid as Darth Vader failing to use his super powers until he is able to start a car, which is actually started remotely from the house by his father.

Ongoing Characters or Celebrities

Definition - Use an animal, cartoon character, animated object, or famous person as a regular spokesperson for your product.

Example - GEICO Insurance Company's "The Epic Journey Begins - The Gecko's Journey" commercial which uses the Gecko animal character as a regular spokesperson.

Unique Personality Property

Definition - Show how the product is unique compared to all other competing products.

Example - Southwest Airlines' "No Fees with Southwest" commercial emphasis that unlike other airlines they do not charge fees for the 1st or 2nd bag, snakes, ticket changes, or curbside checkin.

Symbol, Analogy or Exaggerated Graphic for the Solutions

Definition - Use charts, maps, objects to show the solutions a product provides.

Example - Dole's "Fruit Bowls in 100% Juice" commercial uses large slow motion graphics to show that their product solves the problem of too much refined and artificial sugar added to most other fruit bowl products.

Symbol, Analogy or Exaggerated Graphic for the Benefits

Definition - Use charts, maps, objects to show the benefits of product.

Example - Capital One's "One Cash Card" commercial which uses large graphics and charts to tout their 50 more cash back benefit for using their card.

Associated User Imagery

Definition - Show what kind of people use the product.

Example - The Nike "Nike Chosen Trailer - Surf" commercial associates their company with the adventurous sport of surfing.

