

TPT Ventures into TV Advertising

With help from a grant through the Texas Department of Agriculture's Specialty Crop Block Grant program the Turfgrass Producers of Texas is getting into television marketing. Viewers in Dallas/Fort Worth, Austin and San Antonio will be exposed to turfgrass and its benefits.

The ads will be run approximately 280 times in the markets. RMH Marketing & Media of Houston was chosen to produce the spots and research the media. They chose to target adults aged 25-54 and homeowners. Using demographic data, RMH recommended the NBC affiliate in Dallas, KXAS. The ads will run March 28-May 2. They will appear Wednesday through Friday on the Today Show, the Nate Berkus Show and the 10:00 p.m News. They will also appear Saturdays on the Today Show and morning news.

In San Antonio, KSAT, the ABC affiliate was chosen. The ads will appear Wednesday through Friday on Good Morning SA, Good Morning America news, the News at Noon, the 5:00 p.m. News and on Nightbeat.

KTBC, the Fox affiliate in Austin will also be airing the ads. Again Wednesday through Friday was chosen. They will appear on the 5:00 a.m. news, the 6:00 a.m. news, Good Day Austin, and the news at 5:00 and 9:00 p.m.

Three television ads will be used. Two are 30 second commercials and one is a 15 second spot. The shorter one is used as a "bookend" commercial which will be used first going into a commercial and then used again when coming out of commercials. The ads can be viewed on the TPT website, www.txsod.com.

The objective of the commercials is to get the public to a website where they can learn more about the benefits of turfgrass, find information on selecting, installing and maintaining sod. They can also find information as to how to contact grower members.