

The technique of the long-form
advertisement is discussed.

Long form commercials

Target Media Group

Long form commercials can be very engaging to the audience and work as a means to communicate the brand message as well as entertain or inform. The most prevalent form of long-form advertisement is the movie trailer. The best movie trailers last longer than 30 seconds and give the viewer never-before-seen content of an upcoming movie. These previews have the ability to generate just enough interest in a movie without giving too much away. The unfortunate reality of these ads is that they can show a person in a short time if the movie will not interest them. When less is revealed to this crowd, they might be one of those who purchase a ticket but were disappointed by the film. An extended trailer can be enough to discourage them to go. That is the typical type of advertisement to be in long form.

Other ads found on YouTube before videos are also much more engaging in their long-form version. Some ads use humor to act out long jokes that entertain and communicate the brand message at the same time. One such ad is for the Sienna SE minivan called “Swagger Wagon” which features a



suburban couple and their children in a rap video parody, rapping about the benefits of a minivan. The ad is well-

produced and full of double entendre punch-line jokes about the benefits of the suburban minivan lifestyle. The video gets the point across well and has over 12 million views. The hipness of the rap ads several cool points to the Toyota car which normally shares the boring image of soccer-moms along with all other minivans.

The ad reminds me of a humorous video a friend of mine named DJ Dave did called “Whole Foods Parking Lot”. The video was meant to be a joke and made just to show off DJ Dave’s production skills, but ending up being a YouTube sensation that garnered millions of views.



The video was so well-produced that Dave was able to get a deal to do a 30 second ad for Hyundai similar to the Whole Foods video. Although the Whole Foods video was not technically a commercial, it worked just the

same. It was more of a fan video common to YouTube, where consumers express their opinions about popular brands. It was so well produced that people thought Whole Foods paid for it even though they didn’t. Whole Foods did use it as promotion on their website however because it was so entertaining. That was a win-win for Dave, who got the Hyundai commercial and Whole



Foods who didn’t have to pay for the production yet still reaped its benefits.

Reference

1. O’Guinn/Allen/Semenik, Advertising and Integrated Brand Promotion, 6th ed., Cengage Learning 2012