

The Halo Effect

No other medium offers the opportunity to create a more positive attitude about your business than public television.

Underwriting enhances image and projects quality, credibility, and stability. In brand marketing, a “halo effect” is one where the perceived positive features of a particular item extend to a broader brand. This halo effect results in viewers being more apt to learn more about—and do business with—underwriters, associating their sponsorship with the integrity and quality of the programming.



	<u>Commercial</u>	<u>Public Television</u>	<u>Public Radio</u>
Advertising	Loud, annoying, inflated	Appropriate, measured, clear	Appropriate, measured, clear
Trust in advertisements	Skeptical	Halo Effect: Associates your business with the quality brands of PBS and other sponsors	Halo Effect: Enhanced image, perceived credibility
Production	Program interruption	Uninterrupted programming	In line with programming
Response	“Punch out”	Sit through, builds brand loyalty, learn more	Sit through, learn more
Clutter	Part of pack	Stands out	Stands out
Audience	Shrinking	Growing	Growing

Source: *The Bradstreet Group 2004, Jacobs Media 2003*

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Educational Services Creative Services Media Sales

Penn State Public Broadcasting • 120 Outreach Building, University Park PA 16802 • Phone: 814-865-3333 • Fax: 814-865-3145

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