

The HMW Media Page

SAP

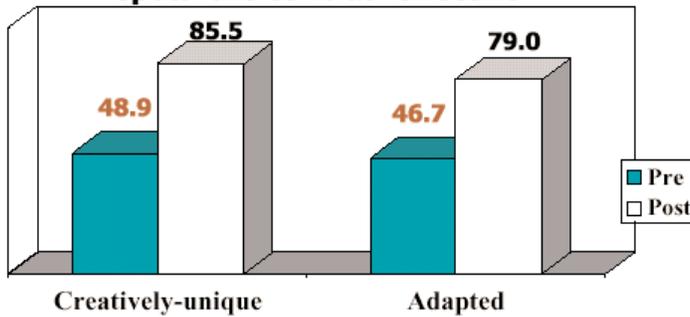
The SAP Spanish language audio for the ABC Evening News (HMW 10/2/00) has landed its first sponsor, Johnson & Johnson, on behalf of the Tylenol Arthritis and Pepcid brands. This means that commercials for these brands, already in place in the English-language version of the Evening News, will be heard with Spanish audio by viewers who have selected to listen to their TV's Second Audio Program (SAP).

Julie Chan, Associate Media Director, Print & Multicultural at Johnson & Johnson, says the Spanish SAP idea "represents a great opportunity to expand access to the Hispanic market, which has limited TV choices. It addresses the wave of the future - growing bilingualism - and also means Spanish-speaking Hispanic viewers can have access to network news that impact their lives."

1. Advertising Recall

Source: Roslow Research Group 2000

In terms of increasing ad recall, adapted spots are 89% as effective



However, neither J&J nor ABC would comment on the cost of SAP participation. What is the value? How is the opportunity to be quantified?

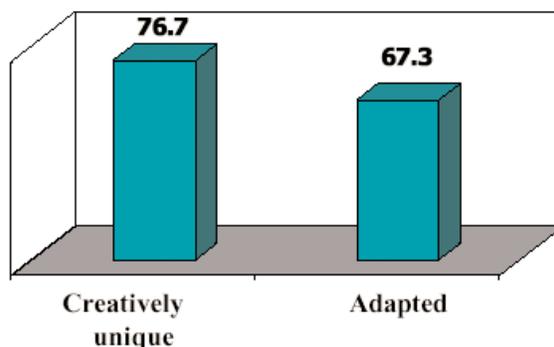
First, according to Nielsen, as of late September, there is a good penetration of SAP: 49% of Hispanic households-owned TV sets with the SAP feature (vs 53% of total households).

Second, the Roslow Research Group's recent Spanish advertising effectiveness study included a limited comparison of commercials originally produced in English and adapted for the Hispanic market, i.e. shown with a dubbed or voice-over Spanish audio track. The commercials tested were 89% as effective as "creatively unique" commercials produced for the Spanish-speaking market, based on increase in pre to post-ad recall (chart 1), and 88% as effective, based on message recall (chart 2). Other research shows that either form is far more effective than English language communication (HMW 5/22/00).

2. Message Recall

Source: Roslow Research 2000

In terms of communication, adapted spots are 88% as effective



So at the right price, this may become an effective way to reach new Hispanic television viewers. The ABC Evening News is not the first program with Spanish language SAP. Others include ABC's Monday Night Football and local programming. If the feature becomes standard in all programming, the impact on Hispanic advertising might be considerable.