

GOOD MORNING EXTRA

Good Morning Extra is an extension of the client's Advertorial campaign. It is a 60 second recording that can be played in commercial airtime outside of the Good Morning show. They are used to remind and extend the message delivered from the Advertorial and are a cost effective way to create a TVC campaign.

- GM Extra must run in conjunction with an Advertorial spend.
- It can be scheduled in off-peak airtime only on TV ONE.
- The client then uses their airtime deal and books airtime through their TVNZ Sales Rep as per normal.
- It is filmed on the same day as the clients advertorial using the same presenter as the Advertorial ie Aroha, Robert or Mel.
- The cost of producing GM Extra is \$5000 for one or \$8,000 for two – note if you are making two they are to be filmed on the same day to qualify for the reduced price.
- The production fee covers the additional Production costs as well as the Presenters talent fees for commercial airtime.
- Clients write a separate 55" sec script for GM Extra. An animation and music is then added to the head and the tail to make an exact 60" second commercial. It is not a cut down of their 4min Advertorial. The 55"sec script is filmed separately and as live in the same way as advertorials. The only Post Production element is the animation added to the top and tail.
- GM Extra can run for up to 12 weeks.

The Client Will:

- Receive a 60" TVC produced at a very competitive rate
- Generate additional reach & frequency for their product message
- Use the brand equity of Good Morning which is a trusted, honest and reliable brand to deliver their message
- Use trusted, honest and recognisable Advertorial talent within the TVC who have a positive and strong association with the Good Morning audience.