



WHAT ARE THE COSTS FOR A TV COMMERCIAL?

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The answer to this question is rather simple - and again not, because the costs of producing a spot depends on several factors, such as:

- **Spot length:** Do you want to communicate quick facts in 10 to 15 seconds, or do you want to do brand building in a longer spot?
- **Type of production:** Is a studio sufficient or are complex outdoor shoots necessary?
- **Will testimonials be used?** Here you have bigger cost differences, of course, depending on the level of awareness/popularity.

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A simple, but nevertheless meaningful TV spot can be produced for as little as approx. 5,000 Euros. Of course, there are (almost) no upper limits.

Our advertising research team will be happy to show you examples of various product spots and their impact. Or take a look at our impact cases [here](#).

We will be happy to link you with an agency in your area that is specialized in the production of TV spots and with whom we have already had good experiences.