

Business Connection

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Business Spotlight



Evaluating drone video: [from right] Gary Bosley, "dronemaster" Paul Richard, and Omega Video's Thomas Herzog.

Drone Videography = Expanding Horizons

"Television commercials are undergoing a sea change in their ability to communicate information about specific businesses, homes, or anything with large dimensions." This is according to Gary Bosley, president of Marketing Solutions Group (MSG), a Pleasanton-based ad agency, which specializes in TV commercials. The agency recently

filmed a commercial, using drones, for an artificial turf company in Contra Costa County. The commercial aired in that Comcast zone. According to Bosley, getting an FAA certified, and fully-insured company, to provide the drone photography was the key to accessing drone capabilities.

Bosley founded the company in

2002 and joined the Pleasanton Chamber of Commerce in March of that year. He says, "MSG creates television advertising for companies and organizations seeking to expand their business. MSG scripts, films, produces, and airs commercials locally on appropriate

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Drone videography on site. At the controls, standing from left, are Gary Bosley, "dronemaster" Paul Richard, and Omega Video's Thomas Herzog.

Marketing Solutions Group

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national networks - whether broadcast, cable, or satellite TV."

The original focus of its TV commercial business was in the San Joaquin Valley, in the Tracy, Modesto, and Sacramento Comcast zones. The company has since aired commercials on other cable provider's networks, up and down California.

In addition to doing commercials for businesses, Marketing Solutions Group has done commercials for the Pleasanton Chamber of Commerce, the Pleasanton Downtown Association, the City of Tracy, and the Walnut Creek Visitors Bureau among others.

On its website, www.MarketingSolutionsGroup.biz there are checklists that explain

how to build a TV campaign, how to build a commercial, and other considerations for using the medium. There is also a video portfolio of commercials on the site, which show many different types of businesses.

In addition, Bosley points out that probably the least understood part of using TV commercials is the size of budget necessary to access TV. He says, "It usually comes as a surprise, just how reasonable a budget can be." The "kicker" he says, is that Comcast's computers can tell an advertiser extremely close as to exactly what exposure will be attained by running a number of commercials in a given Comcast zone, over a certain period of time on any set of networks (channels). In other words, "X" budget will give "Y" exposure -- to whatever target demographic (women, men, homeowners, high income, etc.) is plugged into the computer.