



# Local Legal Services Advertising

**2018 – Quarters 3 and 4**

**Louisiana**

## Local Legal Services TV Advertising

### *Louisiana Top Markets*

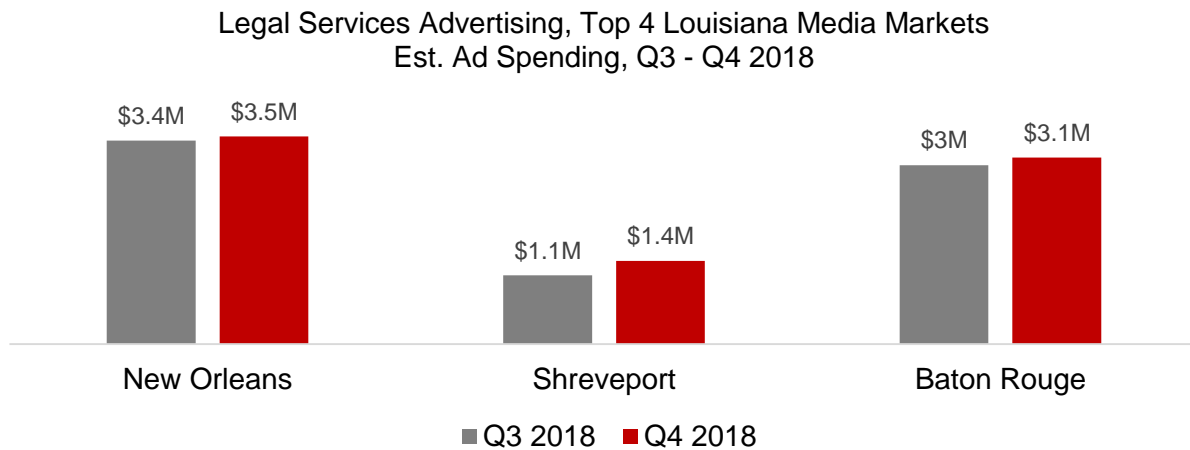
3<sup>rd</sup> and 4<sup>th</sup> Quarters of 2018

April 2019

With 4.7 million residents, Louisiana is the 25<sup>th</sup> most populous state in the nation, and its three largest media markets include New Orleans, Shreveport, and Baton Rouge. Louisiana's largest market, New Orleans, ranks 50<sup>th</sup> in the nation with an estimated 624,000 television-viewing households. Shreveport, ranked 90<sup>th</sup>, includes slightly fewer than 323,000 television-viewing households while the Baton Rouge media market ranks 97<sup>th</sup> in the nation with more than 287,000 television-viewing households.<sup>1</sup>

In the second half of 2018, a legal services ad aired every minute on average in local broadcast networks across these three Louisiana media markets. From July to December, viewers in New Orleans, Shreveport and Baton Rouge were exposed to 251,116 of these advertisements purchased at an estimated cost of \$15.6 million.<sup>2</sup>

An analysis and discussion of the legal services advertising volumes and spending in these markets follows.

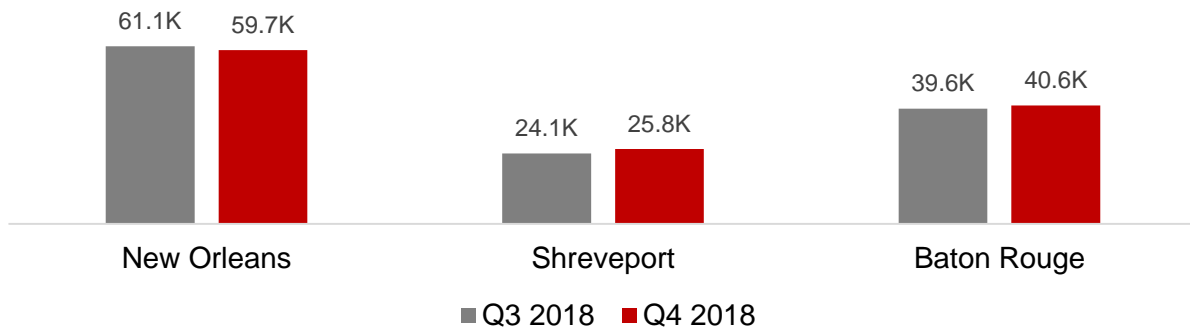


<sup>1</sup> Nielsen's ranking of local television markets and estimates of their size for the 2018-2019 television season can be found at: <https://www.nielsen.com/content/dam/corporate/us/en/public%20factsheets/tv/2018-19-dma-ranker.pdf>

<sup>2</sup> Data analysis by X Ante utilizing Kantar CMAG data.

Local TV advertising captures ads related to legal services and/or the solicitation of legal claims on local broadcast networks. Ad spending figures are estimates based on publicly-available ad rate information. Data are estimates and may vary over time due to revisions to account for duplicates or errors and the availability of updated ad rate information.

Legal Services Advertising, Top 4 Louisiana Media Markets  
Number of Ads, Q3 - Q4 2018

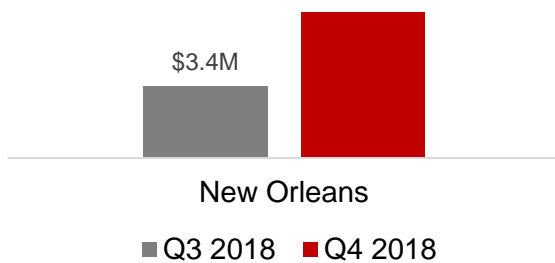


***New Orleans***

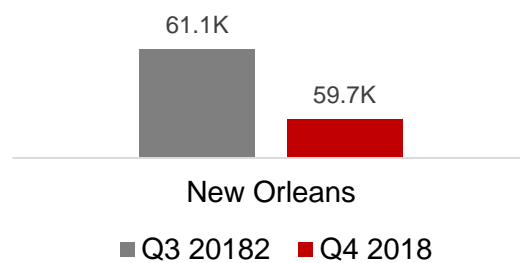
New Orleans had by far the most legal services advertising among the three largest Louisiana media markets during the second half of 2018. Tens of thousands more ads aired in New Orleans than in Shreveport or Baton Rouge. Additionally, \$768,161 more was spent on these ads from July to December in New Orleans than in Baton Rouge. More than \$4.3 million more was spent in New Orleans than in Shreveport.

Advertising volumes were fairly consistent from the 3<sup>rd</sup> to the 4<sup>th</sup> quarters with more than \$3.4 million spent to air approximately 60,000 ads each quarter. From July to December, New Orleans viewers saw a total of 120,848 legal services ads at an estimated cost of \$6.9 million.

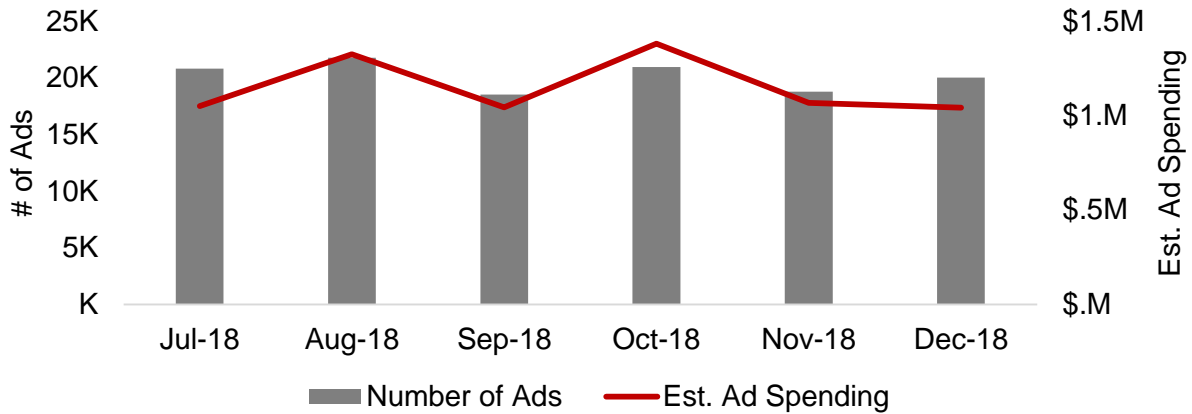
Legal Services Advertising,  
Est. Ad Spending, Q3 - Q4 2018



Legal Services Advertising,  
Number of Ads, Q3 - Q4 2018



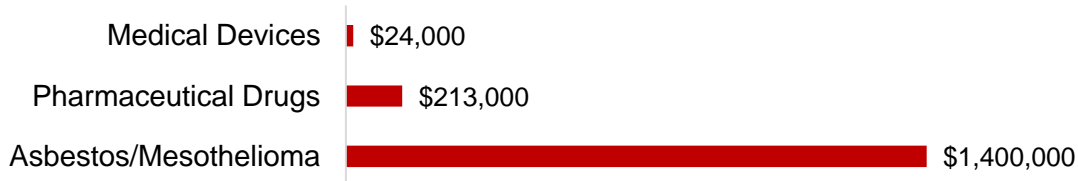
**NEW ORLEANS, July - December 2018**  
**Monthly Legal Services Local Broadcast TV Advertising**



Twenty-four percent of all estimated spending on local legal services TV advertising in New Orleans from July through December was devoted to ads soliciting claims related to three categories of litigation. More than \$1.4 million was spent to air legal services ads related to mesothelioma and other asbestos-related risks and conditions. Estimated spending for ads targeting pharmaceutical drugs in New Orleans surpassed \$213,000 for the period, while an estimated \$24,000 was spent on ads soliciting claims related to injuries allegedly caused by medical devices.

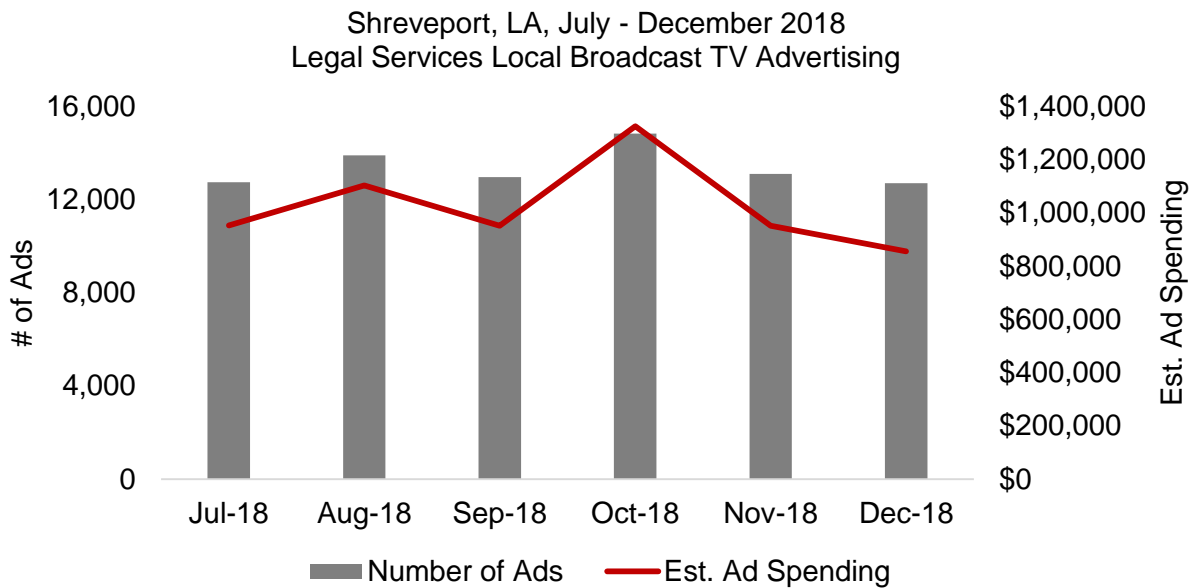
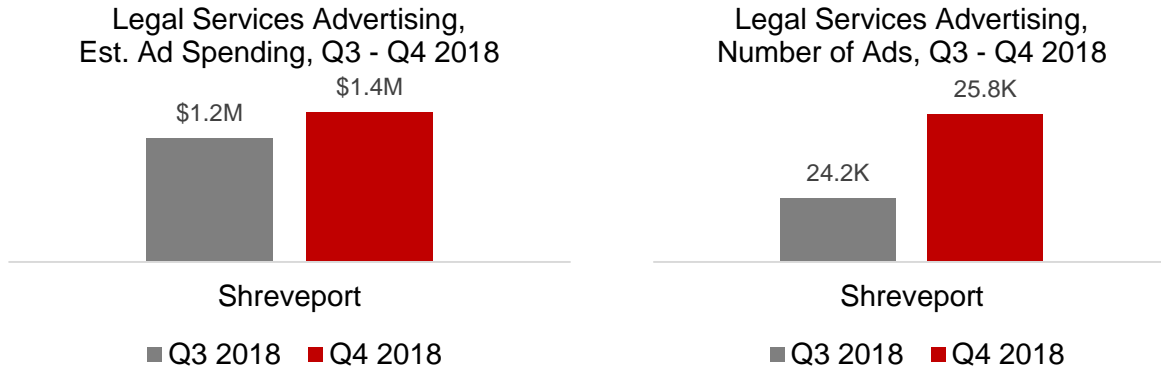
Legal services ads in New Orleans aired more frequently than ads for many popular advertisers in the second half of last year. Legal services ads aired locally five times as often as ads for furniture stores. Approximately 19 legal services ads aired for every local medical or dental insurance ad, and litigation services ads aired nine times as often as the more than 13,500 ads that advertised hospitals, clinics and medical centers during the period.

**Estimated Spending on Top Legal Services Advertising in New Orleans, Q3 - Q4 2018**



***Shreveport***

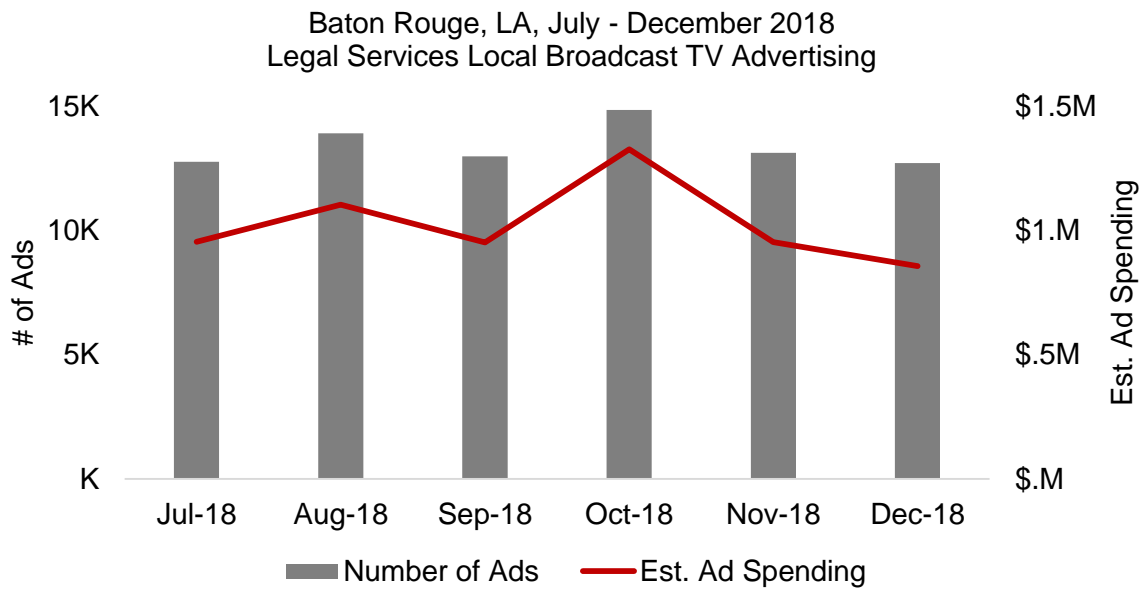
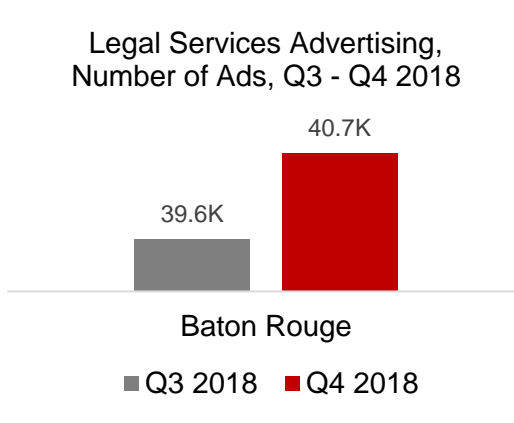
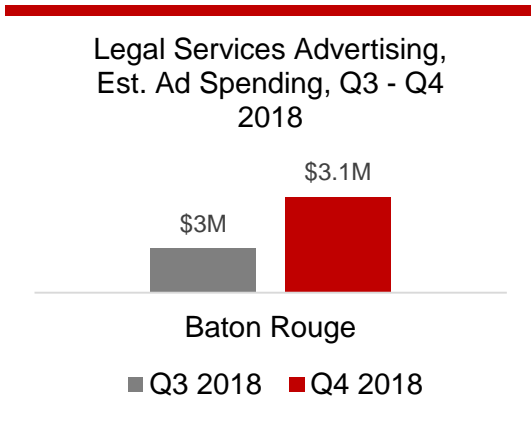
In the 2<sup>nd</sup> half of 2018, local legal services advertising spending in Shreveport, the second largest media market in Louisiana, totaled \$2.5 million. There were 49,961 ads aired during that time period. Advertising increased in the 4<sup>th</sup> quarter of 2018. Approximately 1,600, or 7%, more ads aired while nearly one-quarter-million dollars, or 21%, more was spent on these ads.



Similar to New Orleans, legal services ads in Shreveport aired more frequently than many other types of ads in the 2<sup>nd</sup> half of 2018. For example, local legal services ads in Shreveport aired 16 times more often than ads for banks from July through December. Despite the active election season during this time period, 19 legal services ads aired for every state or local campaign ad.

***Baton Rouge***

While Baton Rouge is approximately half the size of the New Orleans media market, those wishing to advertise spent nearly as much money in Baton Rouge on local legal services TV ads in the second half of 2018 as was spent in the larger market. During this period, 80,307 legal services television ads were broadcast locally at an estimated cost of \$6.1 million – an average of approximately \$1 million per month. While smaller than the Shreveport market, this is more than double what was spent on local legal services ads in Shreveport during the same time period. Both the number of ads and the ad spending increased from the 3<sup>rd</sup> to the 4<sup>th</sup> quarters.



For every fast food restaurant ad that aired in Baton Rouge from July to December, eight ads for legal services were broadcast. While there were more than 20,000 television ads featuring hospitals, clinics, and medical centers during the period, there were four times as many ads soliciting legal claims or advertising legal services.

## Source material

Data analysis in this report provided by X Ante used data from Kantar Media CMAG. X Ante monitors and reports on advertising and monitoring by lawyers, law firms and other soliciting legal claims on television, radio, online, social media and elsewhere. The television advertising coverage includes expenditures and commercial occurrences by attorneys and law firms in 210 media markets and on 12 national broadcast networks, 8 Spanish-language networks, and more than 80 national cable networks. X Ante has provided this data and analysis to prominent law firms and Fortune 500 companies.

## Materials reviewed

In compiling this report, X Ante examined comprehensive data sets on commercial occurrence and expenditure information for television advertisements sponsored by attorneys and/or law firms seeking claimants on local broadcast television networks in the selected media markets.

The data examined included monthly totals of estimated spending on legal services advertising and the number of times these ads aired each month from July 2018 through December 2018.

The data was gathered and provided by the Campaign Media Analysis Group (CMAG), a Kantar Media Solution, that monitors, codes and aggregates television advertising information 21 hours a day (5:00 AM - 2:00 AM) utilizing the MediaWatch Technology – an automated, patented and proprietary system. The monitored stations constitute the principal stations in each market, typically including the network affiliates and major independents.

CMAG staff watch, review, and code every ad to determine the messages used in each and the content information is merged with the automated placement and spending information.

The system is designed to capture new commercials as they first air and then track every succeeding airing of each commercial across the universe of TV platforms outlined above.

The spot occurrence and placement data are automatically assigned by the system. The spending rates are estimated according to quarterly polling by Kantar Media of television stations and advertising industry sources to determine average 30-second advertising daypart-level rates and program rates for sports and special programming for the upcoming quarter. To account for the time it takes for any given rate to populate within the system, CMAG uses an average cost function based on rates from historical program averages airing in the same market on the same station during the same daypart. These temporary estimates are updated with actual sourced rates when they become available.

Several weeks after the local data is produced, Kantar Media receives the results from a national broadcasting industry survey conducted monthly by the Television Bureau of Advertising (TVB). This new information provides a national advertising growth trend as reported by responding stations. Expenditures are adjusted to reflect these industry spot revenue patterns. Once this final rate data is available, all temporary rates calculated using the average cost function are replaced with the final data.