



「  
DESTINATION  
EFFECTIVENESS  
」



**Each and every day, millions of Australians are dreaming of their next holiday.**

**TV advertising can bring a short but tantalising taste of a holiday to life – and TV can ensure that your brand is top of mind (and top of bucket list) when it comes time to book.**



# HOLIDAY DREAMING



With long booking lead times, highly memorable TV campaigns that are in market early and stay the course will dominate share of market at the time of purchase.

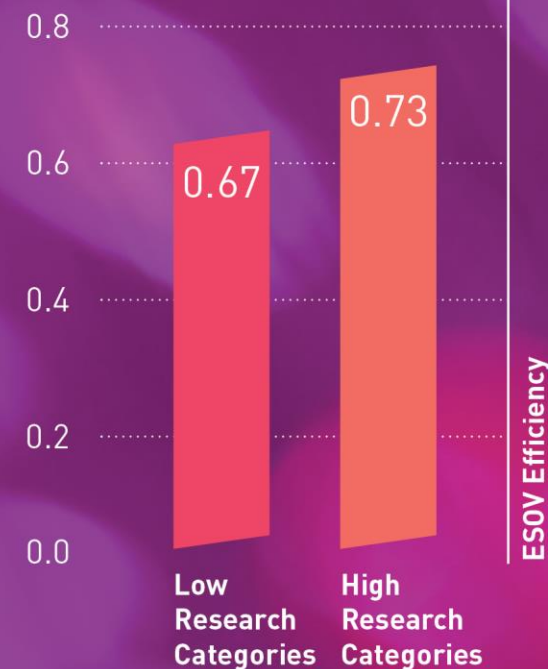


# WHEN **EMOTIONS** RUN HIGH SO DOES EFFECTIVENESS

In research-heavy sectors such as travel, TV campaigns that make people feel something have a greater sales impact.



Emotional advertising works even harder in high research categories



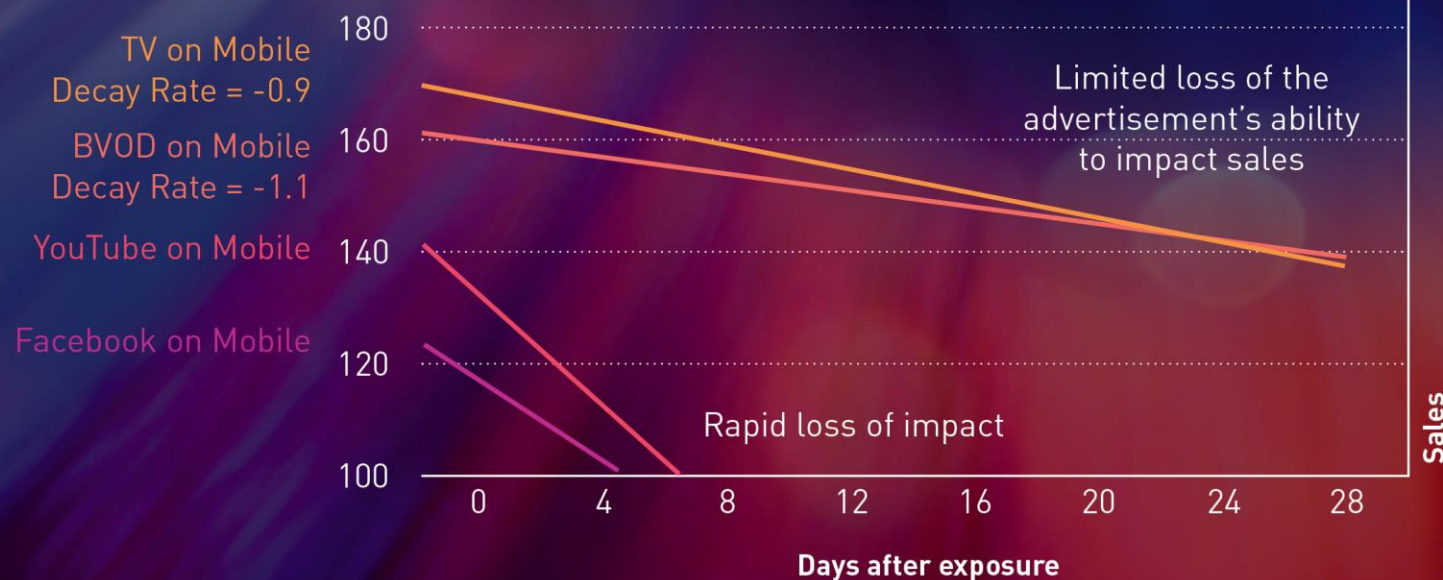


# MEMORABILITY IS **KEY** TO TV'S SUCCESS

Because TV ads are 100% viewable with sound on, TV ads stay in memory 9x longer than ads on social video.



Ad impact – decay across platforms



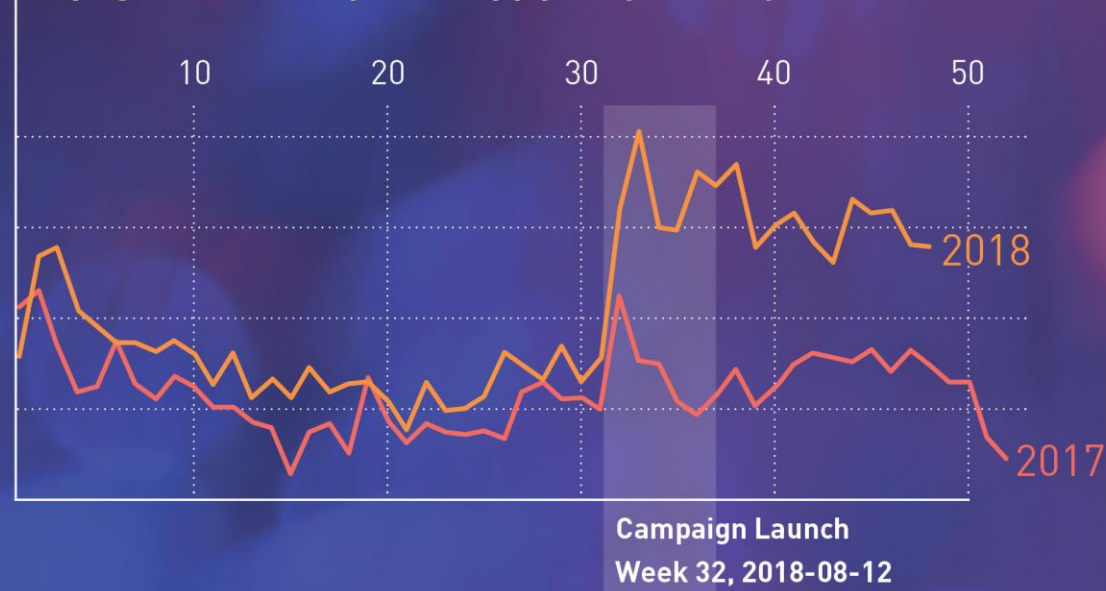
# TV DRIVES SEARCH

A case study from hipages and KPMG found brand-building TV advertising improves search performance and sales in the short and long term.

Brand building on TV decommoditises search activity.



hipages case study: new app jobs year on year







**Right now, travel and tourism marketers have a dual-focus: short-term recovery and planning longer-term for winter holidays and Christmas.**

**TV advertising works both long-term and short.**

**It is no surprise then, that last year travel businesses invested more than \$100m in broadcast TV from a total media investment of \$700m.**

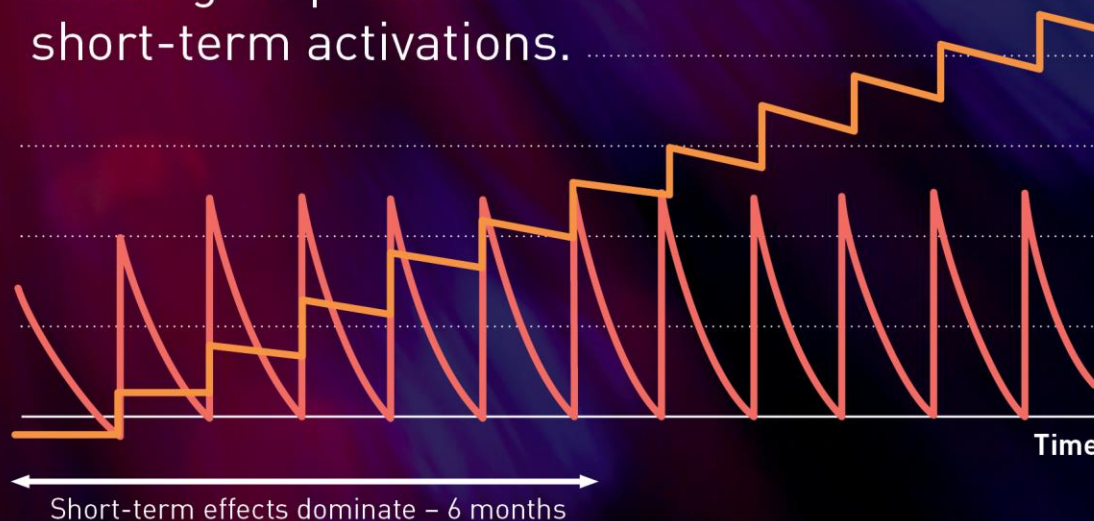
# BRAND MAGIC



Long-term brand building outperforms short-term activations.

Sales activation/  
Short-term sales uplifts

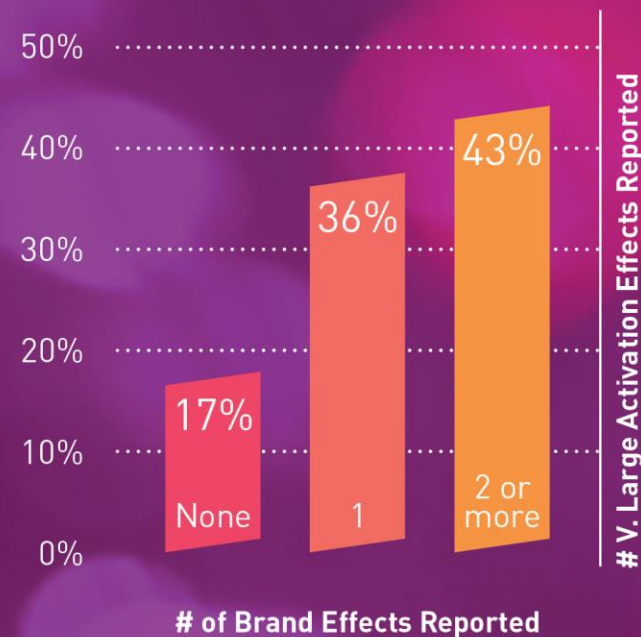
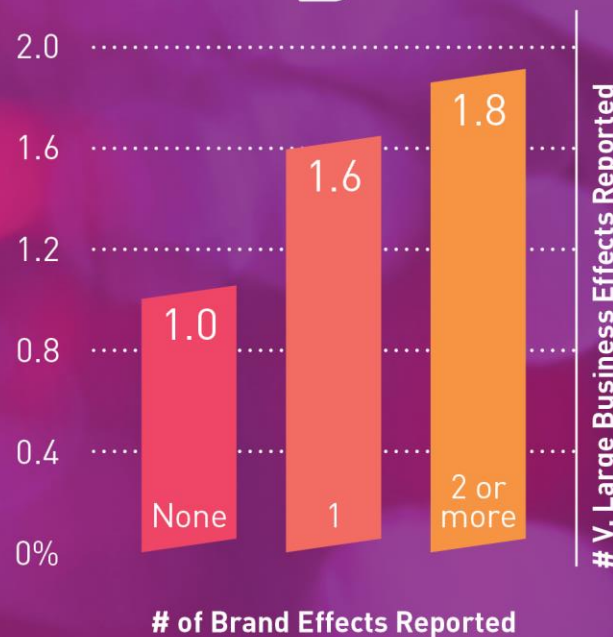
Brand building/  
Long-term sales growth





# THE SYNERGY OF BRAND + ACTIVATION

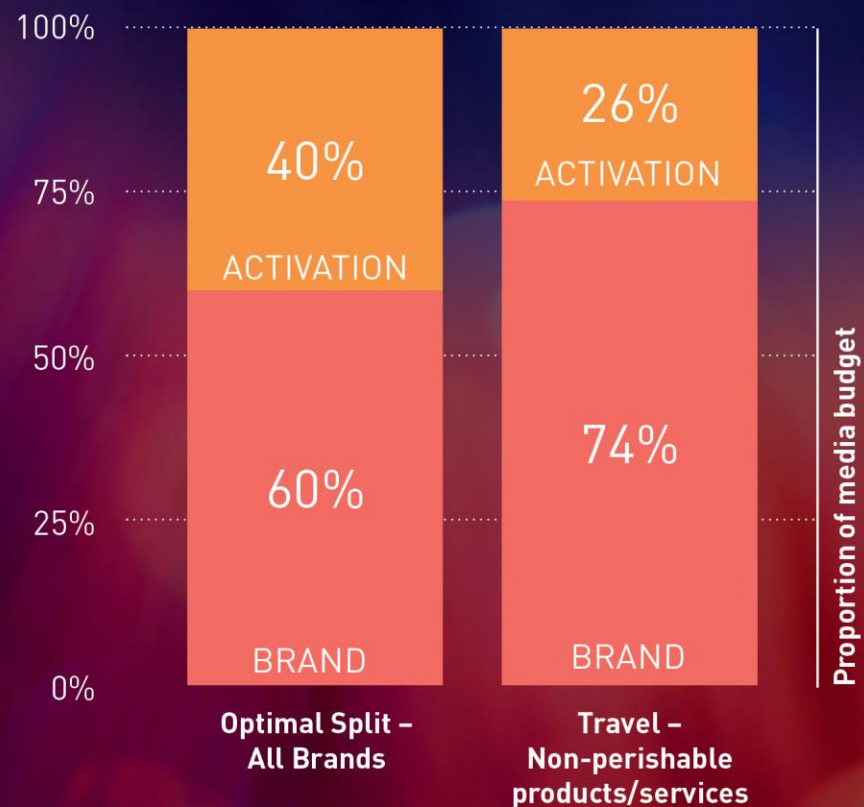
Businesses that invest in brand marketing see stronger retail activation results.





# BRAND MARKETING MATTERS

Non-perishable travel products that increase brand marketing will multiply the activation effects.

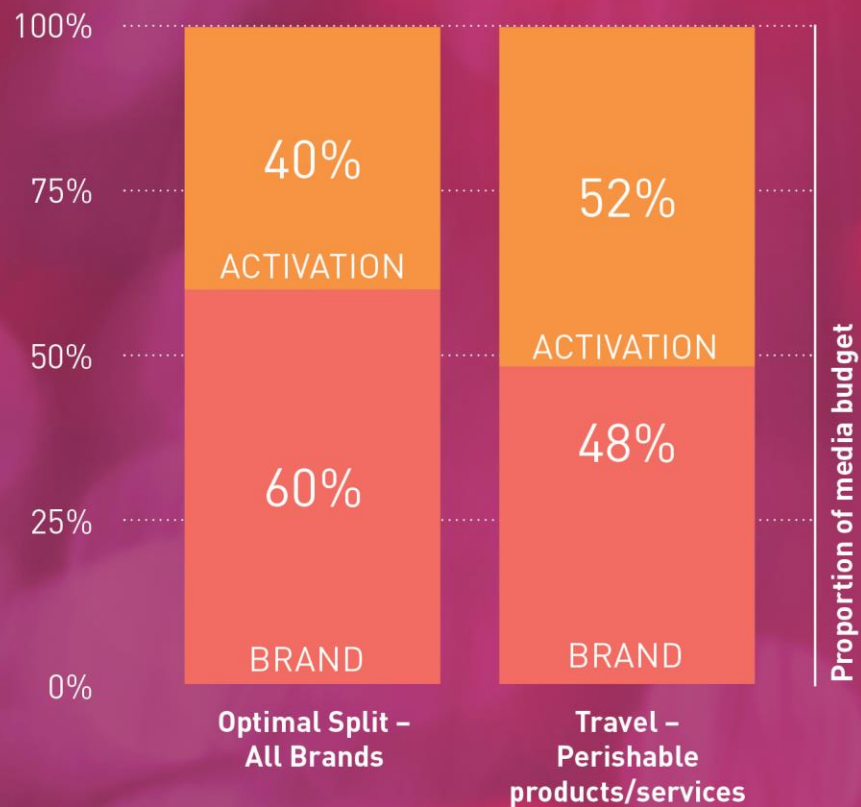




# ACTIVATE NOW



Perishable travel products that dial up activation will minimise unsold inventory.



「  
**BVOD IS  
 TV POWERED  
 BY DATA**  
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Complementing the mass reach of TV, the BVOD platform delivers emotional storytelling to a specific target or segment, driving mid-funnel conversion.

Compared with pairing TV + social video

