

think 

**Total TV. The workhorse  
in an omni-channel  
media schedule.**



# The workhorse

Demand conversion relies on demand generation.

Over the last decade we have seen an increasing move towards short term activations, utilising media that works best at sales conversion and bottom of the sales funnel activities.

Yet its important to remember that media that excels at sales demand conversion, relies on media that excels at demand generation.

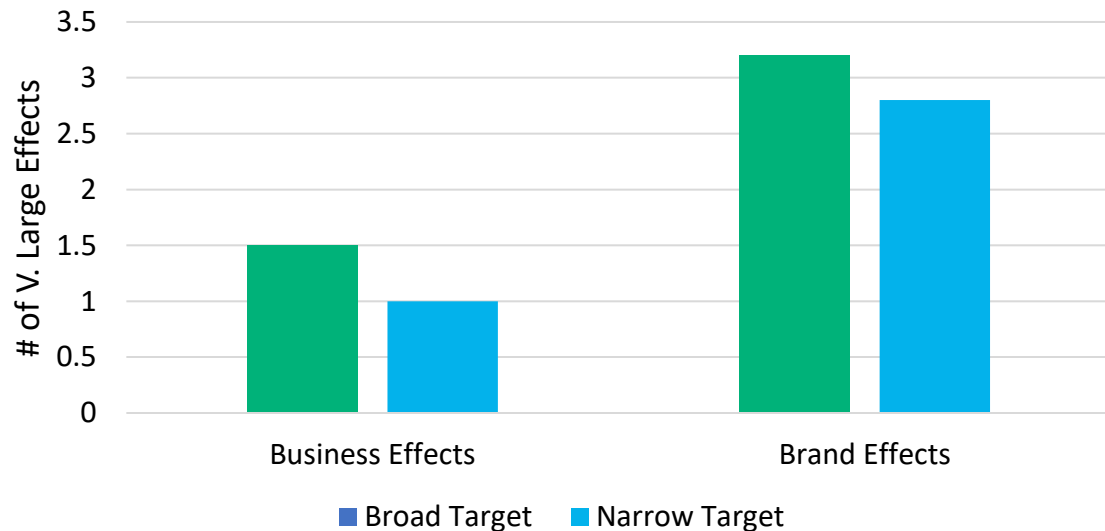
Evidence continues to reinforce TV's exceptional ability to drive awareness and build demand for a brand or service.

Keeping TV in the media mix not only remains one of the most effective methods for creating brand demand but supports the effectiveness of other media in the plan. TV is the workhorse that allows all other media to excel.

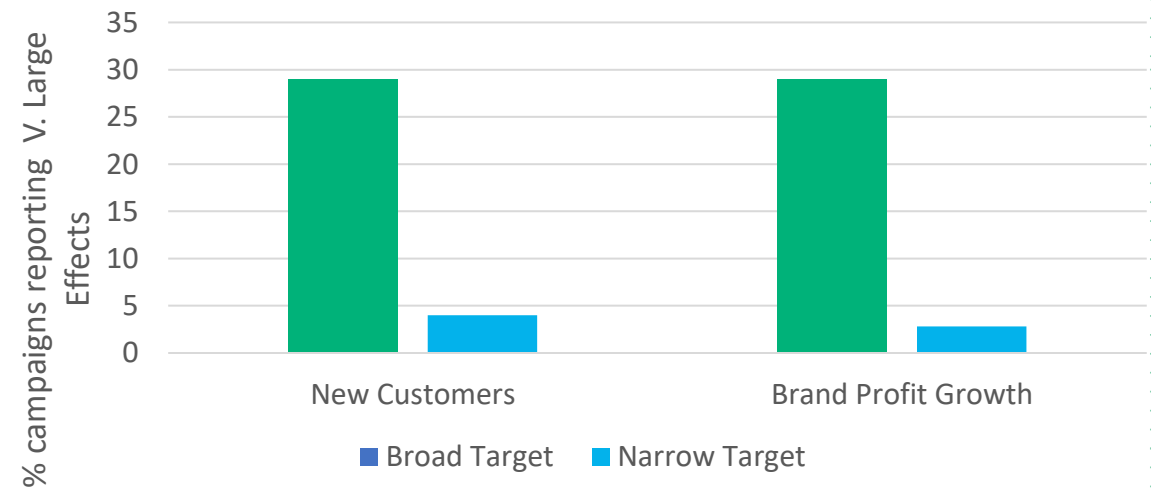


# ■ The most effective campaigns use broad reach media

Broad targeting is more effective in generating business and brand effects

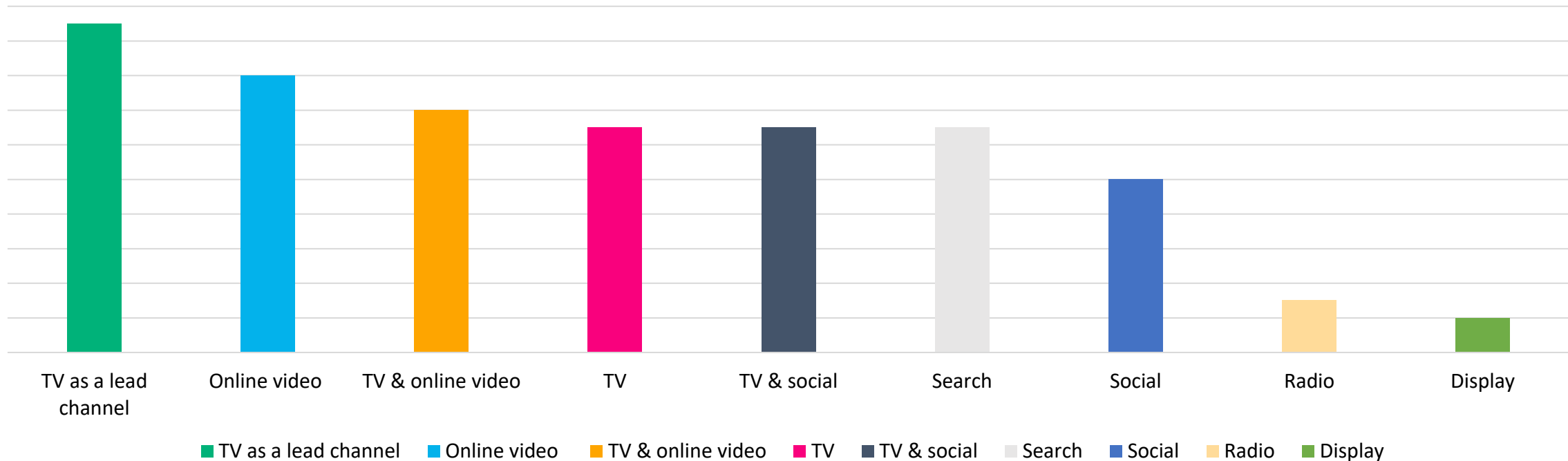


...the effect of a broad target is an increase in new customers to the product or service, leading to profit growth



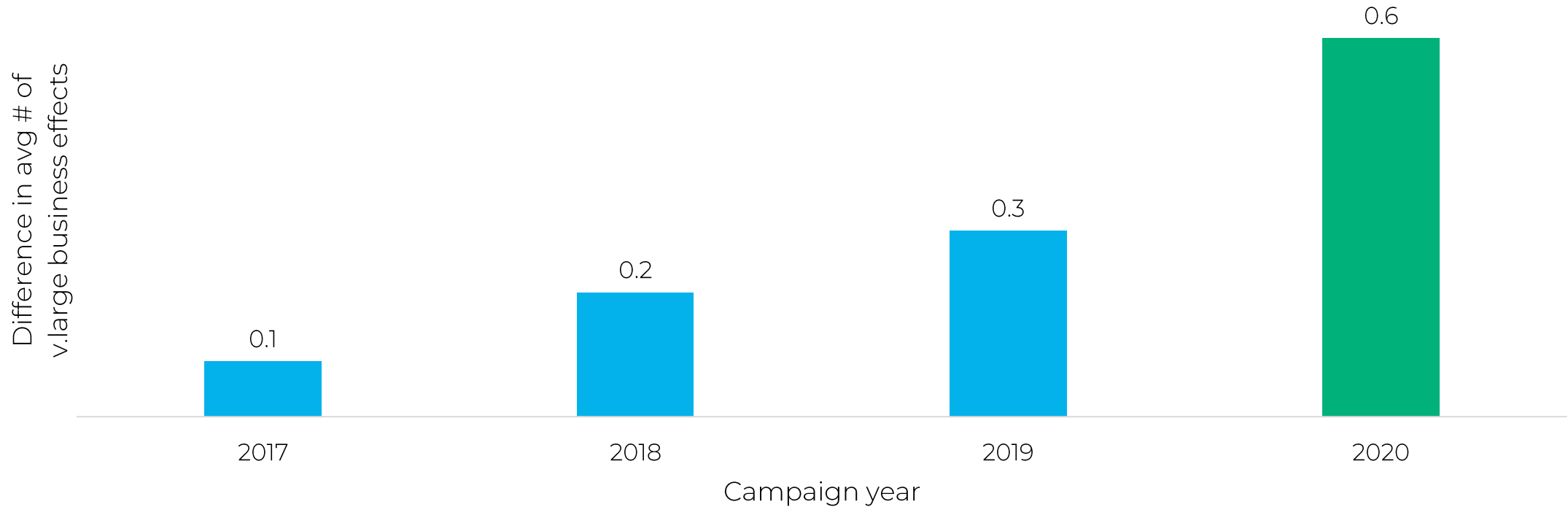
# ■ TV is the most used media for broad reach

TV as the lead channel for generating broad reach was used 19% more in highly effective campaigns vs less effective campaigns.



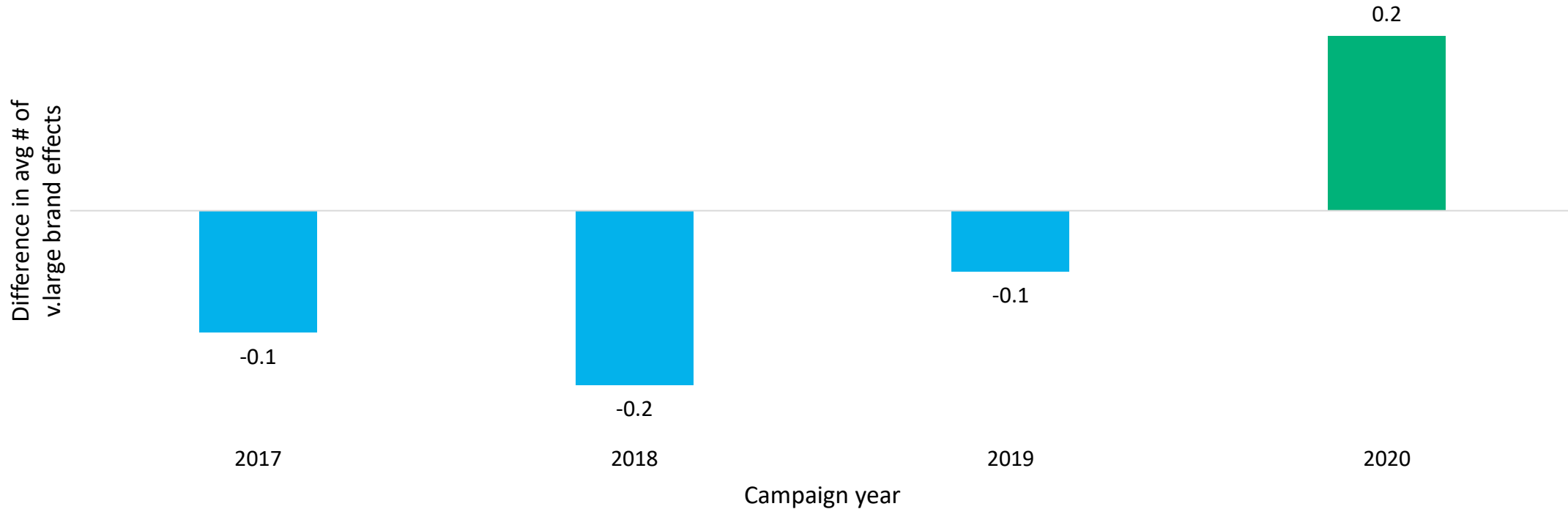
# ■ As media options further fragment, single event mass reach vehicles like TV become increasingly effective

Difference in avg # of v.large business effects  
(Campaigns with TV vs all campaigns)

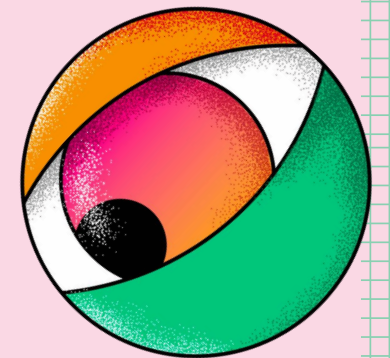
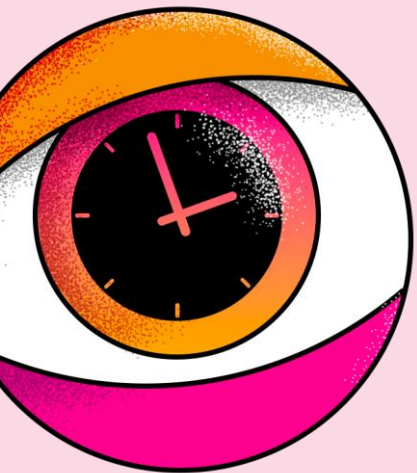


# ■ Campaigns including TV have increased in effectiveness, with the difference turning positive for the first time in 2020

Difference in avg # of v.large brand effects  
(Campaigns with TV vs all campaigns)

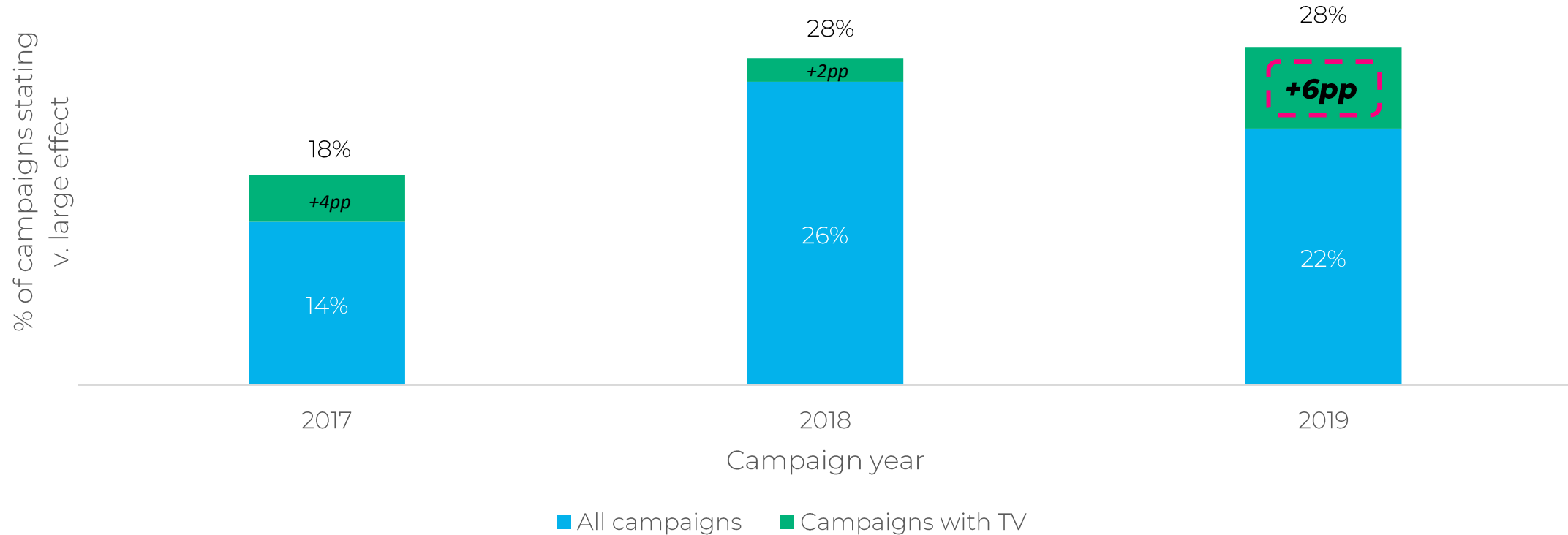


# The result?



# ■ As a result, the magnitude of new customer acquisition that TV generates continues to increase

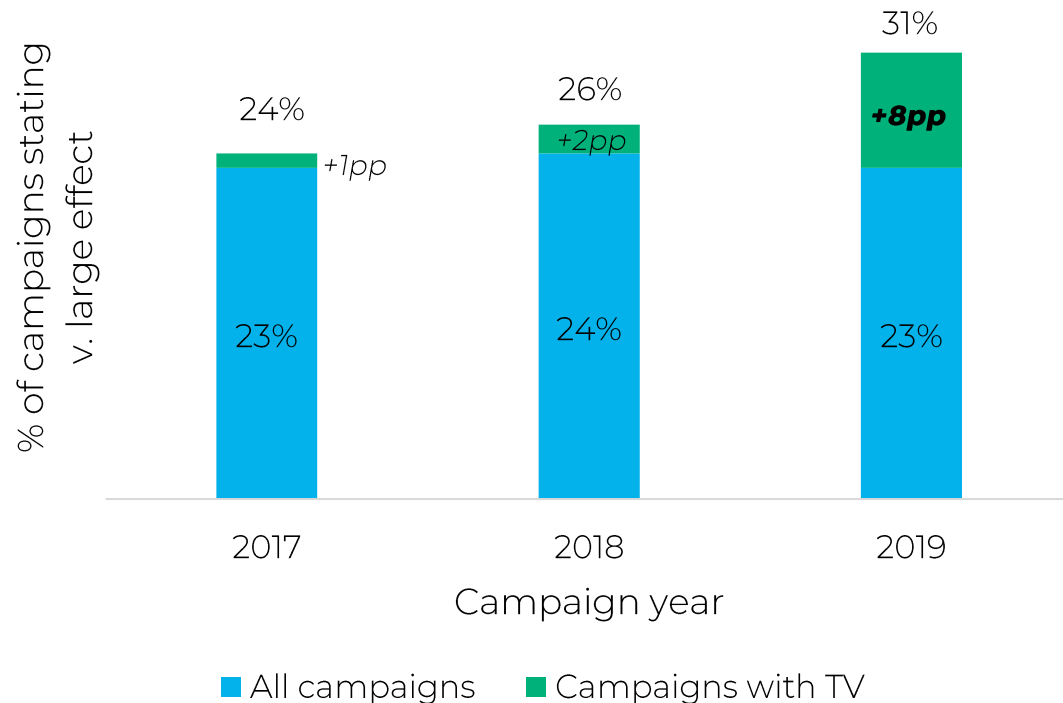
% of campaigns stating v. large effect on new customer acquisition



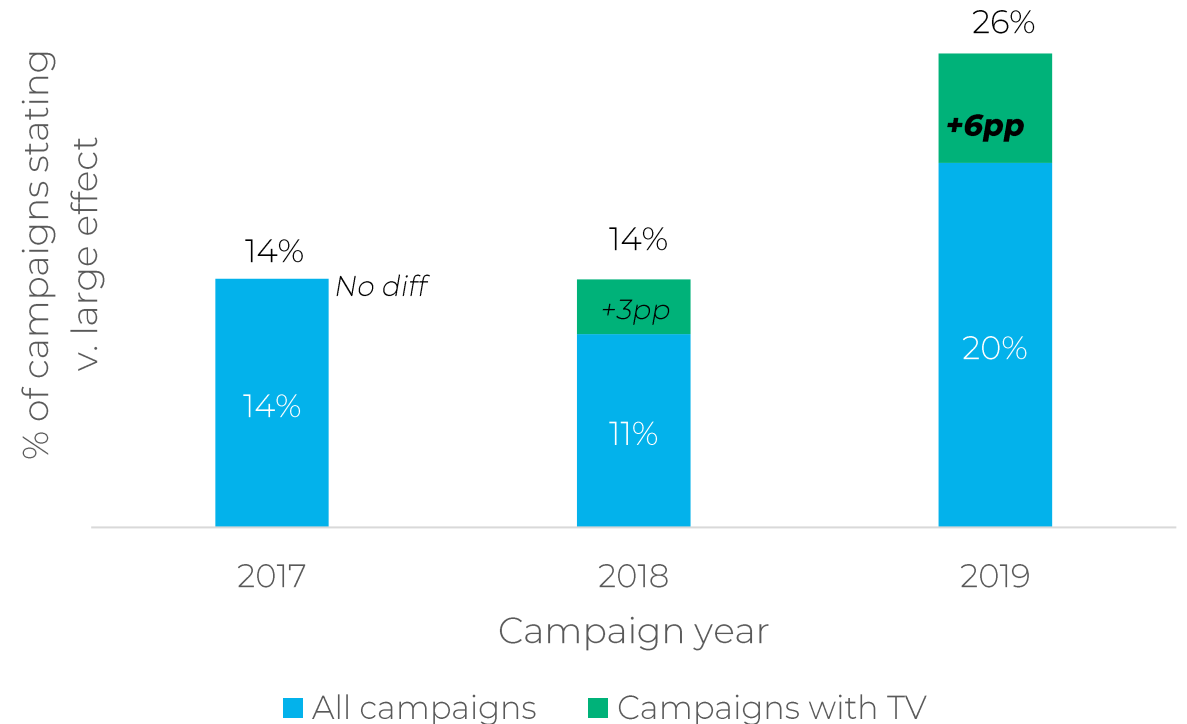


# ■ ...resulting in a continuing improvement in brand profit growth and market share

% of campaigns stating v. large effect on brand profit growth



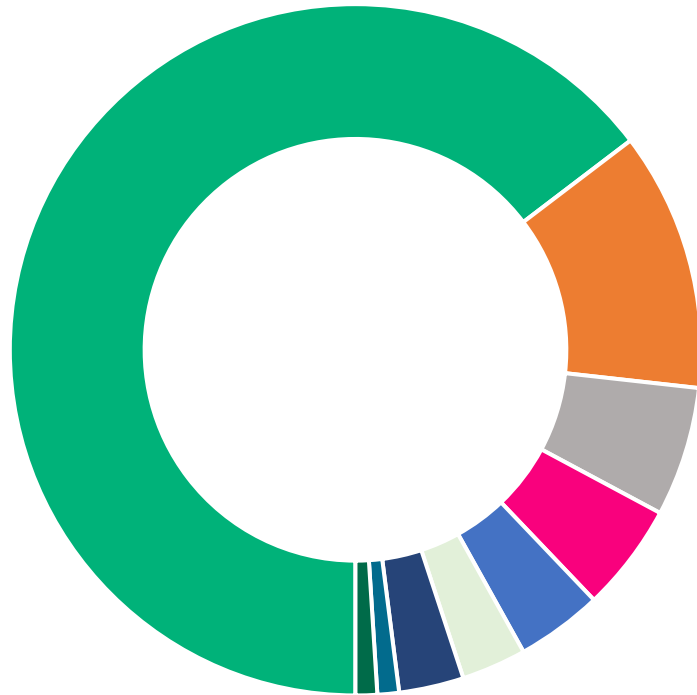
% of campaigns stating v. large effect on long term market share growth



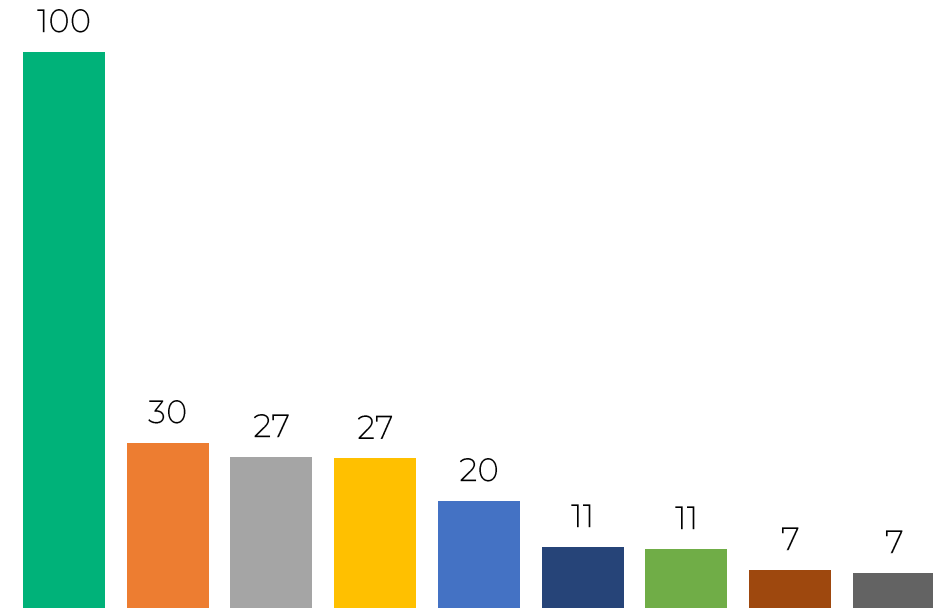
# ■ Dollar for dollar, TV contributes more to media-driven sales volume than any other media channel

Media-driven sales volume

Contribution (%)



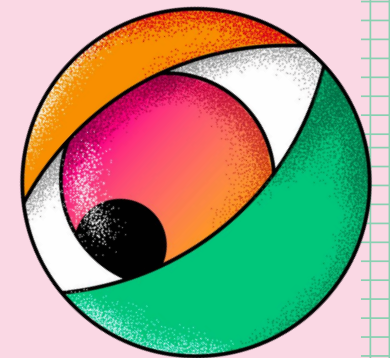
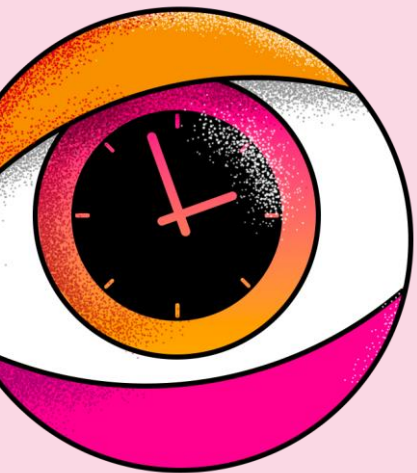
Contribution (Index)



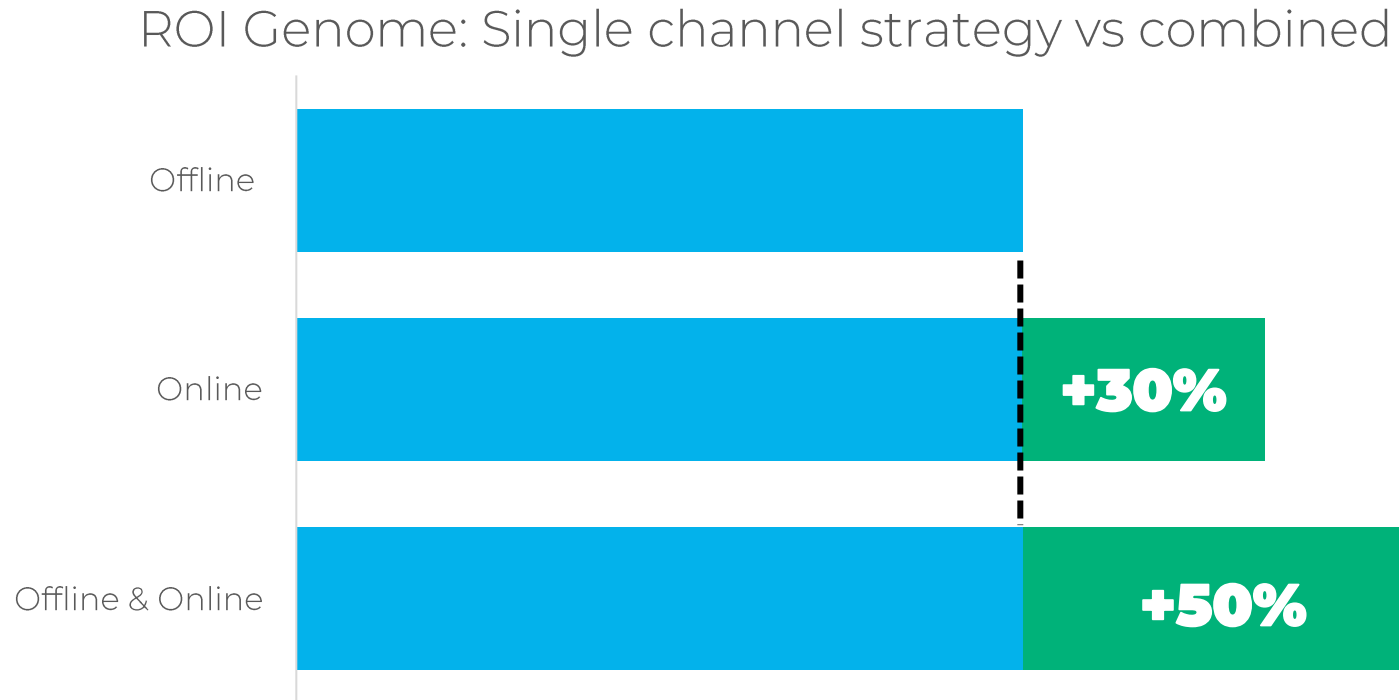
- TV
- OOH
- Radio
- Paid search
- Display
- Social
- Print
- Digital video
- Cinema

- TV
- OOH
- Radio
- Search
- Digital Display
- Print

**TV** enables other media  
to be **more effective.**

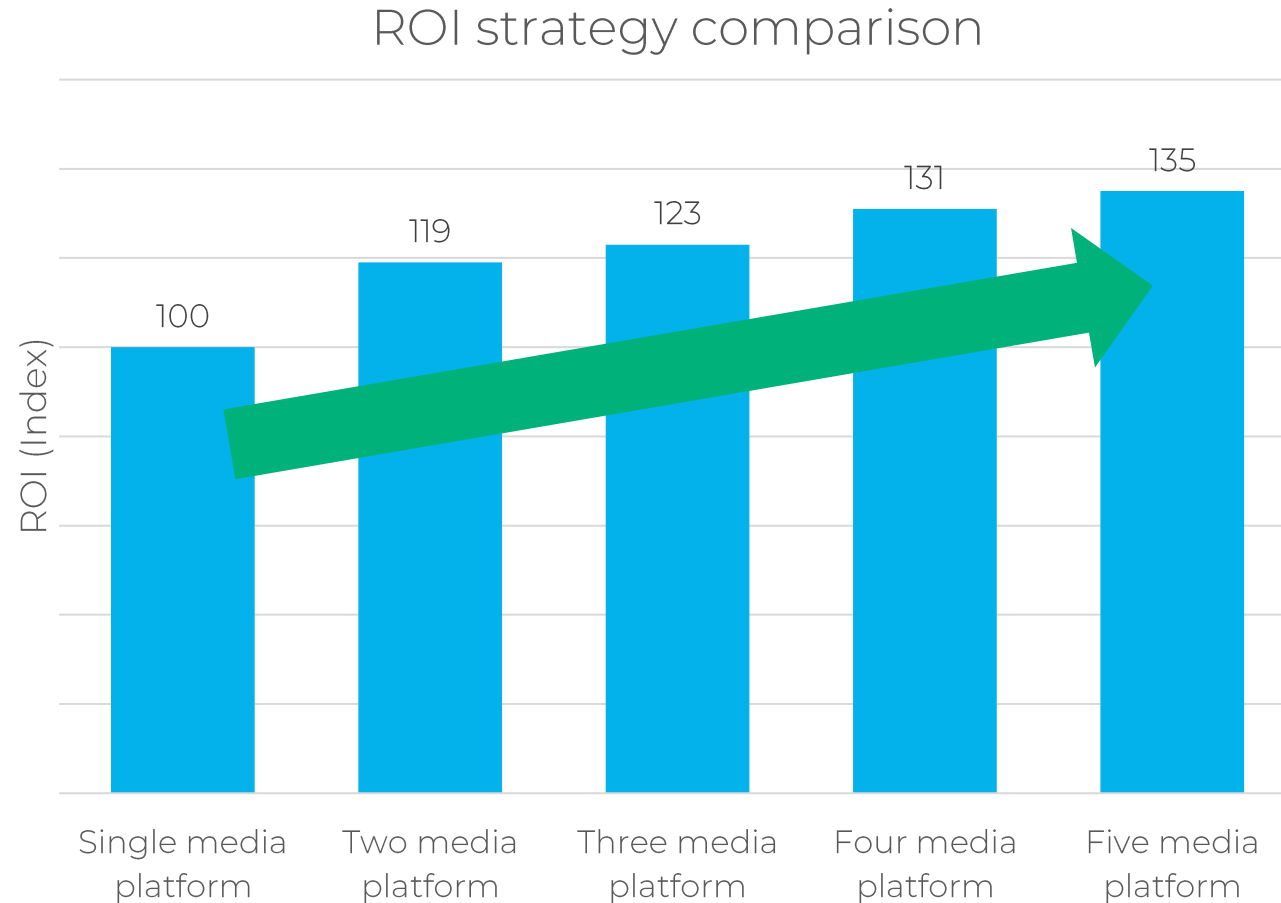


# ■ A single channel strategy leaves money on the table



# ■ Multimedia campaigns tend to have higher ROI than single media campaigns

1. Splitting budget across channels avoids single channel tactics reaching diminishing returns
2. Multiple platforms drive synergies as brand messaging stick with consumer longer



# ■ TV has the largest synergy effect of all media

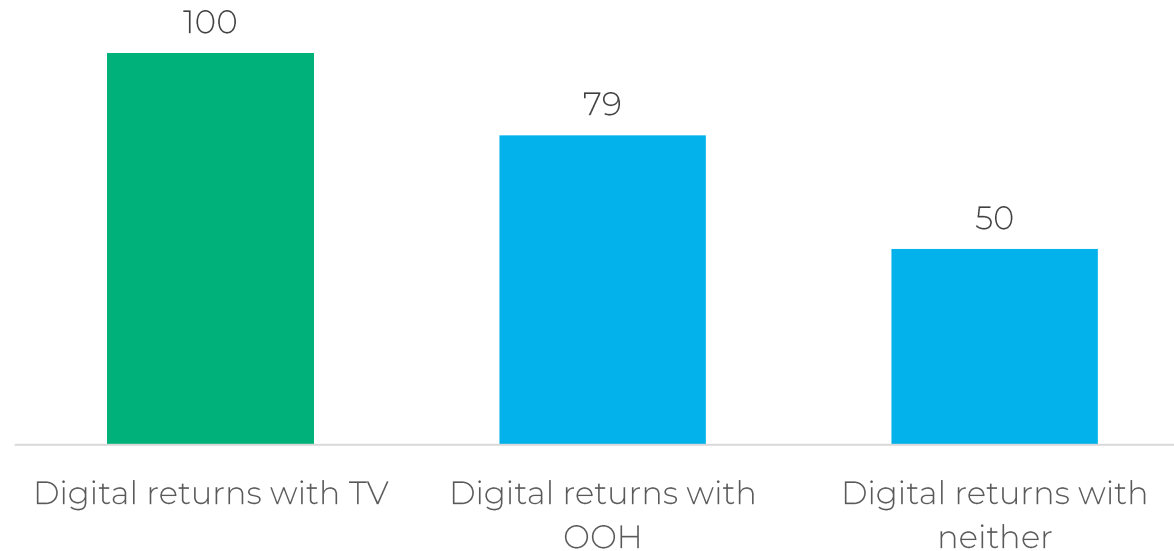
Cross-channel Synergy Effect

	TV	OOH	Search	Social	Video	Radio	Cinema
TV		7.69%	7.13%	6.02%	4.67%	3.86%	3.40%
OOH	7.69%		1.88%	1.43%	0.84%	0.68%	0.68%
Search	7.13%	1.88%		1.46%	0.98%	0.84%	0.45%
Social	6.02%	1.43%	1.46%		0.99%	0.86%	0.63%
Video	4.67%	0.84%	0.98%	0.99%		0.44%	0.27%
Radio	3.86%	0.68%	0.84%	0.86%	0.44%		0.23%
Cinema	3.40%	0.68%	0.45%	0.63%	0.27%	0.23%	

# ■ Impact of other channels drops if TV is taken from the mix

When TV can't be run, OOH holds up some of the results, but without this, digital results drop significantly.

ROI index of digital campaigns with or without offline support- Australia



# TV is a workhorse.

Its broad reach is very effective at driving both business and brand effects.

Despite other platforms offering broad reach, TV remains the **most utilised broach reach ecosystem**.

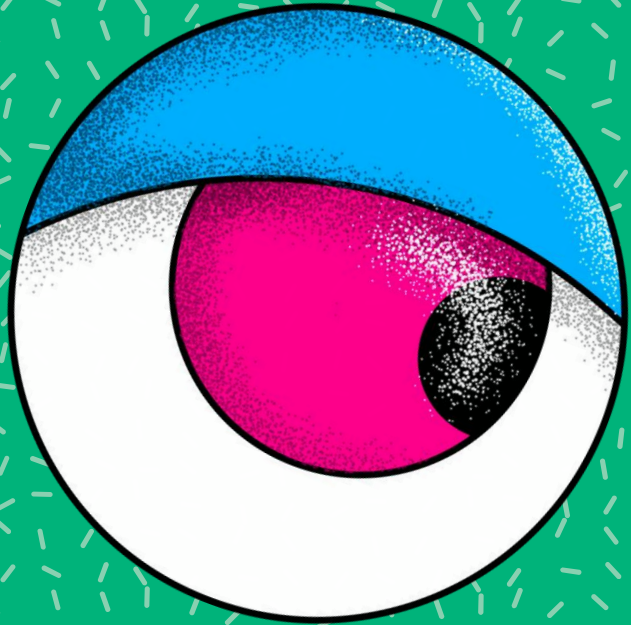
Campaigns that use TV and increasingly able to **generate greater levels of customer acquisition, brand profit and market share growth**.

Dollar for dollar, TV delivers **more media driven sales growth** than any other media .

TV creates **strong synergies** with other platforms and without it in the mix, effectiveness levels of those other platforms suffer.







think 



**With thanks**



 **ANALYTIC  
PARTNERS**