



# **ATTENTION. EMOTION. IMPACT & PROFIT.**

**TOTAL TV DELIVERS FOR BRANDS**

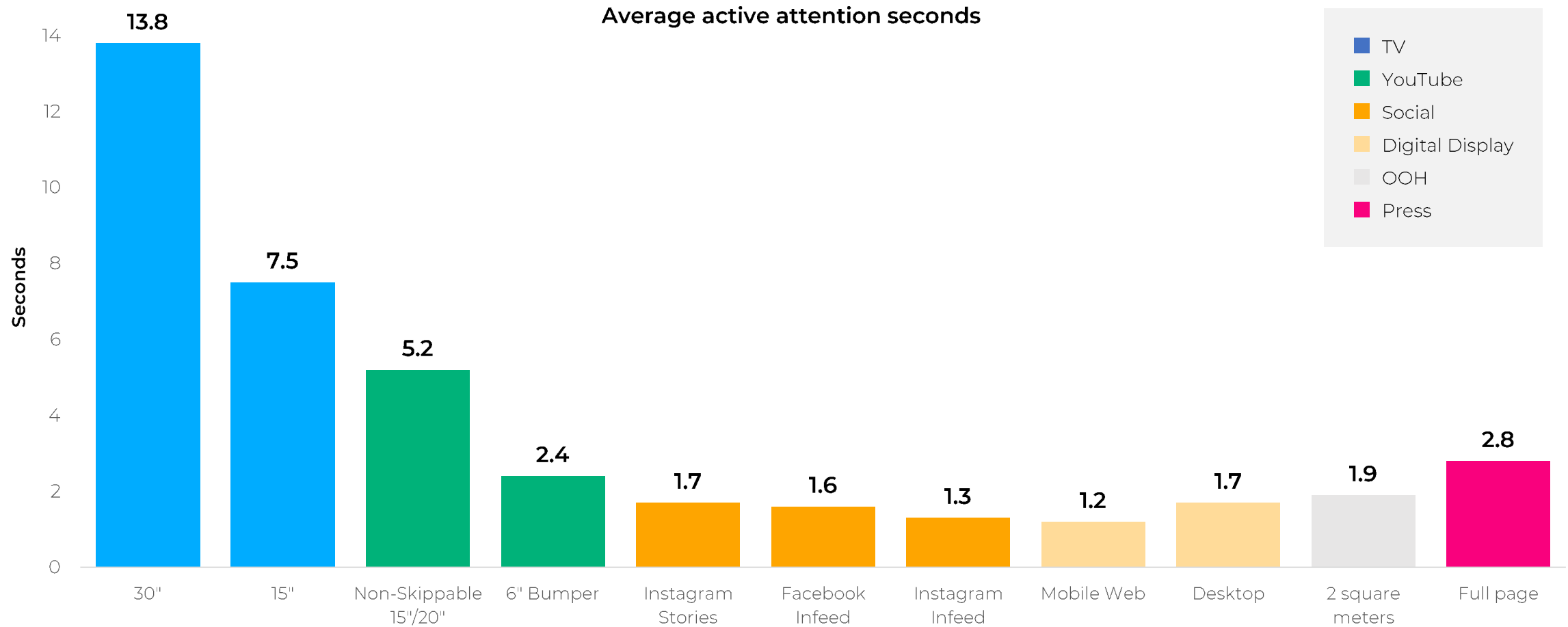




**TV GETS ATTENTION,  
ATTENTION LEADS  
TO EFFECTIVENESS.**

# TV supercharges attention for your marketing campaigns

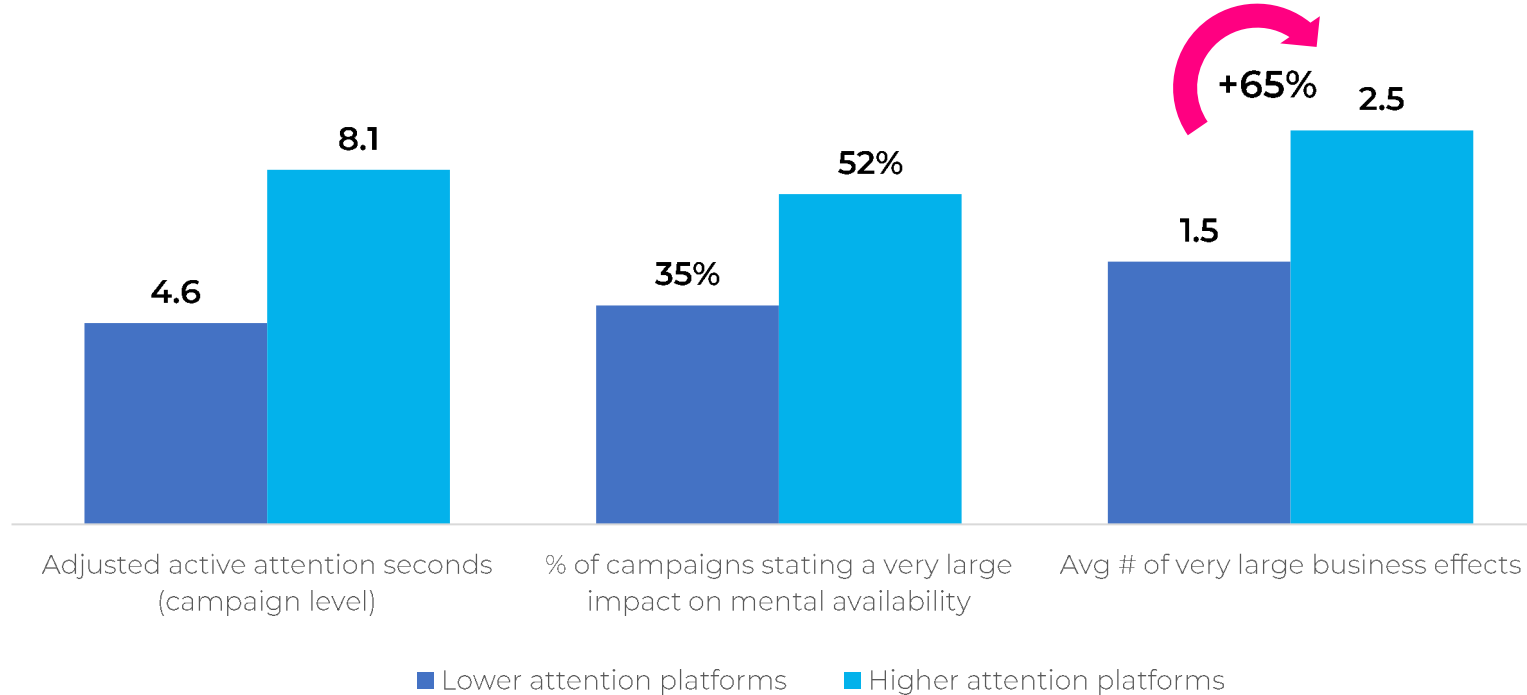
Reaching 19+ million Australians week after week, TV leads when it comes to attention. Higher attention grows mental availability, and mental availability drives business success.



Source: VOZ 5.0 National Total TV (All Broadcast Networks + Affiliates and STV channels) Broadcast TV and BVOD (live + on demand incl co-viewing) When Watched, Cumulative Reach 1 minute (broadcast TV) 15secs (BVOD), Sunday to Saturday 02:00-02:00; Why TV is still at the heart of effectiveness, Peter Field, 2023, Dentsu/Lumen Attention Economy Study 2022.

## ■ Higher attention platforms, such as TV, enable creative to work more effectively for brands

Australia Effies data provides marketers with the ammunition they need in Boardroom conversations when it comes to the relationship between brands, media and business growth. Higher attention drives mental availability, and mental availability drives market effectiveness.



### Smart campaigns use high attention platforms

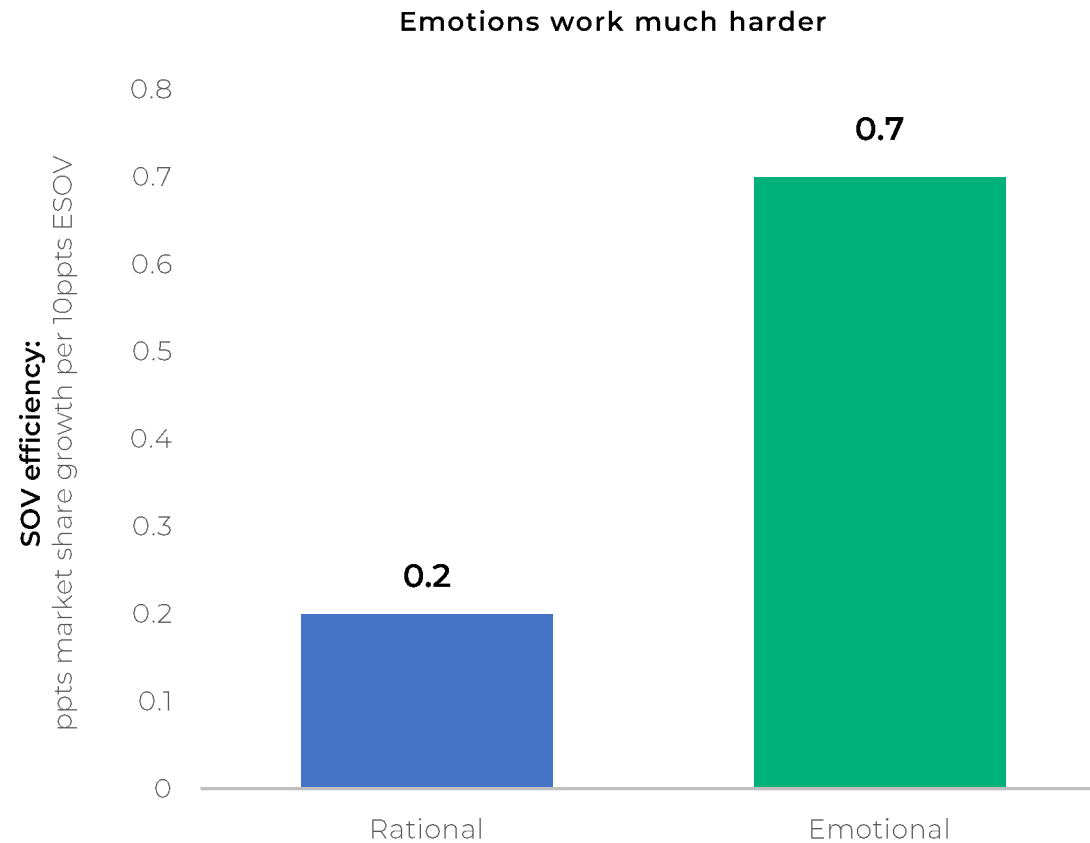
High attention platforms deliver +65% uplift in terms of in market effectiveness

**TV BOOSTS THE  
EFFECTIVENESS OF  
EMOTIONAL CAMPAIGNS.**



# ■ Emotional advertising drives effectiveness

TV uses the power of sight, sound and moving pictures to invoke emotions, and research proves emotional advertising drives effectiveness.

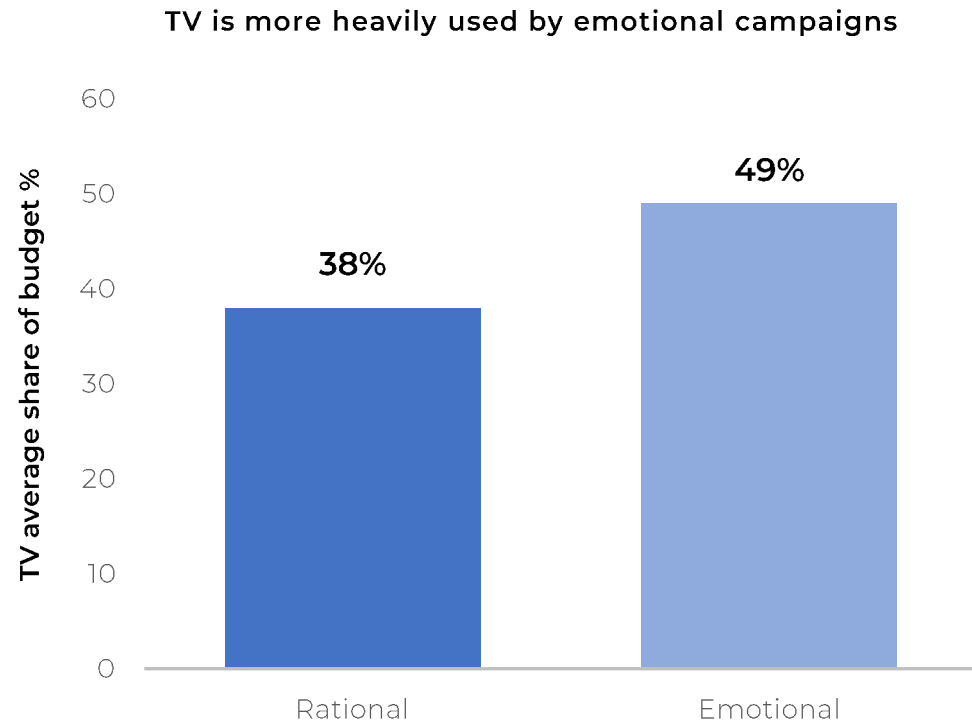


Source: Why TV is still at the heart of effectiveness, Peter Field, 2023, IPA Databank, 1998-2022 cases.

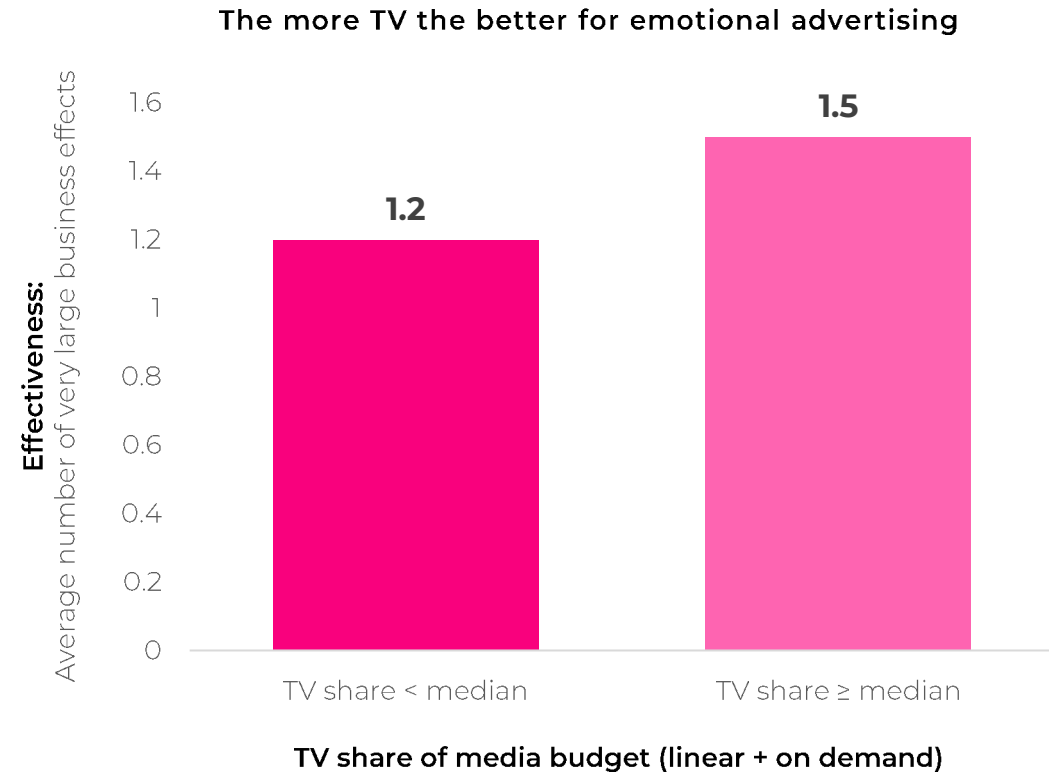
# ■ TV boosts the effectiveness of emotional campaigns

TV is a brilliant platform for delivering emotional brand messages. Emotions work to connect with consumers because they create powerful and durable mental availability, which drives continuous demand growth for brands. According to Godfather of Effectiveness, Peter Field, when it comes to emotional campaigns, you can't have too much TV.

## TV is important for emotional campaigns



## TV boosts effectiveness of emotional campaigns





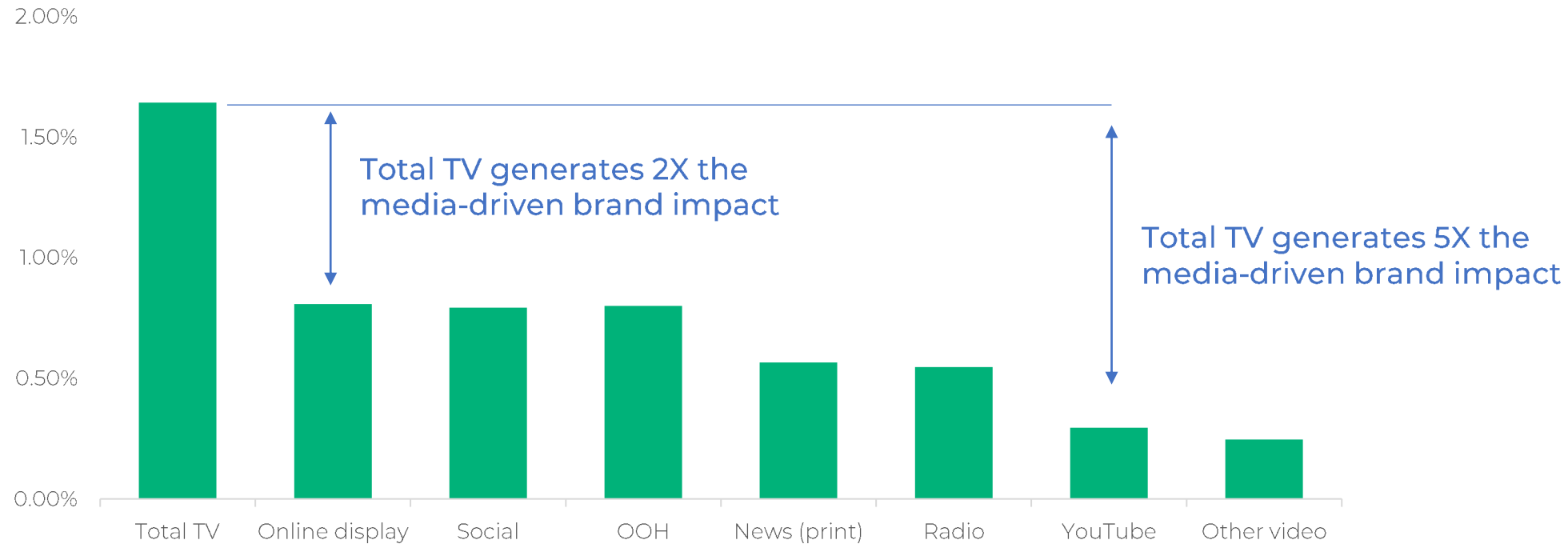
**TOTAL TV  
DELIVERS IMPACT.**

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# ■ Total TV generates the greatest campaign brand impact

Regardless of communication objective, Total TV generates the greatest campaign brand impact; 2X the media-driven impact of the next best performing platforms, and more than 5X the media-driven brand impact of YouTube.

## All metrics – impact per channel

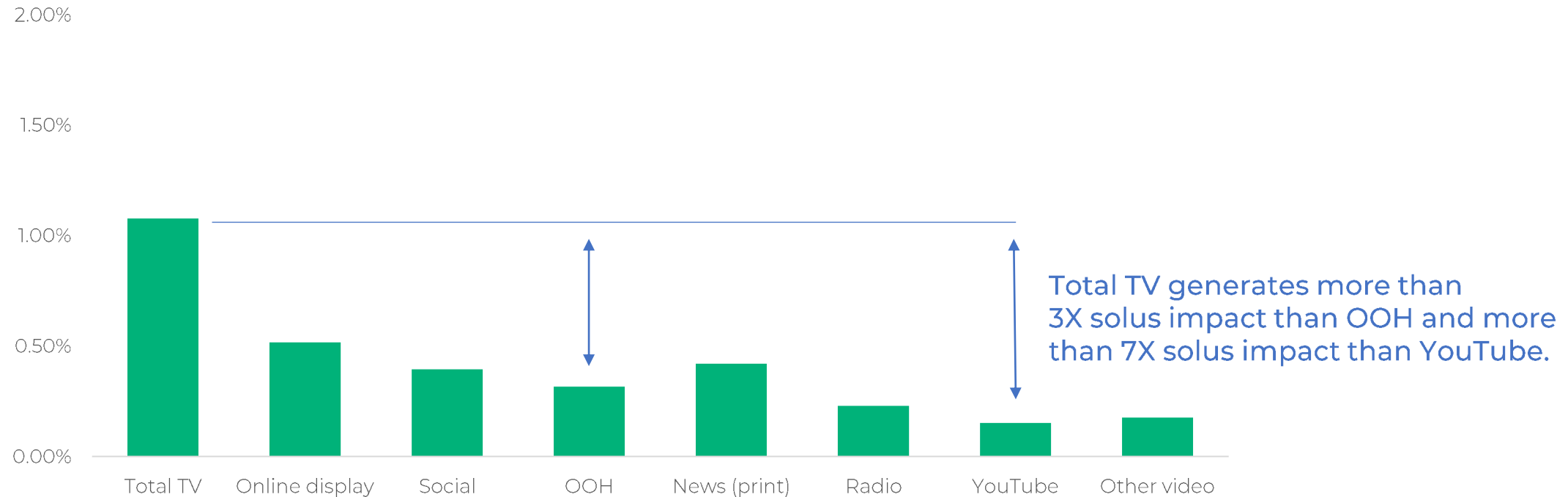


Source: Kantar CrossMedia Database 179 campaigns, Total TV includes BVOD and Linear. Other video is all video other than BVOD and YouTube.

# ■ TV-driven solus impact stronger than other platforms

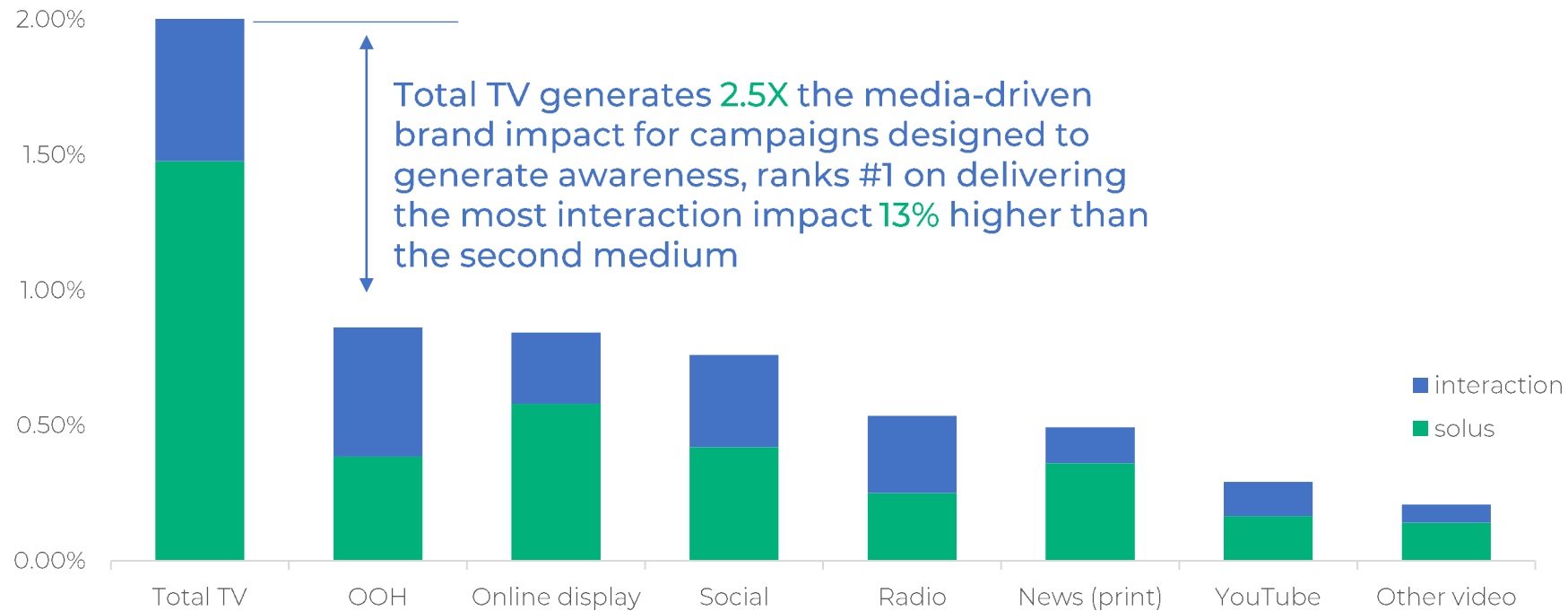
Solus impact will always do the heavy lifting in terms of overall campaign impact.  
The magnitude of difference in solus effects that TV generates is significantly stronger than other platforms.

## All metrics – solus impact per channel



## ■ TV drives awareness and impact

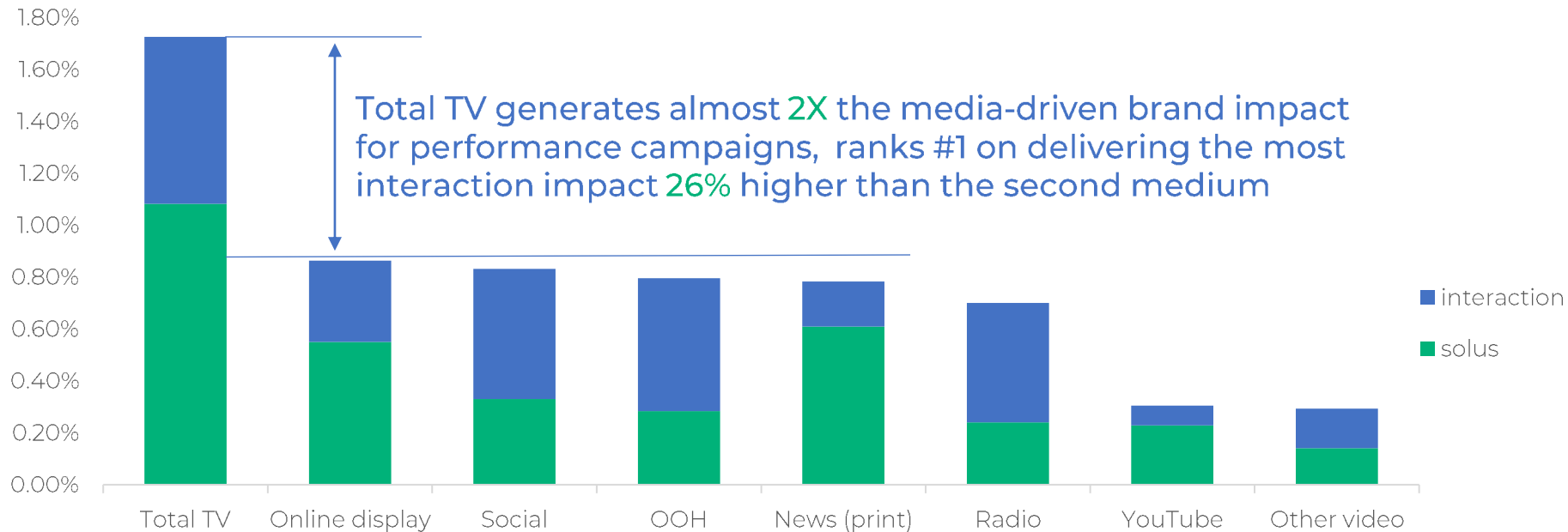
For brand building and campaigns designed to generate awareness, Total TV's impact is even greater than the next best channel, and the ratio of impact derived from solus is extreme. Awareness campaigns can often run on high-reach media without needing much campaign integration.



Source: Kantar CrossMedia Database 179 campaigns, Total TV includes BVOD and Linear. Other video is all video other than BVOD and YouTube.

## ■ TV leads for brand conversion

For brand conversion and performance campaigns designed to promote features and benefits, the best performing media differ to those that drive awareness. The one constant however, is Total TV which again generates the strongest impact, this time for brand conversion.



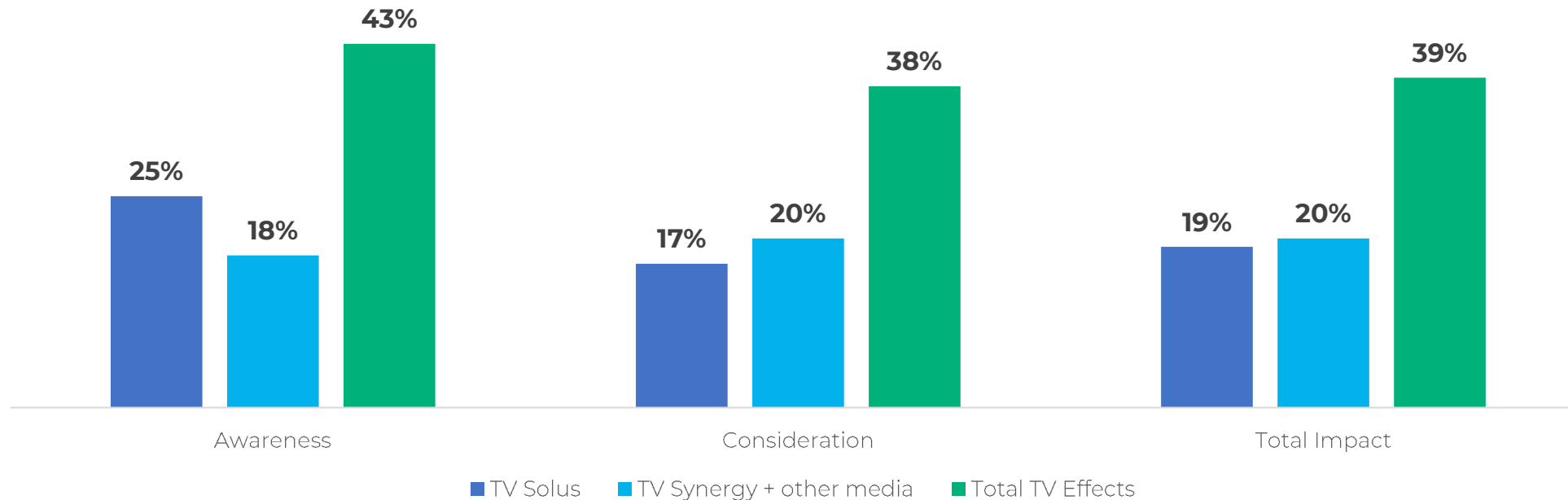
Source: Kantar CrossMedia Database 179 campaigns, Total TV includes BVOD and Linear. Other video is all video other than BVOD and YouTube.

# ■ Across both solus and interaction effects, without TV in the mix we risk losing on average 39% of all brand impact

Choosing Total TV in your media mix will accentuate the impact you can derive at both the top and bottom of the funnel activities. Choosing other media instead of TV will result in a loss of campaign impact.

## Share of Impact

- % of impact that TV is delivering on its own
- % of impact that TV is delivering in combination with other media
- Total impact of TV (solus + synergy)

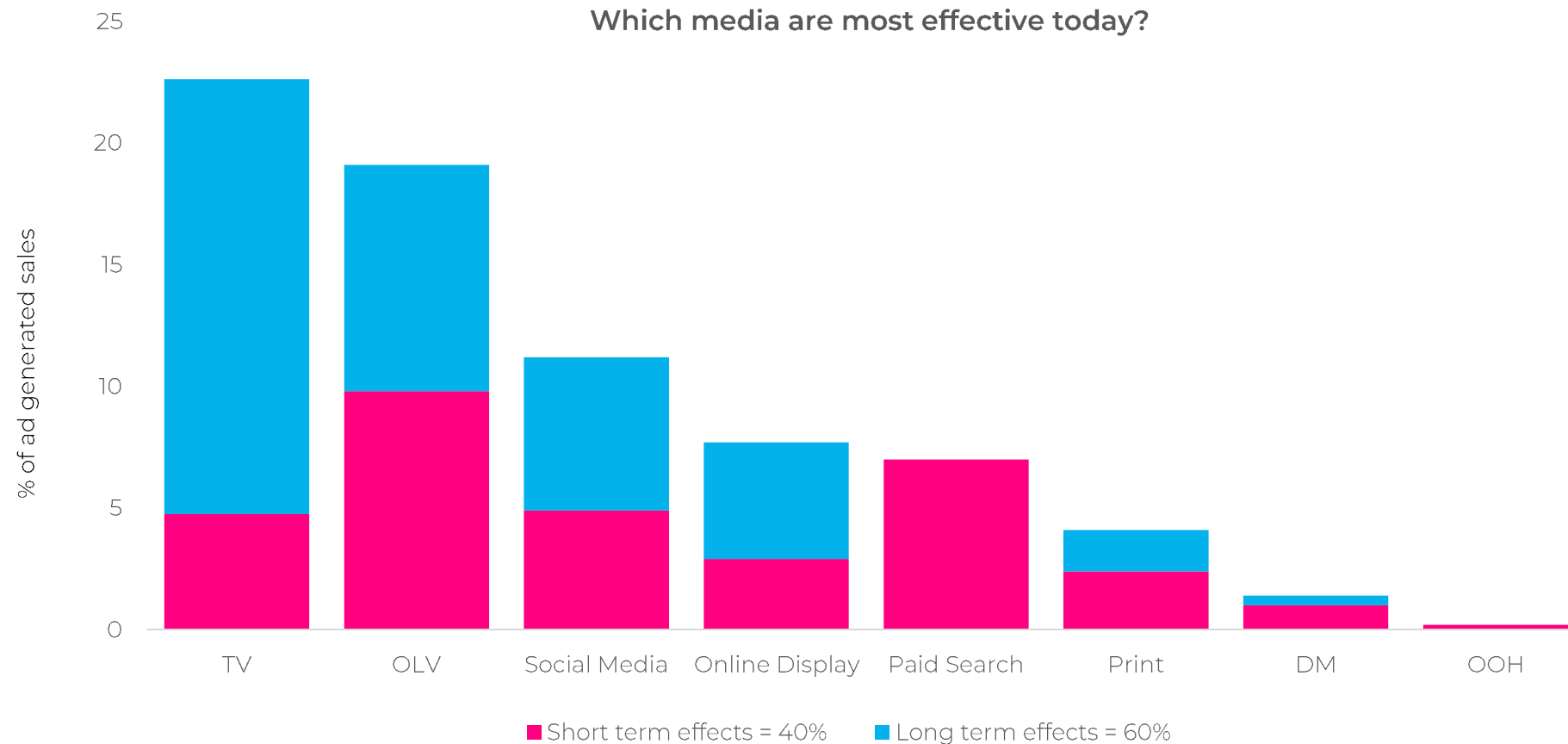




**TV DRIVES SHORT-TERM  
PERFORMANCE AND HAS  
THE STRONGEST ROI  
OVER THE LONG-TERM.**

# ■ The most effective medium in the world today is still TV

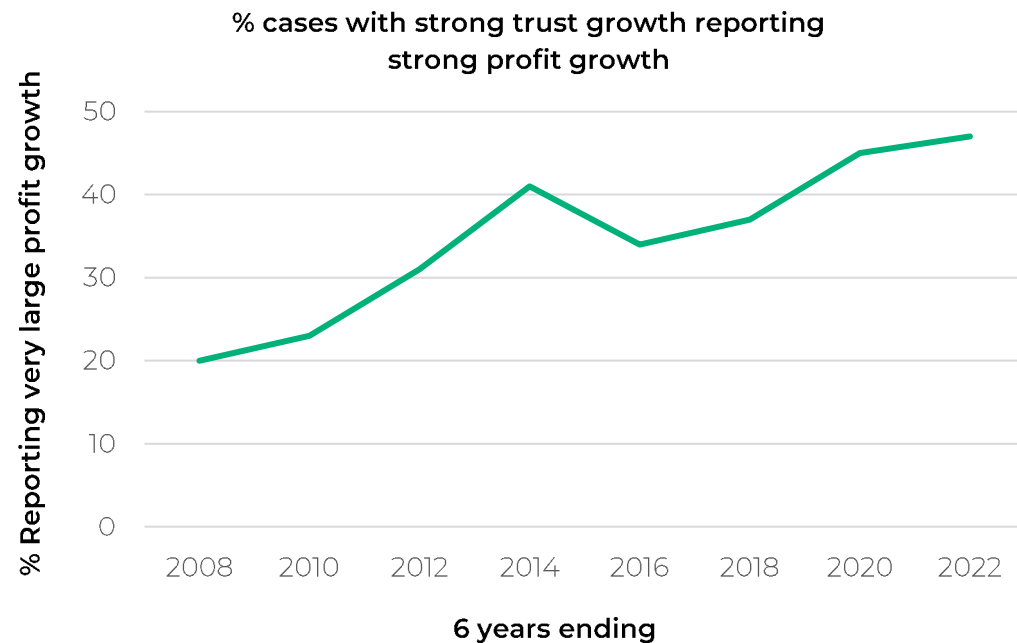
According to Godfather of Effectiveness, Les Binet, the big payback from marketing comes from the longer-term effect of brand advertising, ie. the longer-term effect on sales and profit over months and years. Les says, "The most effective medium in the world today is still TV," as shown in research conducted by Meta.



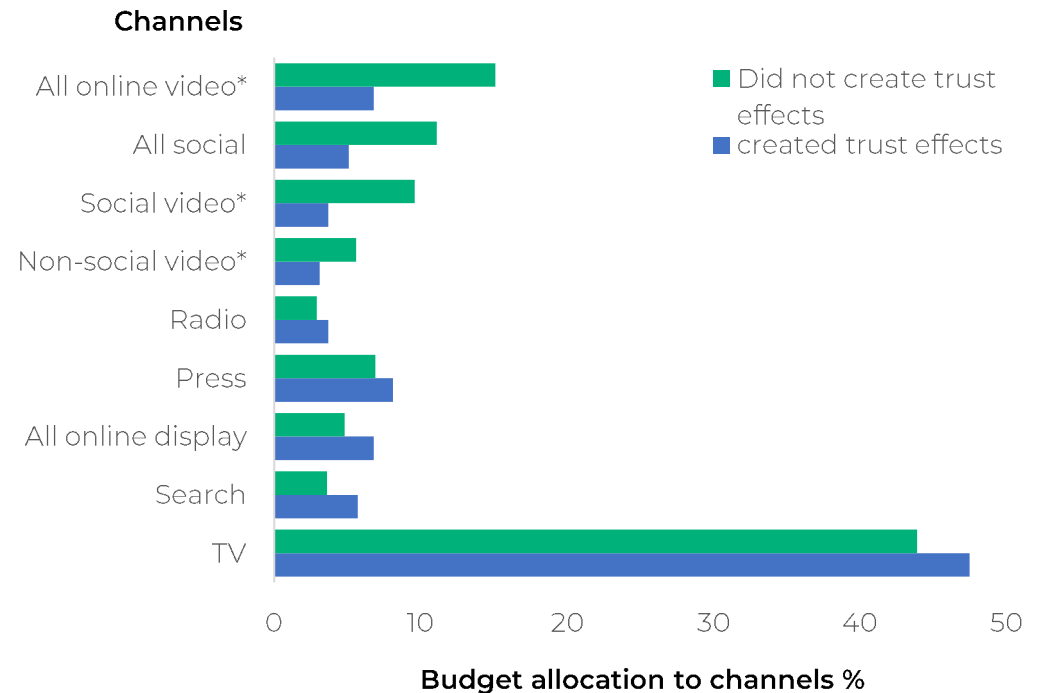
# ■ Building trust means building profit

Research shows trust builds profit. Brands need to partner with organisations that help, not hinder, when it comes to trust. According to Peter Field, “We need to be very careful about which media we choose because trust is a big issue for growth and profitability.”

**The link between trust and profit has grown especially strongly**



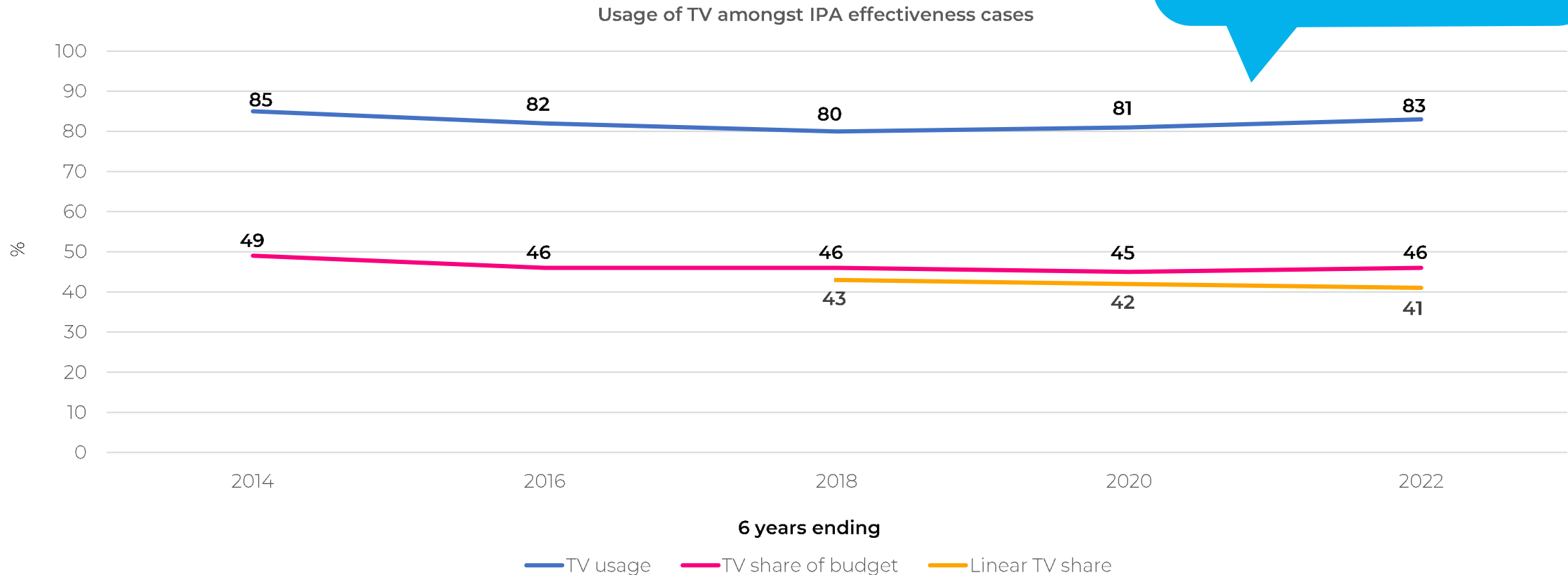
**TV is one of the trusted media**



# TV's enduring role in effectiveness cases

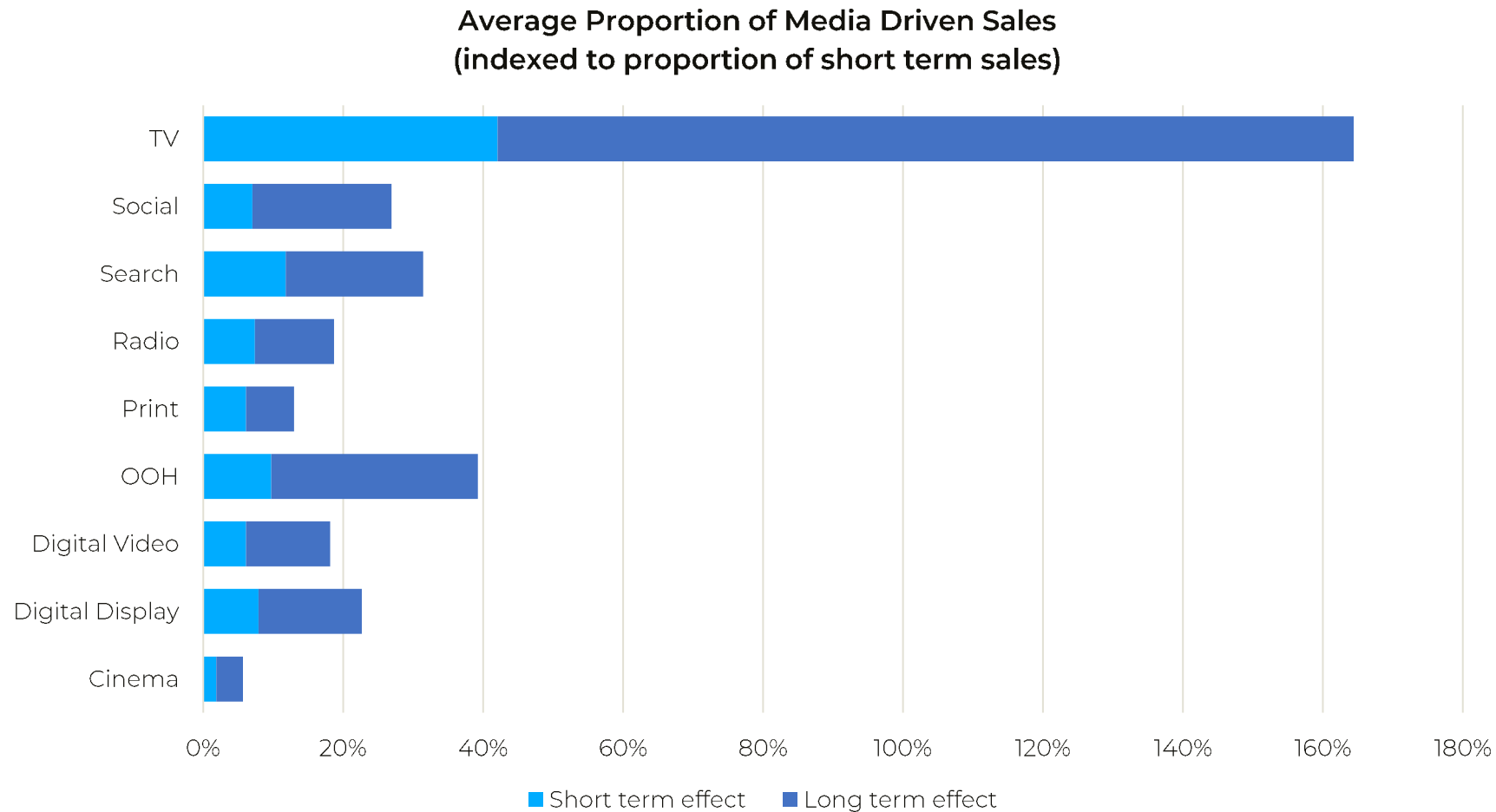
Usage of TV amongst effectiveness cases is now rising. According to Peter Field, "TV remains the driving force for brand building."

TV's role in effective campaigns is not just rock steady, it's growing.



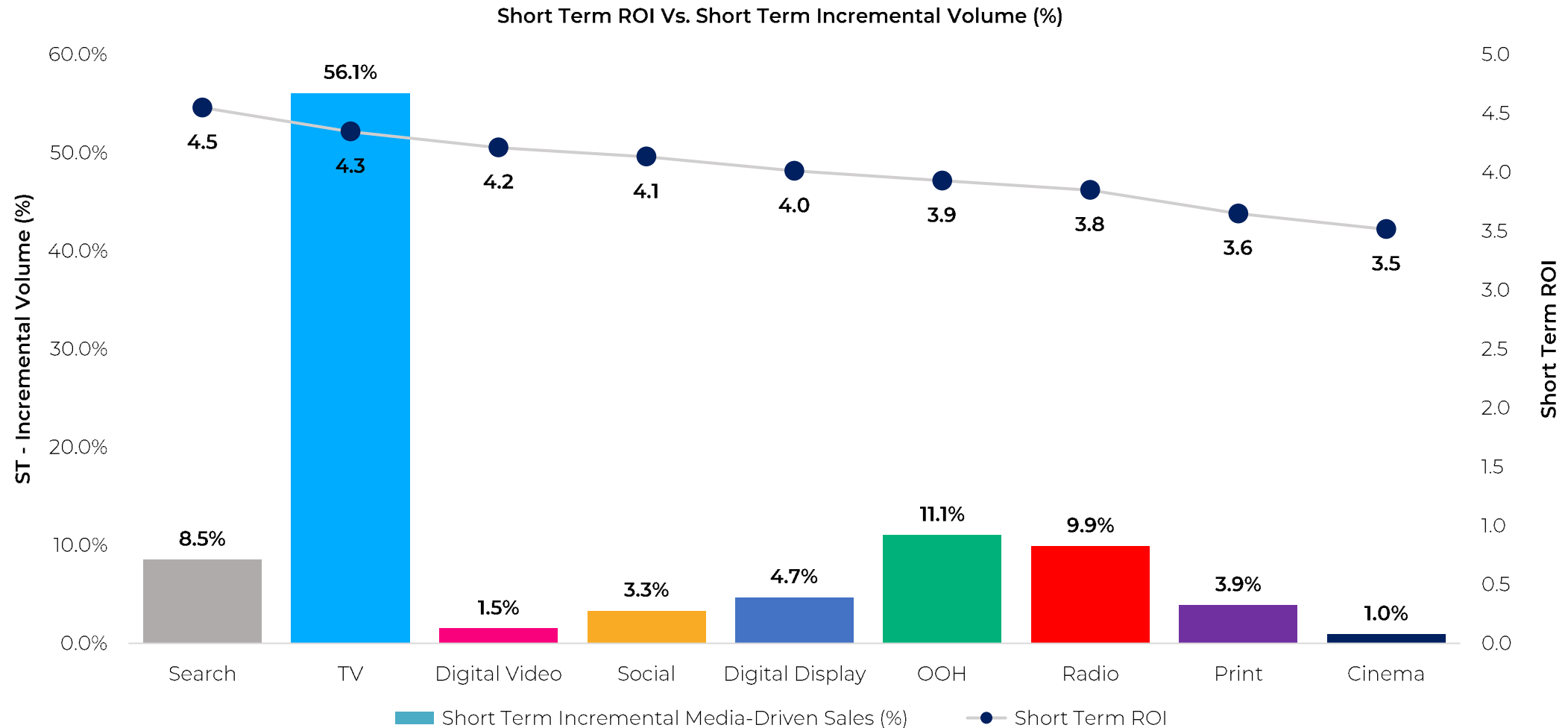
# Media channels vary in their ability to drive sales volume in the short and long term

TV's ability to drive results for top (demand generation) and bottom (conversion) of the funnel far exceeds other platforms.



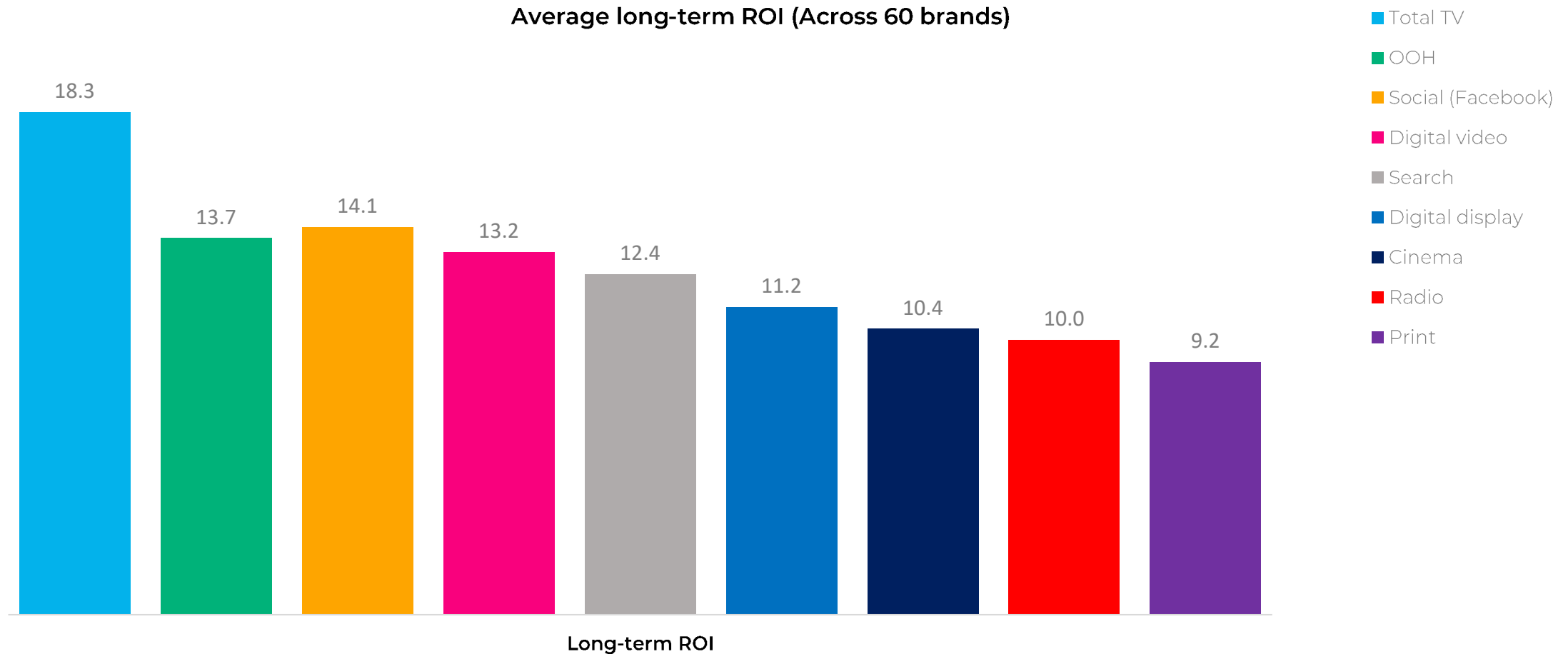
# Measuring success means measuring growth

A strong ROI may not generate the strongest sales growth.



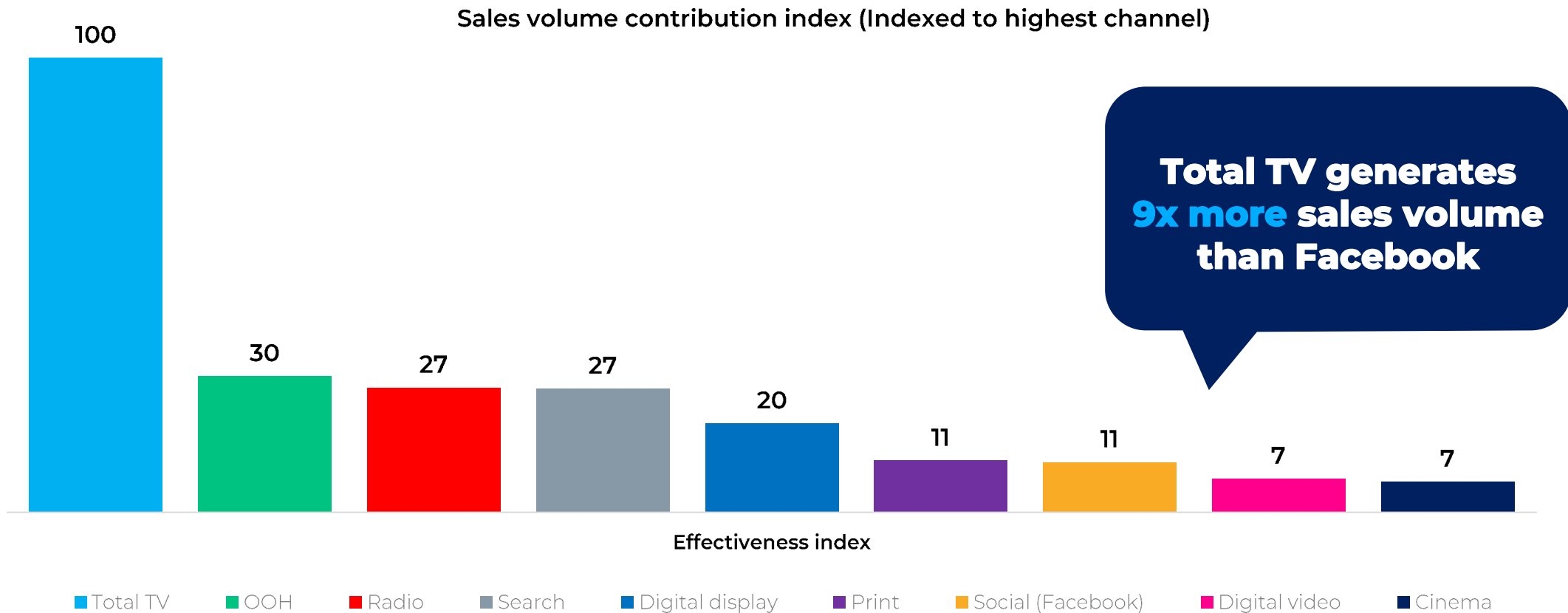
# Invest \$1 in Total TV and get \$18.30 back, that's \$4.20 more than the next best channel

Total TV has been shown to generate effective sales returns while delivering long term outcomes.



## ■ Total TV drives 3x more sales volume than any other medium

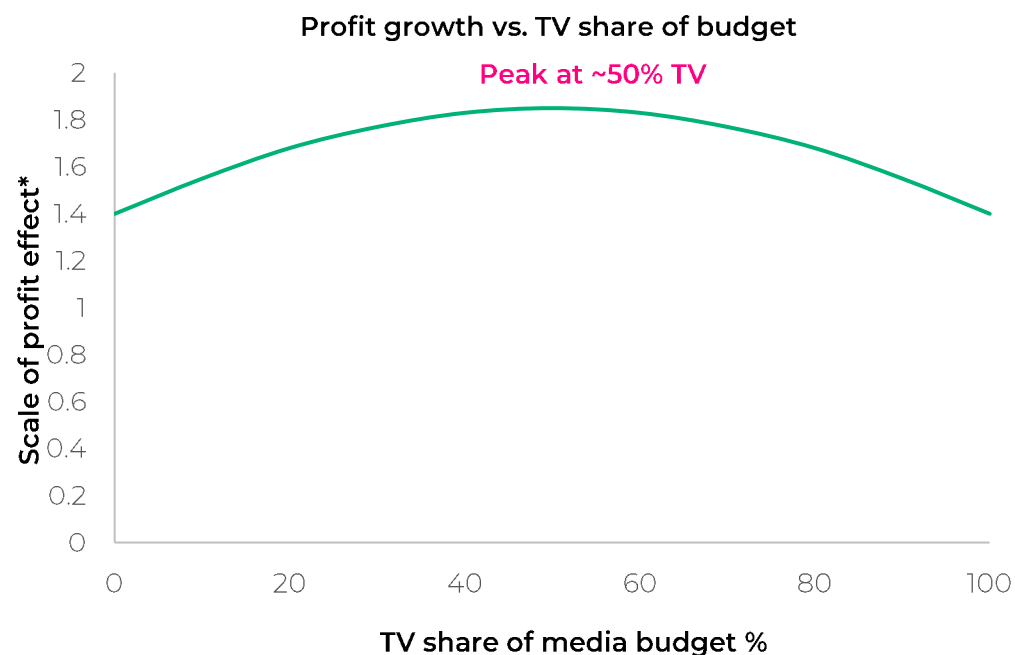
Not only does Total TV deliver great ROI in the short and long-term, but Total TV also drives 3x greater sales volume than any other medium.



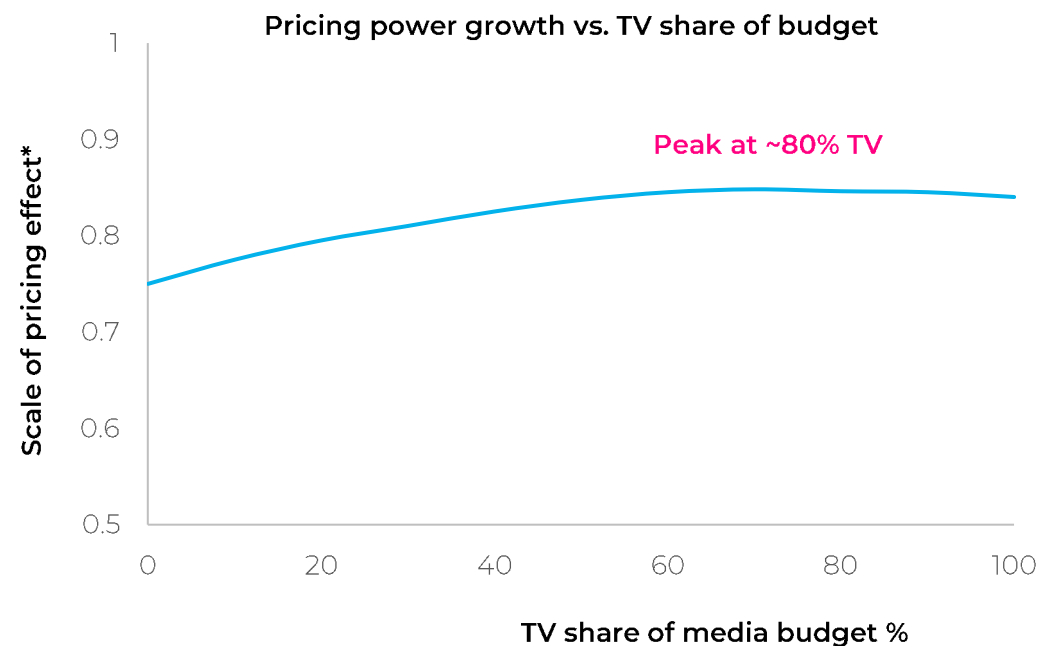
## ■ Data argues for a much greater use of TV, 50-80%

Smart brands create incremental volume at incremental margin, which is the best way to get your CFO onside. TV has a very powerful impact on price elasticity so if you're trying to defend or grow your pricing power in market, lean even more heavily into TV.

### The most profitable campaigns spend 50% of their budget on TV



### Pricing power argues for greater TV share



Maintaining or upweighting TV in the media mix drives better brand and business outcomes.

**Keen to know more?**

**Check out the latest research at [thinktv.com.au](https://thinktv.com.au)**



DEEP DIVE

**Discover Les Binet's secrets to safeguarding brand success**



DEEP DIVE

**Let's be clear, there's a strong relationship between TV and the fast lane of effectiveness**



DEEP DIVE

**What's in store for '24?**

