



The Global TV Deck

TV drives business outcomes

May 2021



"Advertisers choose TV for the most important role in their marketing plans, that of 'lead outcomes-driver'. To best achieve the full range of business results - from quickly activating customer traffic at scale to securing brand loyalty beyond reason, whatever is most mission-critical to sales goals and brand goals should be trusted to TV."

--- Sean Cunningham, President of The Global TV Group and CEO & President of the VAB

"Globally we have different customers with different objectives: Sales, activation, aiming for short or long-term results etc.. The wonderful result of our joint research expertise is that TV meets all these goals – everywhere."

--- Martin Krapf, Vice-President of The Global TV Group and Non-Executive Board Member of Screenforce Germany

"There's an increasing culture of effectiveness in marketing. Outcomes are in. So, this new deck is timely. It shows repeatedly, forensically and comprehensively TV advertising's incredible skillset. It demonstrates how TV solves business problems and is packed with the evidence marketers need to prove that TV is a low-risk investment that unlocks growth."

--- Lindsey Clay, Past President of The Global TV Group and CEO of Thinkbox

TV offers:



The strongest contribution to sales



The strongest contribution to both long-term and short-term ROI



The strongest halo effect on other media



The best option for recovery in times of crisis



The highest quality of contacts due to attention levels



The highest impact on awareness, consideration and purchase intent



The largest scale, a driver of effectiveness



The ideal balance between branding, short-term sales and long-term business outcome



The highest profit at the greatest efficiency, and with the least risk



The best guarantee for market share growth



Measurable results across all life stages of a brand



Immediate increases in website traffic, particularly for direct-to-consumer brands

TV remains the strongest contributor to sales demand



Executive summary/key results

Total TV drives
3x greater sales
volume than any
other medium

Total TV
remains the
strongest
contributor to
long-term ROI

Total TV is
fundamental to
the sales
demand derived
from search
contributing
18% towards the
sales impact

TV has the
greatest
synergistic
effect, providing
the highest lift
in the
performance of
other channels

Title of the study:
Can TV Generate Sales Demand?

Year of publication: 2017-2021

Commissioned by: ThinkTV
Australia

Contractor: GroupM, Gain Theory,
D&D Consultants

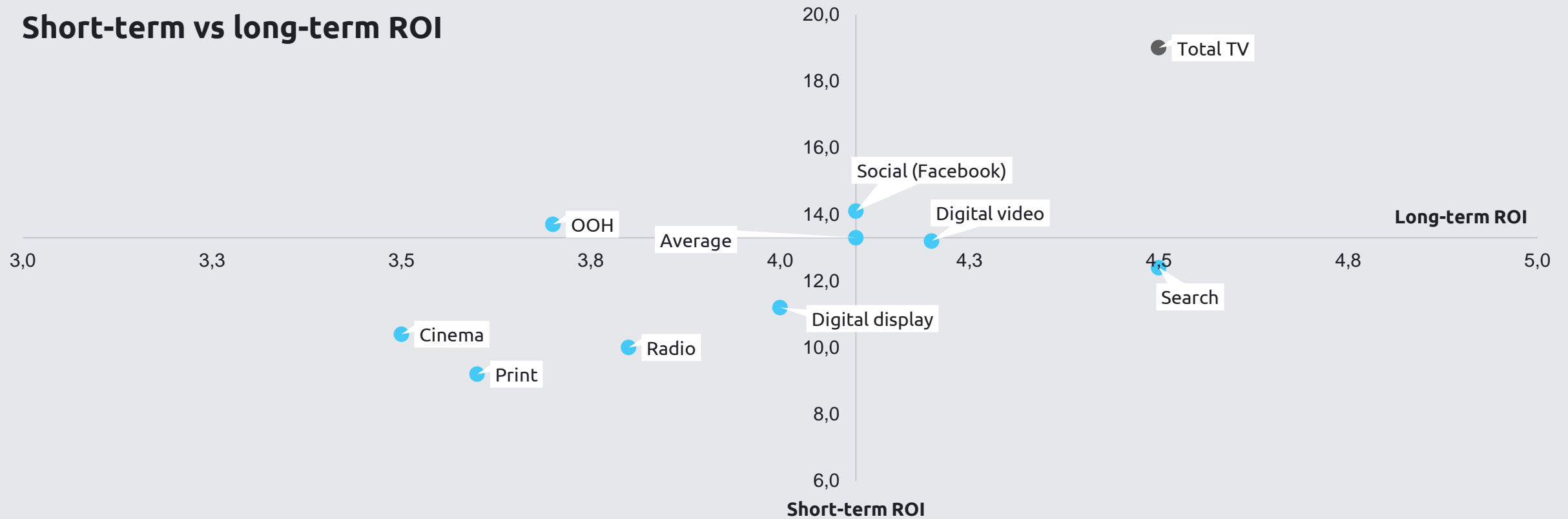


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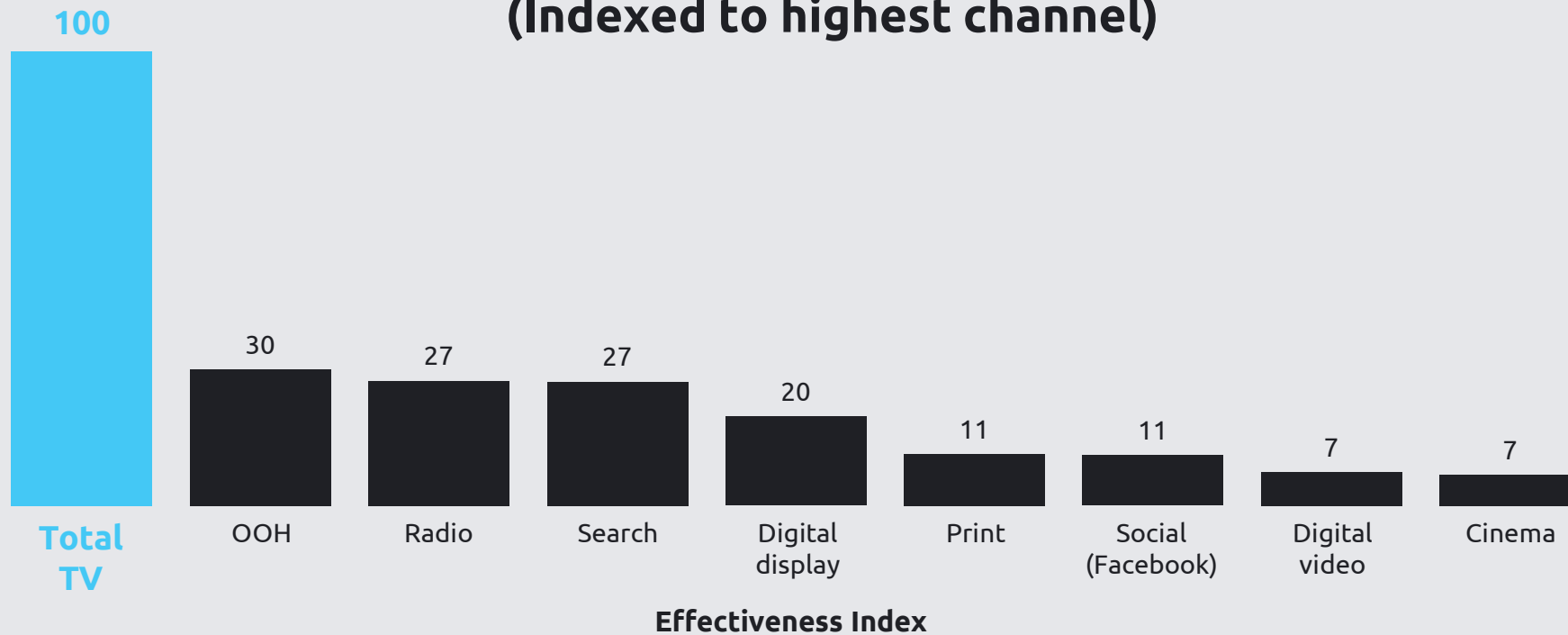
Total TV is in its own (good) place with strong short and long-term ROI

Short-term vs long-term ROI



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

Sales volume contribution index
(Indexed to highest channel)



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



TV increases ROI, provides long-term results and drives effectiveness



Executive summary/key results

TV's attributed sales ROI is higher than other media

TV has a significant halo effect on other media, especially digital:
TV increases digital's ROI by 19%

Multiplatform TV has the longest-lasting impact on sales

TV's resilience to diminishing returns highlights the upside of increasing investment

Title of the study:

TV Drives Advertising Effectiveness that Lasts

Year of publication: 2019, 2021

Commissioned by: thinktv Canada

Contractor: Accenture

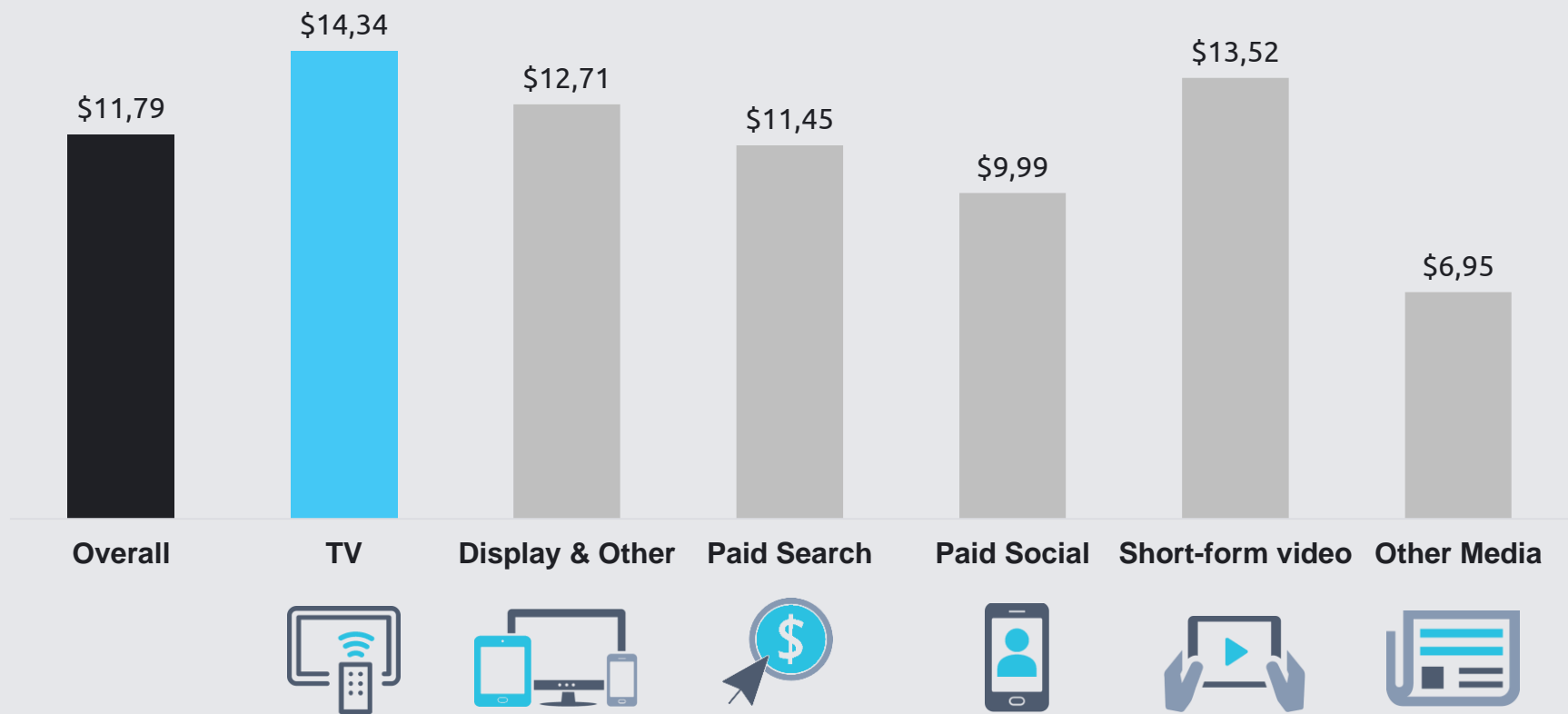


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TV delivers the best ROI

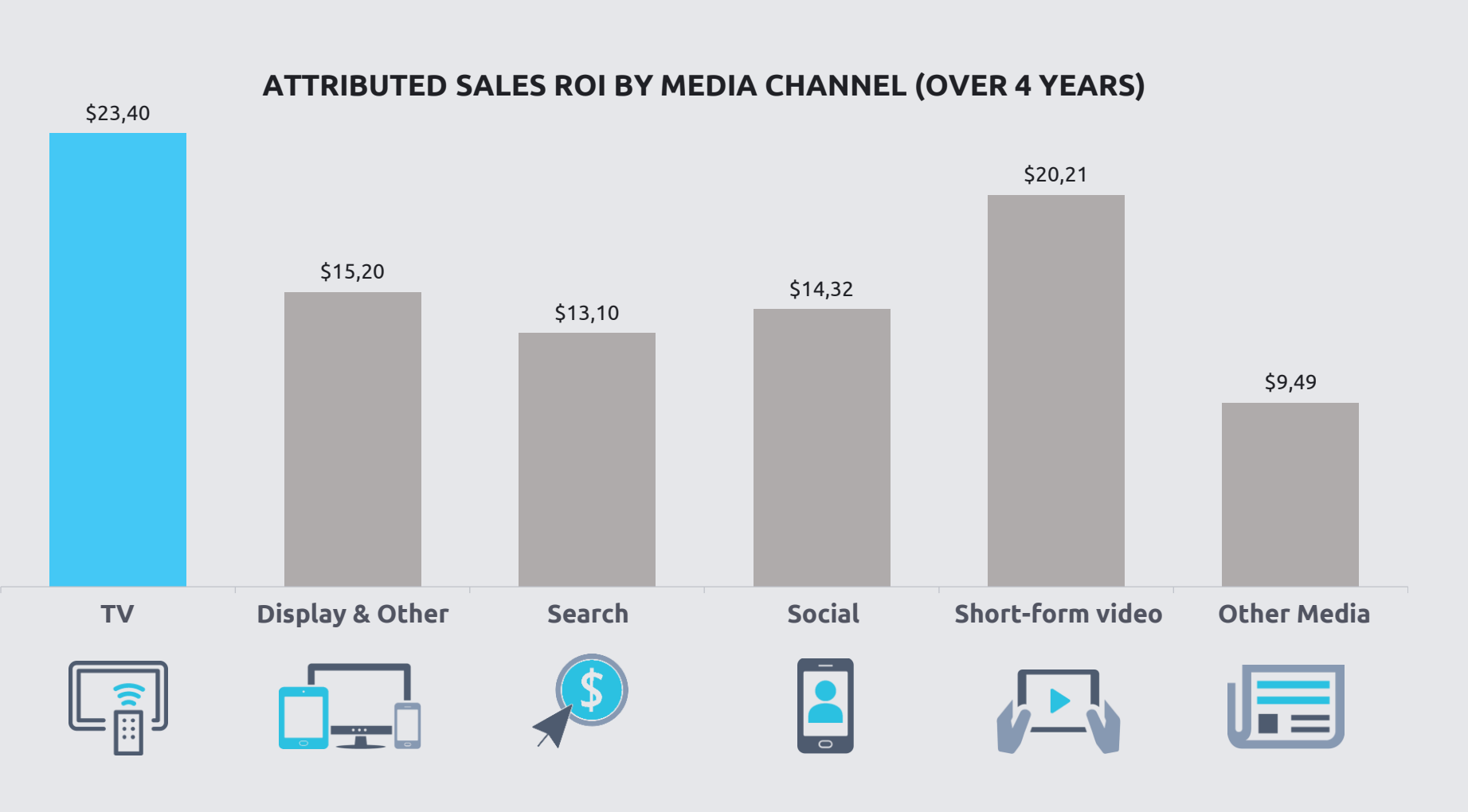
ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



TV's ROI is \$14.34 for every dollar spent



TV delivers the best ROI



In the long-term, TV's ROI grows to \$23.40



TV improves digital's performance



Standalone Digital ROI

-19%

Without TV's
halo effect,
digital
advertising's
average ROI
would decline by
19%



TV's Adjusted ROI

+23%

TV has a
significant
halo effect
on digital
media,
increasing
its sales ROI
by 19%



TV has the highest contribution to sales among all media



Executive summary/key results

TV triggers
65% of the
media sales
impact

TV is by far the
leader in carry-
over effects

TV boosts the
other media
performance,
amplifying their
sales effects

TV is by far the
leader in terms
of long-term
advertising
effects

Title of the study: The Effectiveness & ROI of TV advertising

Year of publication: 2019

Commissioned by: SNPTV

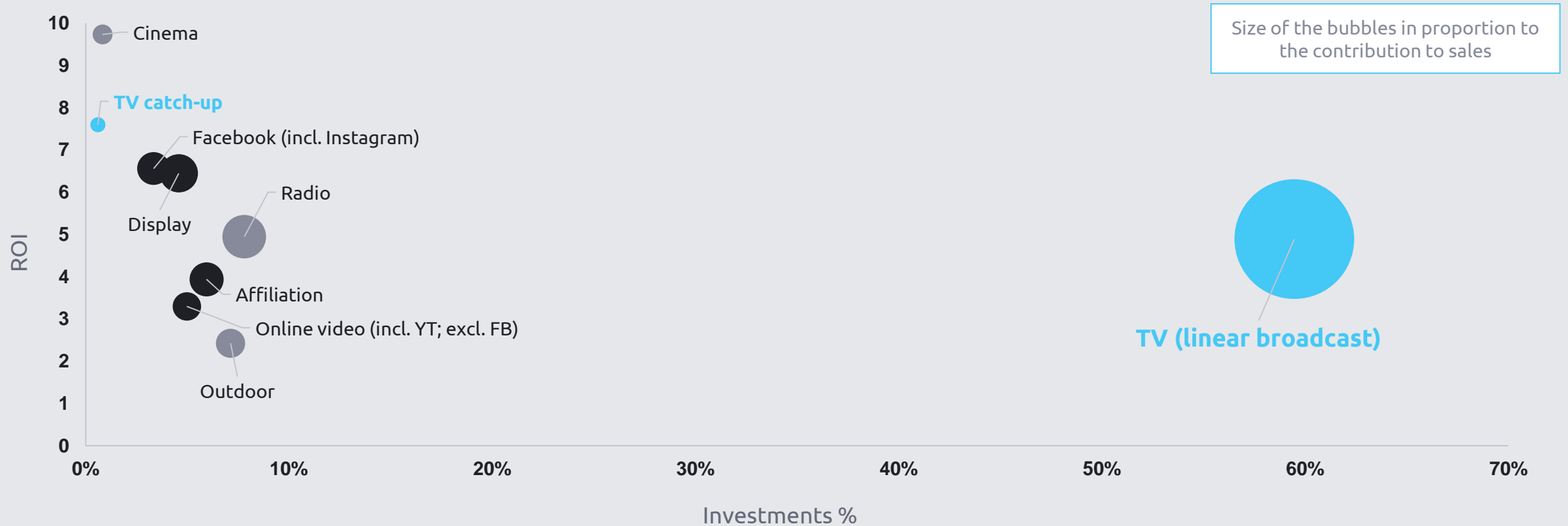
Contractors:
CSA, data2decisions, Dentsu Aegis, Groupm, annalect/Omnicom, Publicis media



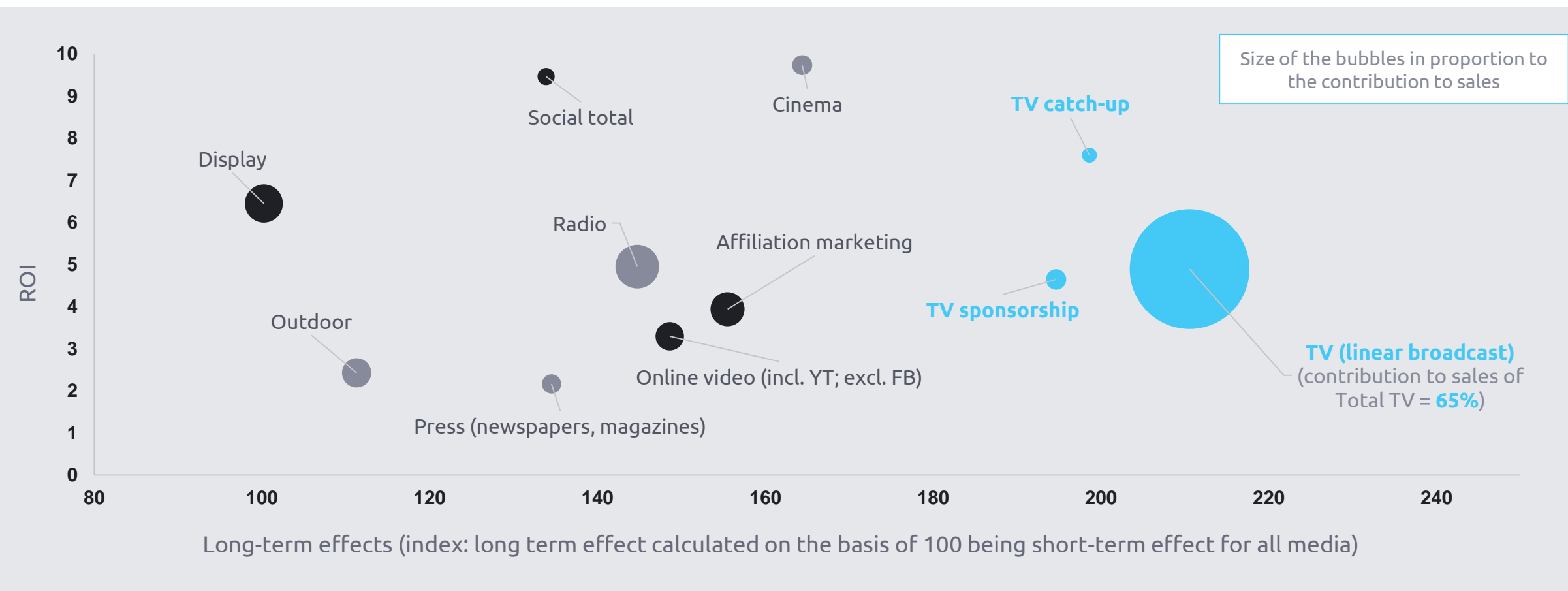
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TV has higher contribution to sales than other high-ROI media



TV has the biggest long-term sales effect among all media



TV is an essential medium to support brand's economic recovery



Executive summary/key results

Even in the short-term,
**TV has the best ratio
between contribution to
sales and ROI**

TV's saturation threshold is
much higher than that of
other media

**The effects of TV are
immediate and last much
longer** than any other media

Due to its unequalled reach,
**TV creates strong
synergies with other media**

**TV is an essential media to
boost all marketing levers:**
contribution to sales, ROI
and impact other media's
capacity to sell

Title of the study:

How to boost a brand's recovery
with tv advertising?

Year of publication: 2020

Commissioned by: SNPTV

Contractor: Ekimetrics

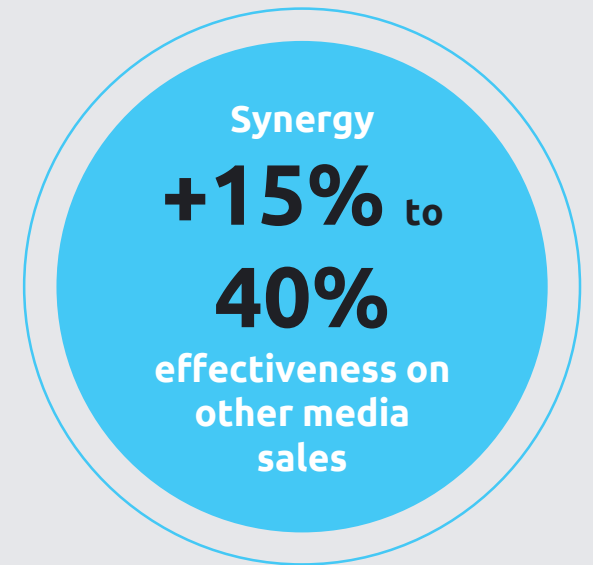
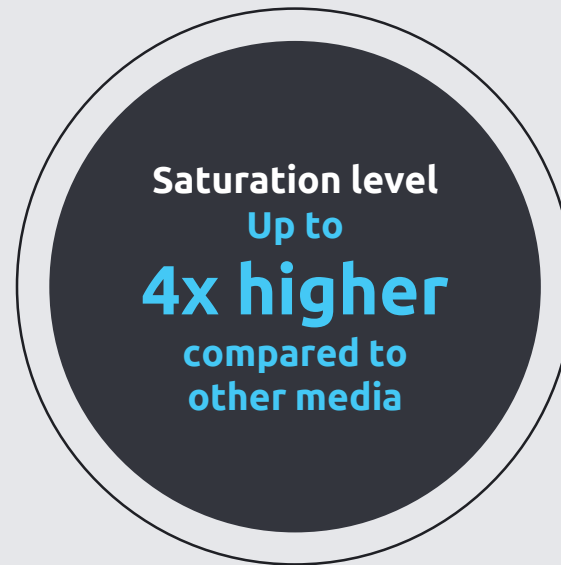
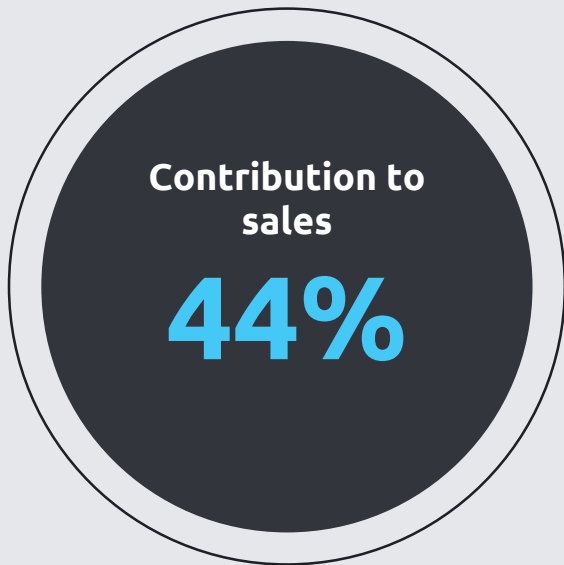


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TV advertising is an essential tool for brands in times of economic recovery

MMM study conducted by Ekimetrics (150 brands – 5 different sectors – 6 years of historical data)



Television and online video have an unsurpassed contribution to sales and ROI ratio
















MMM study conducted by Ekimetrics (150 brands – 5 different sectors – 6 years of historical data).



TV creates strong synergies with other media that boost impact on sales

MMM study conducted by Ekimetrics (study based on 150 econometric models over 6 years 2014 to 2015 – 5 different sectors: automotive/banking & insurance/premium cosmetics/food retail/consumer products)

Matrix of synergies offered by TV in the 5 sectors

| | | | | | | |
|---|-------------------|---|---|-------|---------|------------|
|  | Automotive |  |  | Radio | VOL | OOH |
|  | Bank & insurance |  |  | Radio | Radio | OOH |
|  | Premium cosmetics |  |  | Radio | OOH | Social/VOL |
|  | PGC |  |  | Radio | Display | VOL |
|  | Food retail |  |  | Radio | OOH | Radio |

+15% to + 40%
overperformance of ROI

TV's ROI reaches 6.1€
(for every € invested) for
all included sectors

Synergy:
measure of how activating TV increases efficiency on
other media sales



TV strengthens Facebook but not vice versa



Executive summary/key results

While video ads work on every platform, **linear TV brings the highest impact on results**

TV strengthens Facebook but not vice versa:
ads on digital platforms benefit from a combination with linear TV campaigns

Corner placements and bumper ads are the most effective ad placements

Title of the study:

MEDIENÄQUIVALENZSTUDIE 1 UND 2

Year of publication: 2018, 2020

Commissioned by: Google and SevenOne Media (2018), SevenOne Media (2020)

Contractor:

Facit (Serviceplan Group)

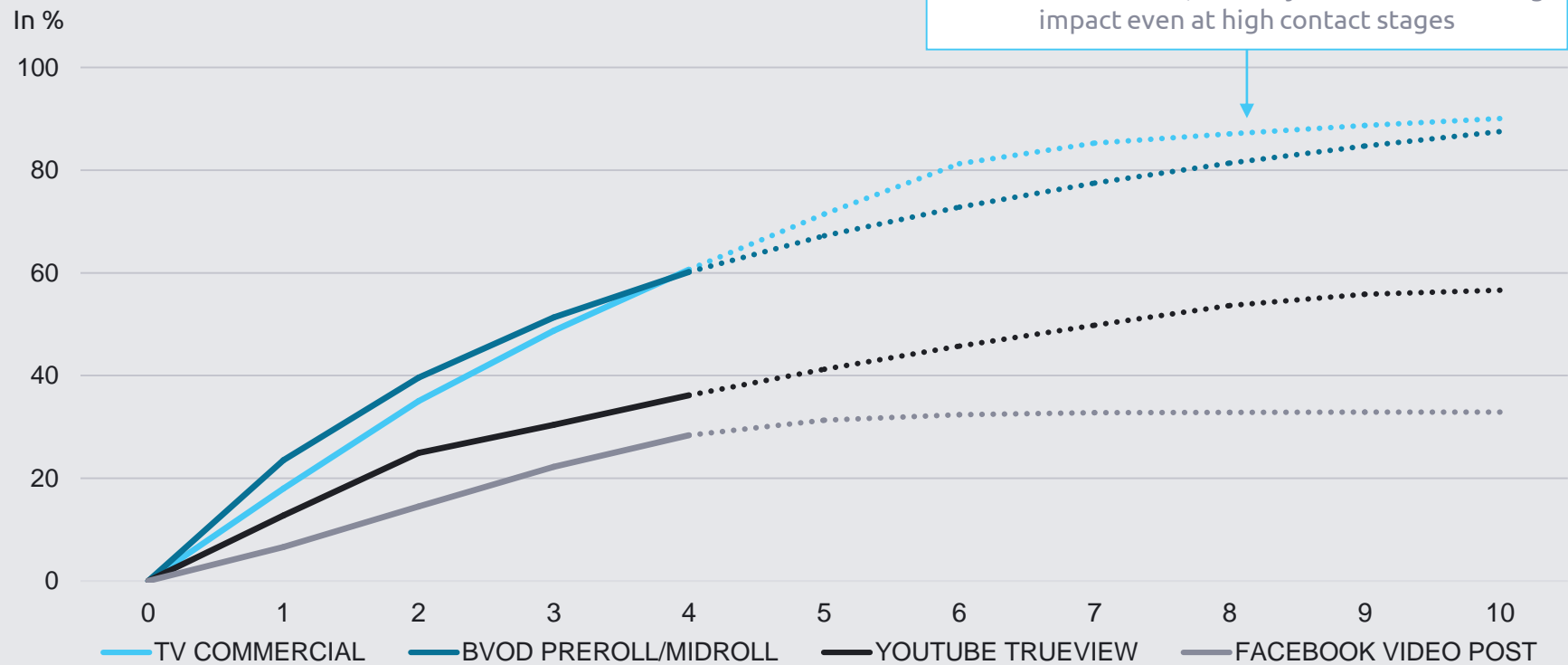


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TV and BVOD scale at high level and up to high contact levels

Unaided advertising recall: monomedial impact curves



Base:
Meta modelling per channel - Model quality:
MAPE (aggregated) =
Mean Absolute Percentage
Error = 11.8%



YouTube cannot replace TV contacts

Unaided advertising recall: 4 exposures

In %

100

80

60

40

20

0

4 X TV

3 X TV / 1 X YOUTUBE

3 X YOUTUBE / 1 X TV

4 X YOUTUBE

61

47

37

36

TV content provides the most effective environment. With each TV exposure replaced by YouTube, impact declines

Total Video, regardless of device, drives more sales uplift than any other platform



Executive summary/key results

TV and BVOD,
regardless of device,
drive more sales uplift
than YouTube,
Instagram and
Facebook

Even 28 days after ad
exposure the impact of
Total video is higher
than ads impact on the
first day on other
platforms

Viewability matters:
Low ad pixels decreases
the level of attention
and thus the likelihood
of a brand being selected

Title of the study:
Not All Reach is Equal

Year of publication: 2020

Commissioned by: Screenforce

Contractor: Amplified Intelligence
(prof. Karen Nelson-Field)





[More information](#)



Advertising on TV platforms generates the highest short-term advertising strength (STAS) and aided recall

STAS by media channel



Figures as index

| |  |  |
|-----------|---|--|
| TV | 129 | |
| BVOD | | 138 |
| YouTube | | 112 |
| Instagram | | 105 |
| Facebook | | 100 |

Reading example: The purchase intention for the advertised brands is 29 percent higher after exposure to TV advertising than without advertising exposure.

AIDED Advertising recall by media channel

Figures in %

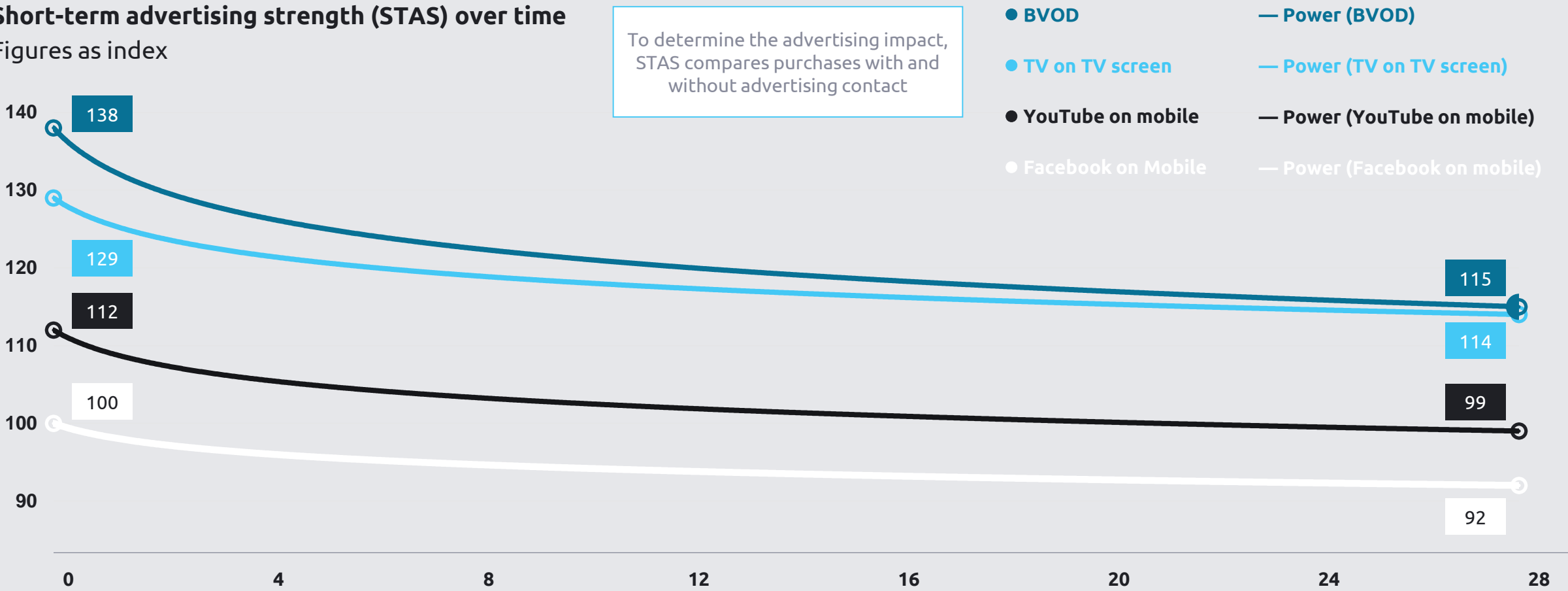
| |  |  |
|-----------|---|---|
| TV | 28 | |
| BVOD | | 23 |
| YouTube | | 18 |
| Instagram | | 16 |
| Facebook | | 16 |

Reading example: After exposure to TV advertising 28 percent can remember the advertised brands.

TV's advertising impact remains strong over time

Short-term advertising strength (STAS) over time
Figures as index

To determine the advertising impact, STAS compares purchases with and without advertising contact



The ROI effects of TV investments last 5 years or more



Executive summary/key results

Stable effect of TV advertising:

even in the third wave,
TV still achieves comparable
short- and long-term ROI

Strong effects under the brand umbrella:

brands with an umbrella brand
structure achieve higher ROI

Even high investments in TV advertising are efficient: every purchase counts

Brands that are bought more
often achieve higher ROI.

Big brand, big impact:

TV advertising by big brands is
more efficient

Creation matters:

consistent use of creative pays
off

Segment-specific mechanisms:

Confectionery products achieve
higher short-term ROI, cosmetics
products are strong in the long
term

Title of the study: ROI Analyzer

Year of publication: 2013-2018

Commissioned by:

Seven.One Media, Screenforce
(since 2015)

Contractor: GfK



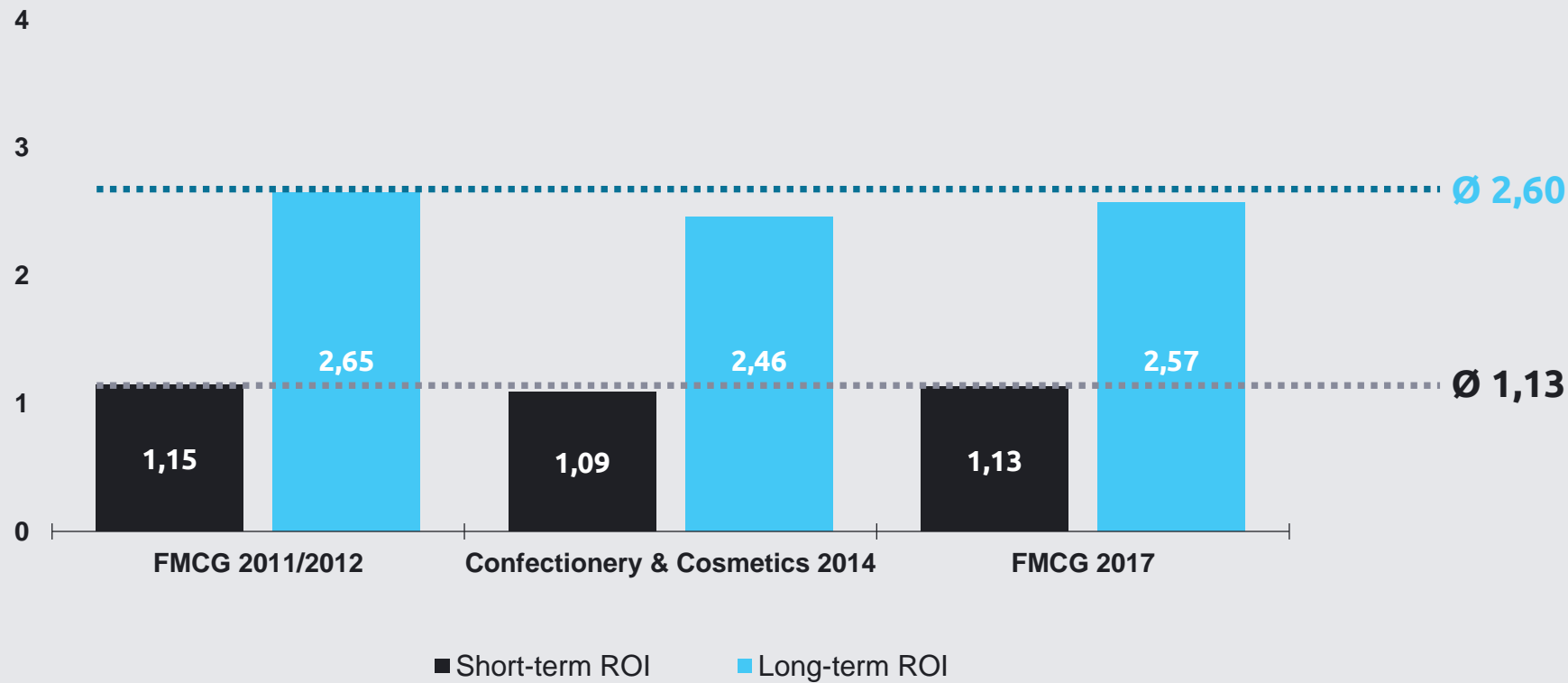
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ROI remains at a high level

Short- and long-term ROI in the 3 surveys

Ratio of additional revenues from advertising to net TV spendings



Basis: 318 campaigns
(FMCG 2011/2012: 204,
Confectionery & Cosmetics
2014: 43, FMCG 2017: 71).

Shown is the net ROI (flat
estimate of net
investments based on
Nielsen Media Research,
ZAW).



Mass-reach campaigns have a larger impact on sales than moderate ones (regardless of brand size)



Executive summary/key results

Mass reach ad campaigns
(with an av. 88% coverage)

have a

**4% contribution
to brand sales**

which is

10 times higher

than

moderate campaigns
(with a 47% av. coverage).

**34% is the
minimum coverage**

needed for a campaign to
**have an impact on buyers
and on a brand's sales**

Campaigns with a 70% -
90% coverage deliver the

**best possible
impact**

in terms of contribution to
sales and penetration

Title of the study: How does TV's
reach impact sales?

Year of publication: 2020

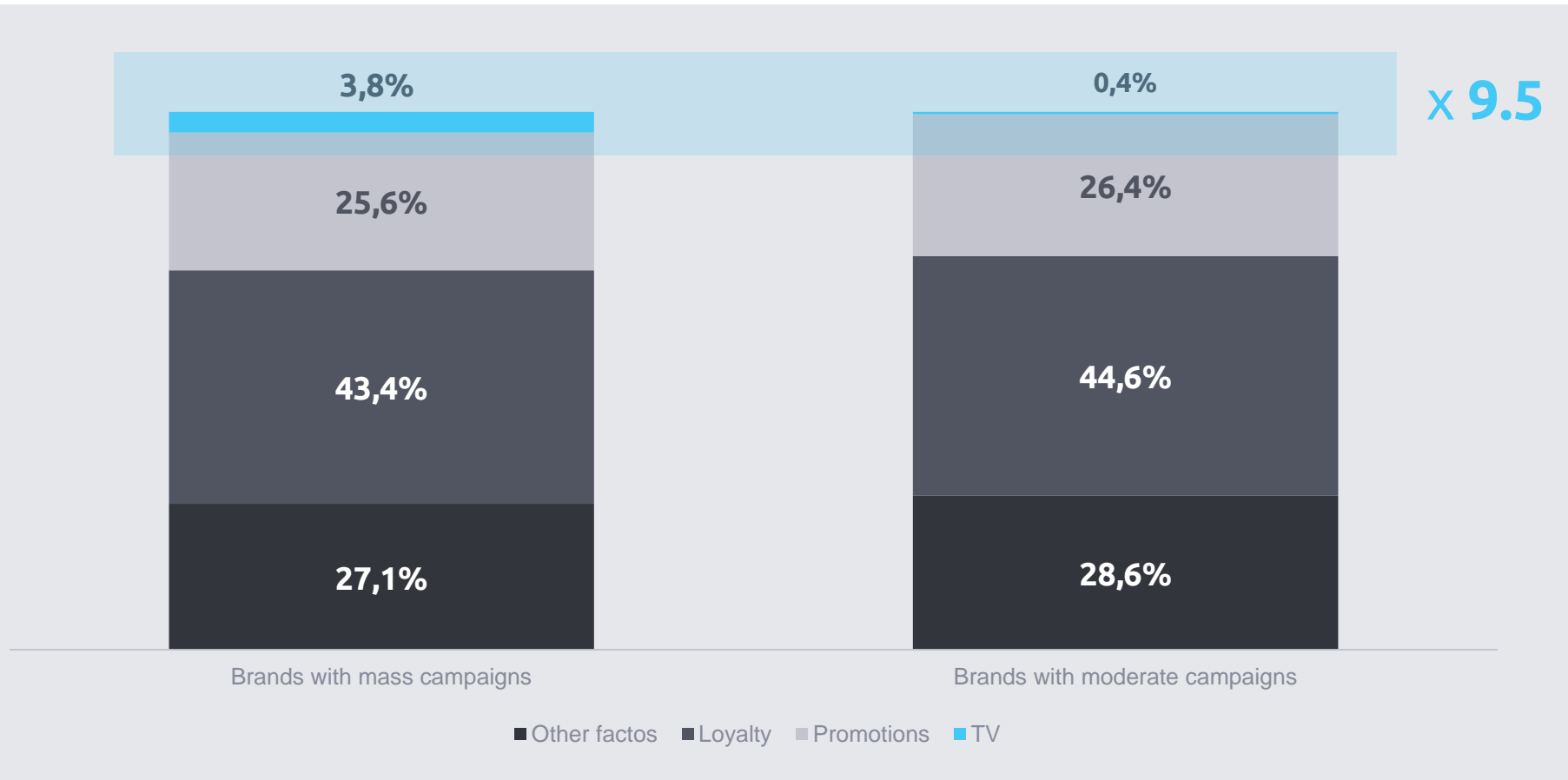
Contractor: Kantar



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Mass reach campaigns have a larger impact on sales than moderate ones (regardless of brand size)



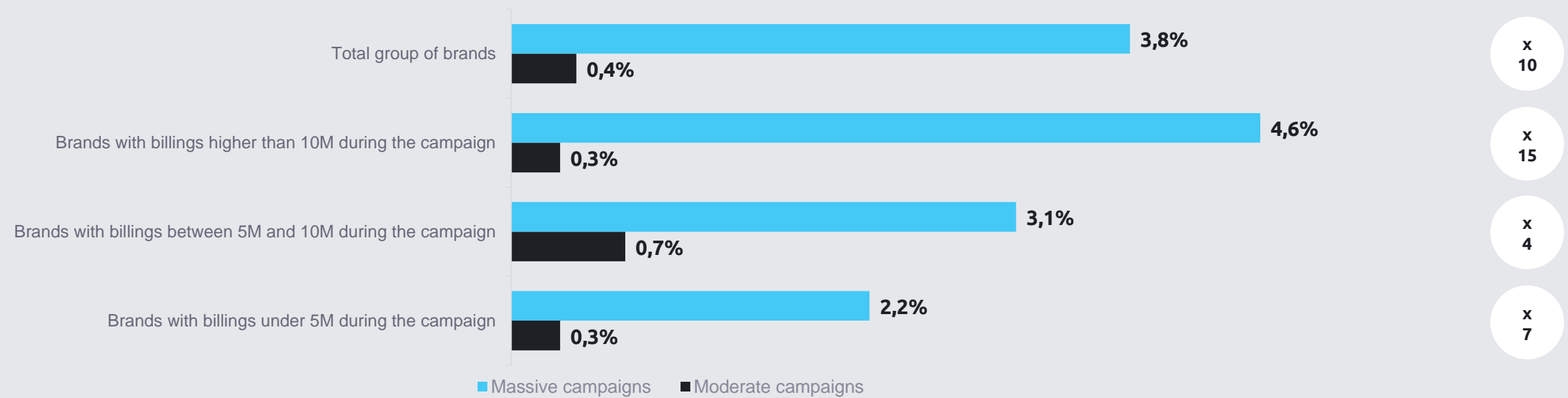
Average contribution to sales of the various marketing Mix levers | 3 periods (2 campaign flights + 1 rest period)

TV's contribution to sales of brands that do **mass reach campaigns** is **9.5 times higher** than in the case of brands with **moderate campaigns**



The larger the coverage, the greater TV's contribution to brand sales, (regardless of brand size and campaign budget)

Average % of TV's contribution to sales per brand groups based on brand's billing periods (2 campaign flights + 1 rest period).



TV creates sales uplifts for brands even at low investment levels



Executive summary/key results

There are **three main triggers that signal an advertiser is ready to move into TV:**
diminishing returns, scaling up, build brand/brand awareness

Scale is the biggest driver of effectiveness

Advertising has both a **short-term** and a **sustained effect on sales**

The point of diminishing returns needs to be identified

Strategies that **harness the benefits of TV** but at lower cost can work well as a starting point

Advertisers should start TV with a shorter, high impact burst strategy rather than a smaller, continuous drip approach

Title of the study: As seen on TV

Year of publication: 2019

Commissioned by: Thinkbox

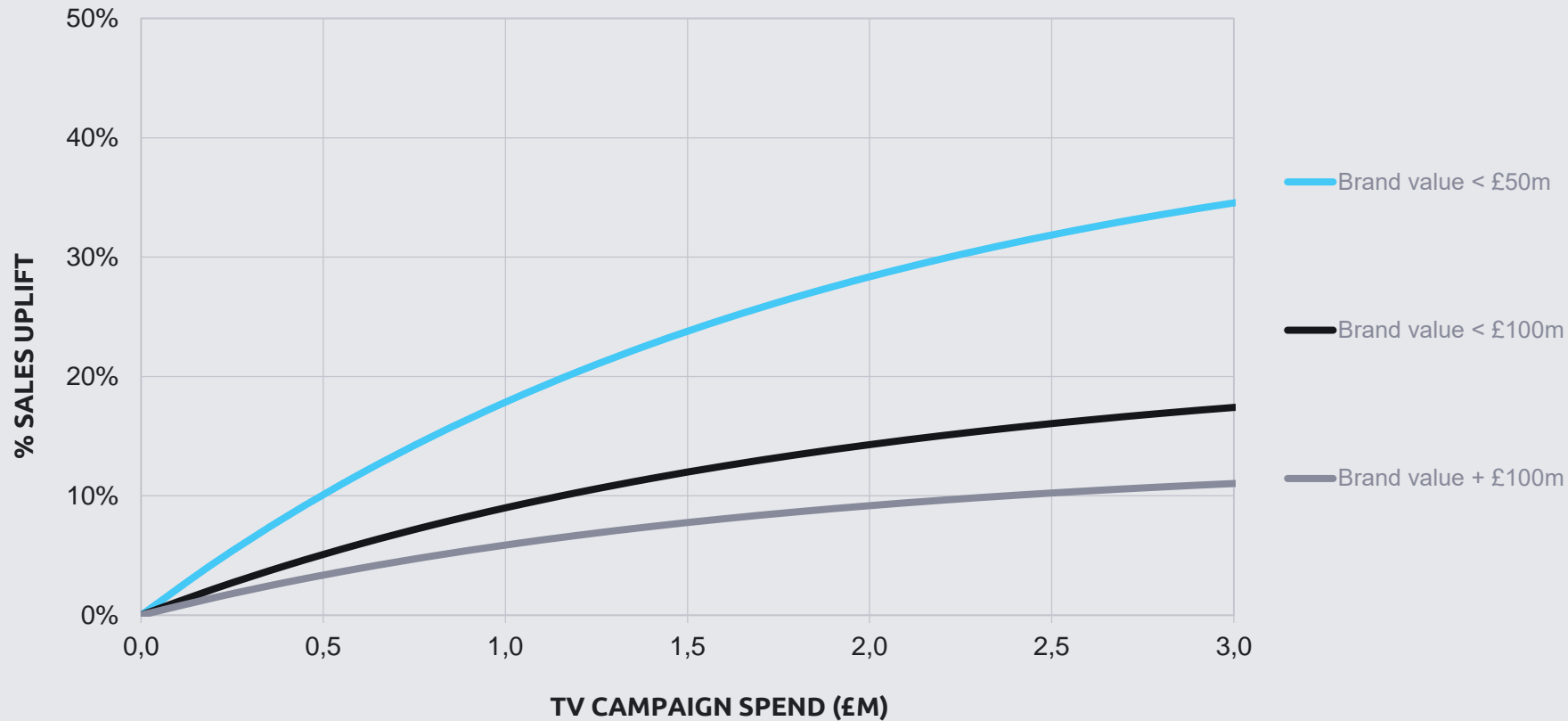
Contractor: Data2Decisions



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TV creates sales uplifts for brands even at low investment levels



Smaller brands see the biggest uplifts in sales when using TV campaigns

TV has a stronger proportional effect for smaller brands – showing the power of TV to help build the brand. This is because small brands are working from a lower base and TV gets advertisers seen, heard and talked about quickly

TV performs better than any pure 'demand-generating' channel (both in short- and long-term)



Executive summary/key results

58% of advertising's profit return is overlooked when ignoring the long term

Some forms of advertising are riskier than others

Most advertising channels boost the efficiency of others, but the scale and consistency of the effect differs significantly

Marketing budgets tend to be used to do two things: **demand generation** and **demand fulfilment**

Within the first fortnight of a campaign, **TV delivered on average 23% of media driven sales**

We need to **put measurement right!**

Title of the study:
Demand Generation

Year of publication: 2019

Commissioned by: Thinkbox

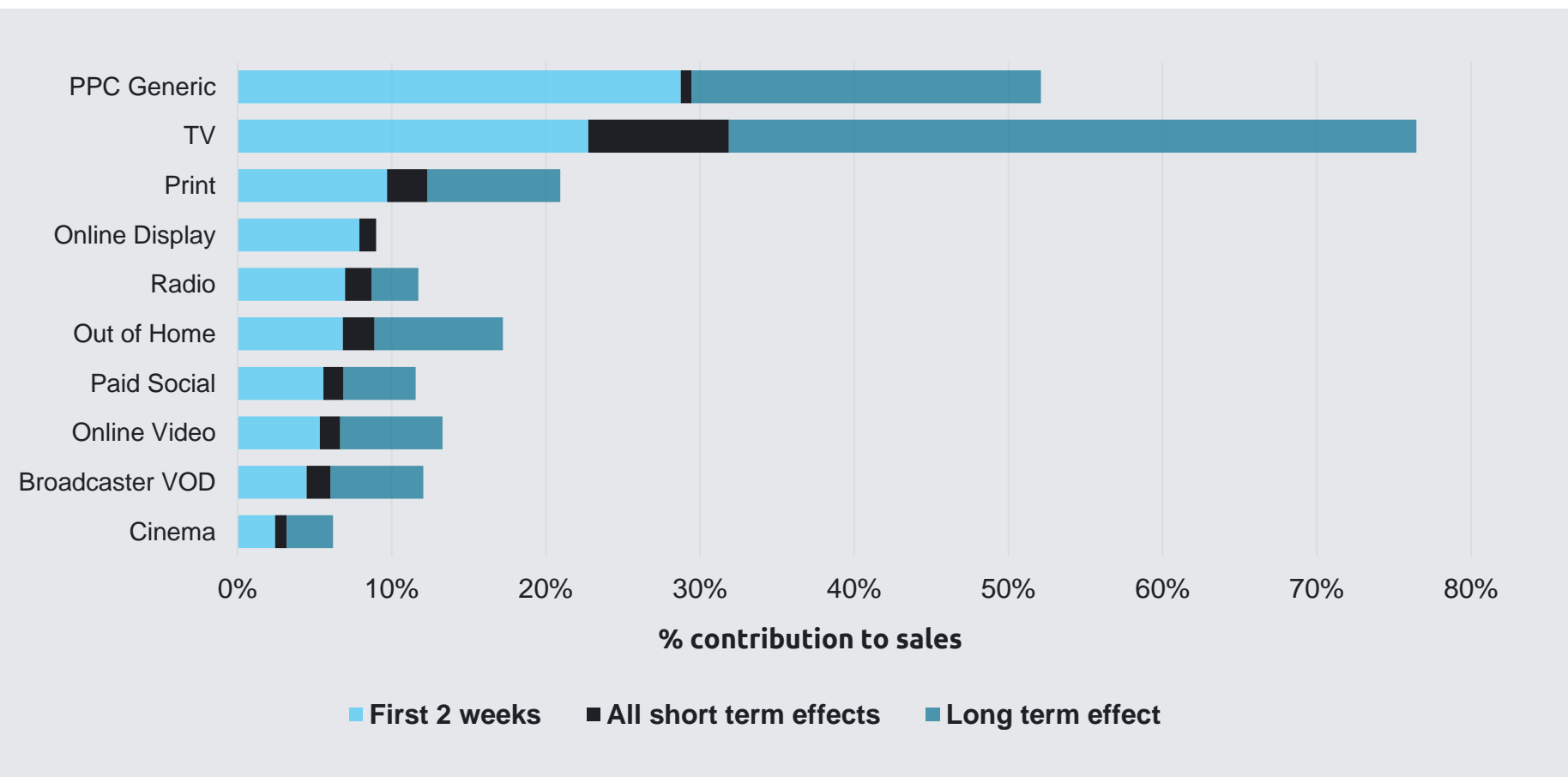
Contractors:
Mediacom, Wavemaker, Gain Theory



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TV's short- and long-term effect means it generates the best volume overall



Different media drive sales impact over different timescales.

TV makes the most significant impact on media-driven sales, delivering in the first weeks of a campaign but also in the following two years after investment.



TV advertising delivers the highest profit at the greatest efficiency, and with the least risk



Executive summary/key results

Advertising is a powerful business investment

It's time to reassess the return that advertising can generate

Advertising profit isn't just about ROI but volume and scalability

TV delivers scale of return

Advertising-generated profit varies by category

TV delivers 71% of total profit generated by advertising, at the greatest efficiency, and for the least risk

Advertising can be risk assessed

Title of the study: Profitability: the business case for advertising

Year of publication: 2018

Commissioned by: Thinkbox

Contractor: Ebiquity, Gain Theory



[More information](#)



TV advertising delivers the highest profit at the greatest efficiency, and for the least risk

Proportion of advertising-generated profit by medium



Looking at the combined short and long-term effects of advertising, **TV delivers 71% of total advertising-generated profit over 3 years** despite TV currently commanding 54% of average advertising budget.

Bubble size represents % of total profit

Total profit = all return (short + long-term) generated over 3 years



Investing in advertising during the recession, is ultimately worth the long-term profit



Executive summary/key results

"Going dark"
(ie. stopping advertising)
during an economic crisis is very risky and it can take up to five years for brands to recover

A recession is no time to switch solely to short-term sales activation, because **brand-building is what is going to see brands through recovery**

Brands, who continue investing in advertising during a crisis, may be able to increase their SoV and SoM for cheaper, since the prices of advertising are lower in recession

Brands who saw the crisis as an opportunity (with over 8% ESoV), saw over 2.5 times as many large business effects and 4.5 times the annual market share in times of recovery.
Opportunists experienced strong profitability growth in recovery

Title of the study:

Advertising in recession – Long, Short or Dark? A guide to advertising best practice in recession

Year of publication:

Update: 2020 (Original Study: 2009)

Commissioned by:

Peter Field

Contractor: IPA (original study)/ B2B Institute (update)

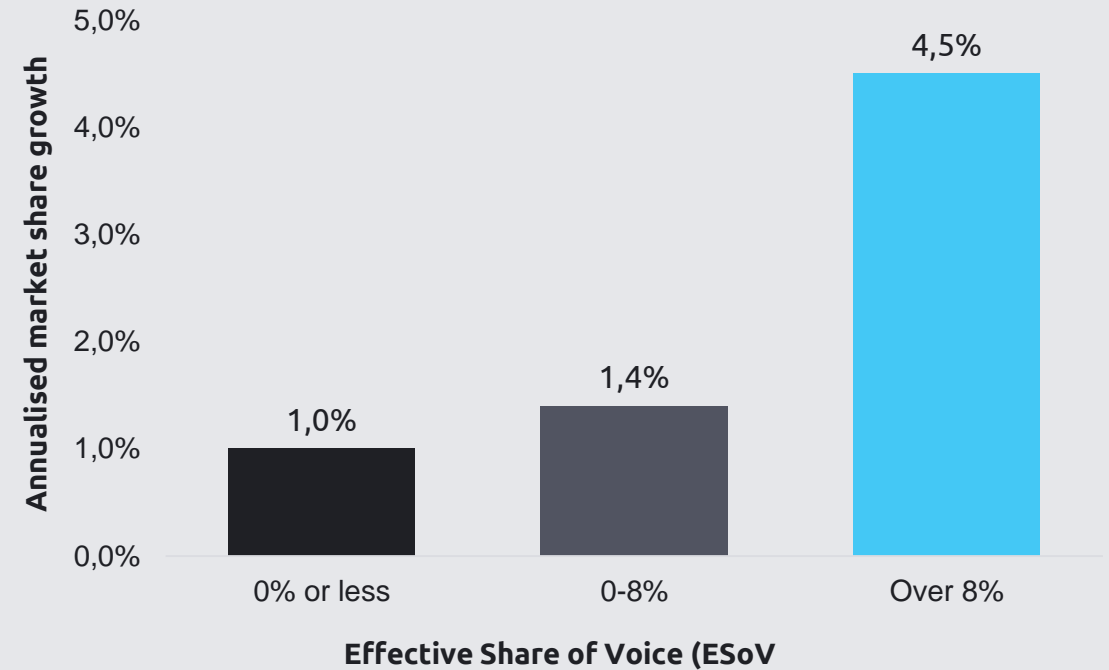
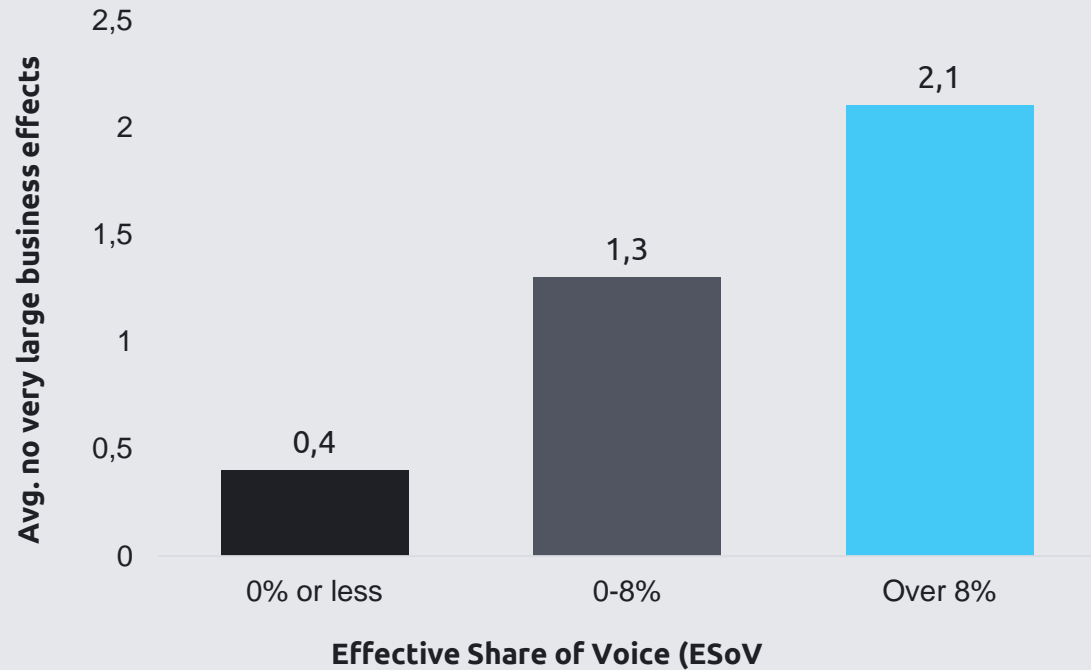


[More information](#)



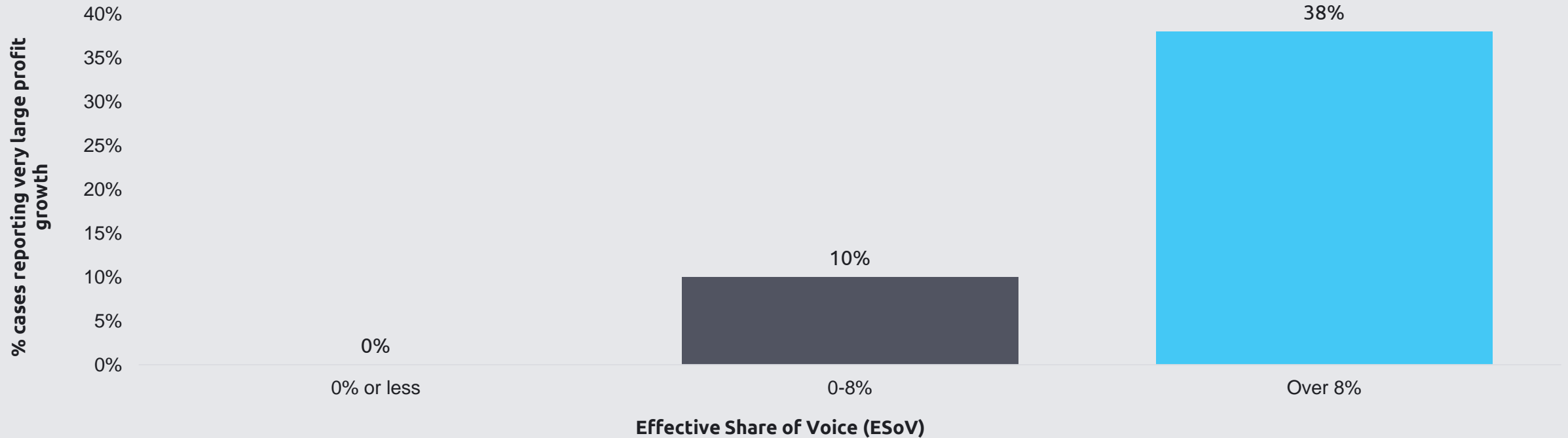
Investing in SoV drives strong growth during recession

Base: IPA cases covering 2008 recession



Investing in SoV during recession drives long-term profit growth

Base: IPA cases covering 2008 recession



Successful advertisers ensure their campaigns strike the right balance between long-term and short-term investments



Executive summary/key results

There is a tendency to use very short-term online metrics as primary performance measures and this has dangerous implications for long-term success

Long-term (3+ years) investment in advertising delivers double the profit of a short-term approach (less than 1 year), but investing in both delivers even higher returns

Brands which target the whole market achieve 3 times as many large business effects than those that focus on existing customers

TV advertising remains the most effective way to build a brand and creates larger business effects than other forms of advertising

Advertisers need to ensure their campaigns strike the right balance between long-term investment in brand-building and short-term, direct methods that stimulate sales (60:40 principle)

Title of the study:

Advertising Effectiveness: the long and short of it

Year of publication: 2012

Commissioned by: Les Binet and Peter Field

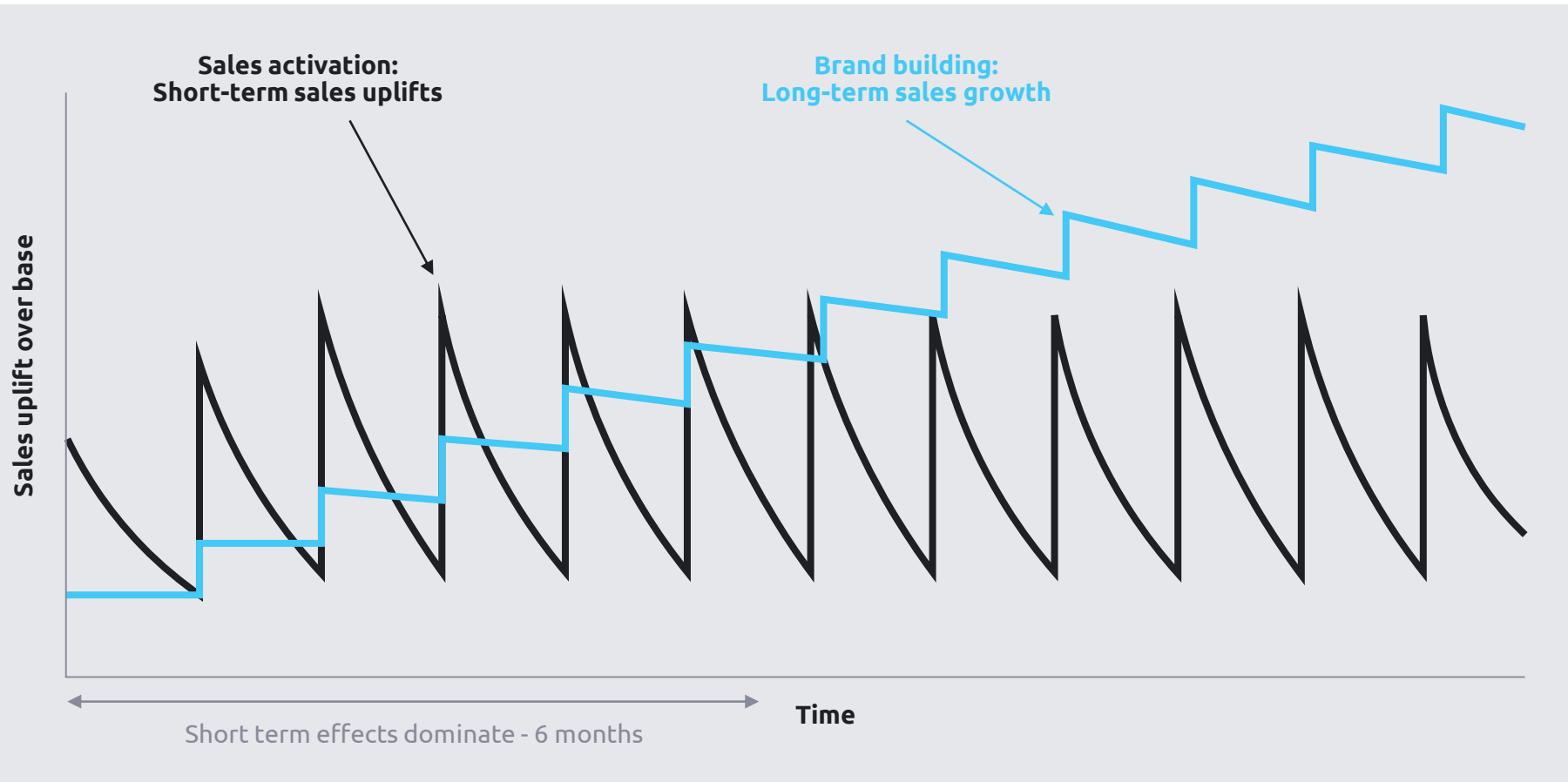
Contractor: IPA



[More information](#)

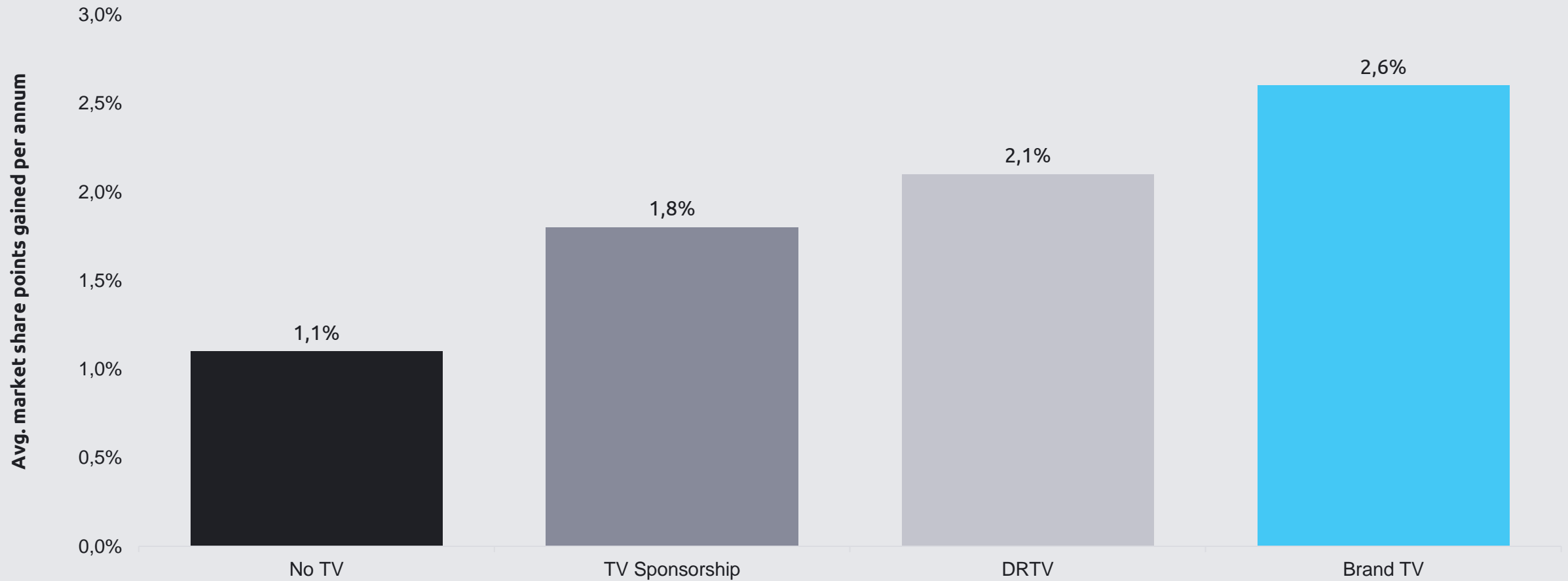


Brand building and sales activation work over different timescales



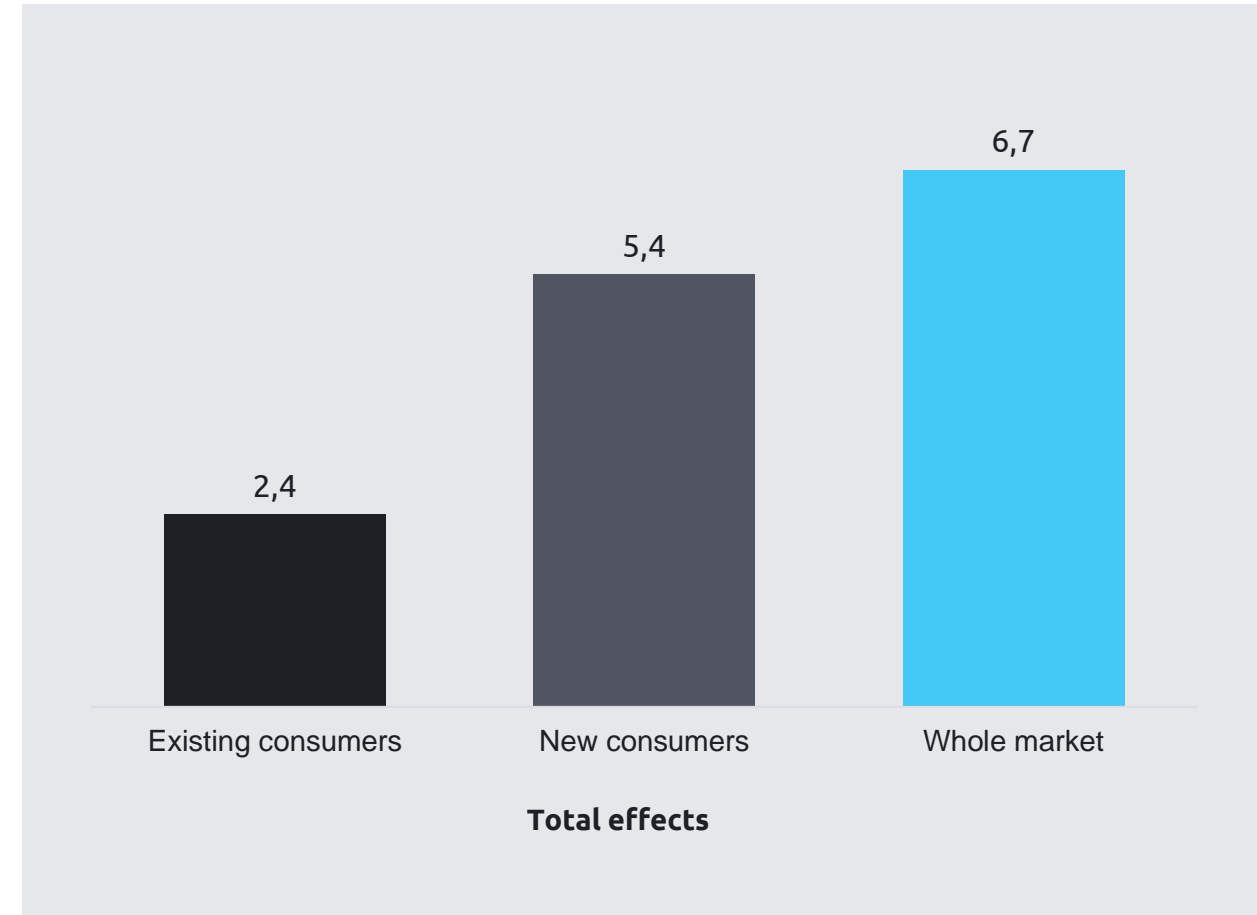
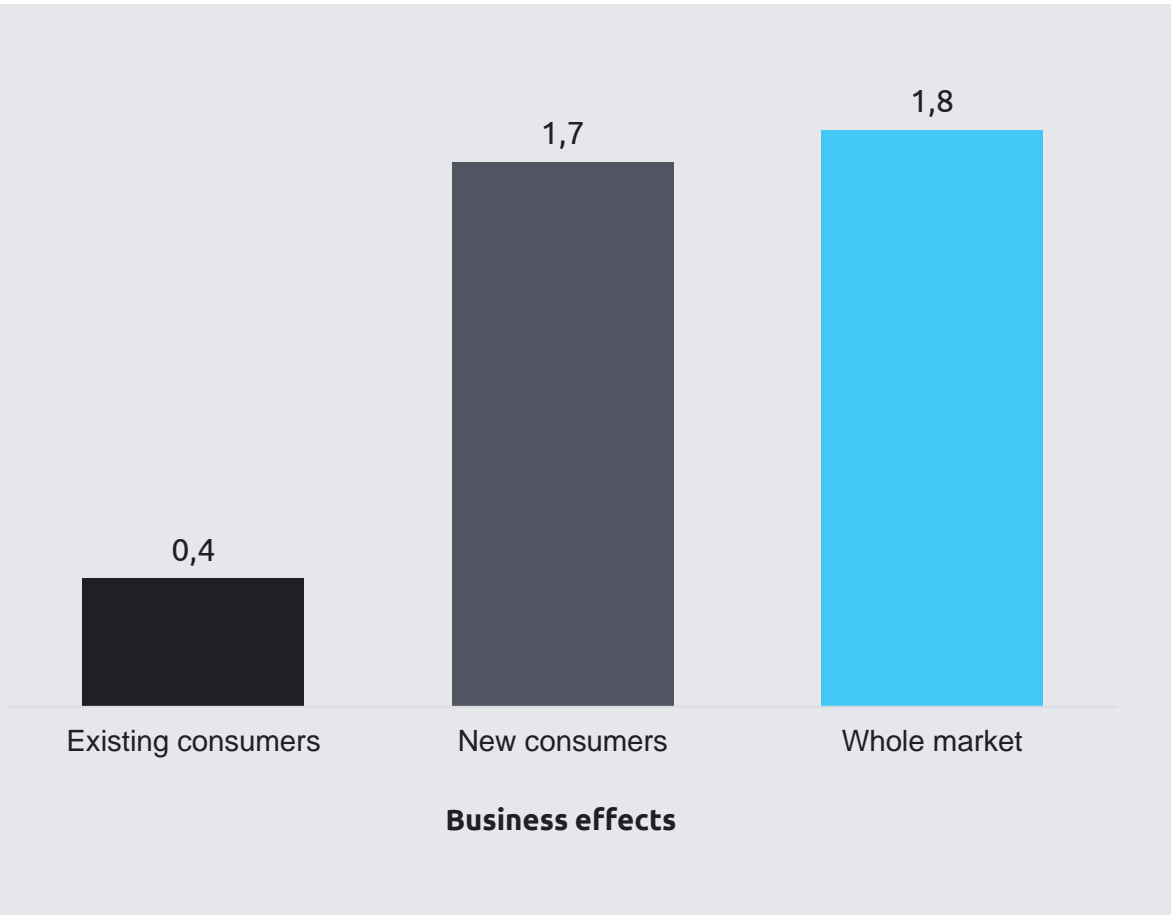
Brand building and activation effects are not generated by marketing campaigns in the same way across time. This chart illustrates why it is easy to end up overdoing short-term activation measures if you are in a business environment that values short-term results.

TV is best for market share growth



The broader the reach, the broader the effects

Average number of very large business effects reported



TV is a growth engine that drives measurable results across all life stages of a brand



Executive summary/key results

Both direct-to-consumer (DTC) and non-DTC brands across all life stages saw an **immediate double-digit increase in unique visitors to their digital platforms** during their TV launch month

Younger brands (three years or less) see the largest impact of TV as they are establishing their story and identity in market

The longer that younger DTC brands are active on-air the higher their digital engagement as additional consumers are exposed to the brand and messaging

Title of the study:

The Halo Effect: Tv As a Growth Engine

Year of publication: 2020

Commissioned by: VAB & Effectv

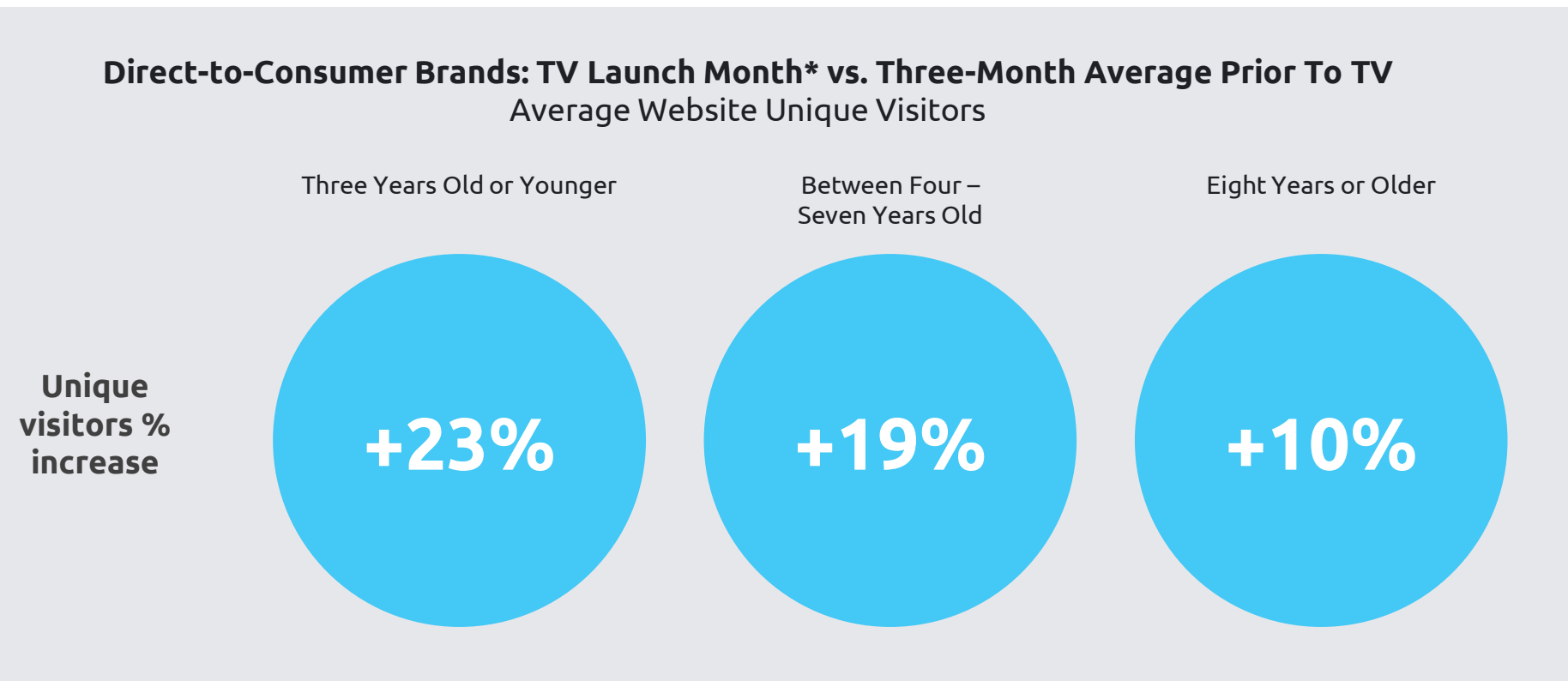
Contractor: VAB & Effectv



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TV drives immediate increases in website traffic among direct-to-consumer brands, particularly younger ones



The younger DTC brands saw the largest impact from their TV launch month, with the largest website traffic lifts on average

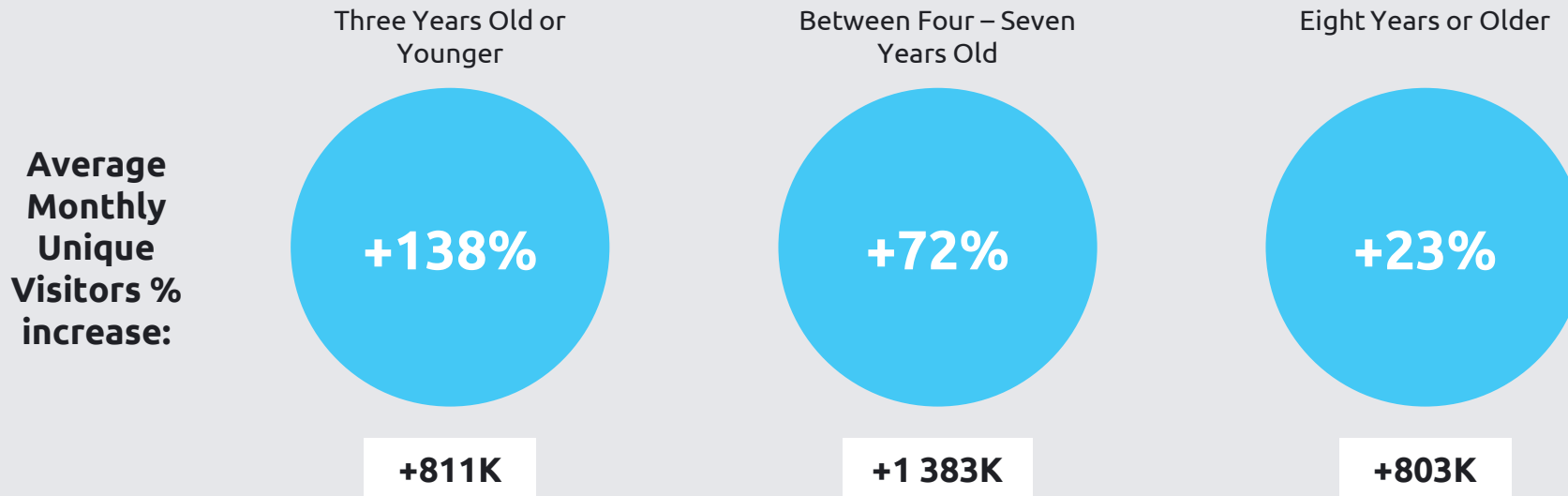
How to Read:
DTC brands that are three years old or younger saw a +23% lift in their website traffic during their TV launch month vs. their three-month average website traffic prior to TV.

By the nature of their business model, DTC brands have had a digital media presence since near inception, so these increases are in the context of existing digital advertising pre-TV launch



As DTC brands continue advertising and build a sustained presence on TV, younger brands see even greater lifts in digital conversions to their website

Direct-to-Consumer Brands: 'When On TV' Monthly Average vs. Three-Month Average Prior To TV
Average Website Unique Visitors



How to Read:

DTC brands that are three years old or younger saw a +138% lift in their average monthly website traffic when they were airing on TV vs. their three-month average website traffic prior to TV.



TV offers:



The strongest contribution to sales



The strongest contribution to both long-term and short-term ROI



The strongest halo effect on other media



The best option for recovery in times of crisis



The highest quality of contacts due to attention levels



The highest impact on awareness, consideration and purchase intent



The largest scale, a driver of effectiveness



The ideal balance between branding, short-term sales and long-term business outcome



The highest profit at the greatest efficiency, and with the least risk



The best guarantee for market share growth



Measurable results across all life stages of a brand



Immediate increases in website traffic, particularly for direct-to-consumer brands