



Global Research Suggests Targeting the Whole Market to Grow a Brand

- thinktv and MediaCom’s latest study takes a media lens to Marketing Scholar Byron Sharp’s Rules for Brand Growth --
- Findings confirm TV advertising is most effective media tool when applying Sharp’s principles –
- Read a summary of the study [here](#) –

For Immediate Release

TORONTO (January 11, 2017) – Today’s data-rich world offers endless targeting opportunities for marketers. But after an extensive review of the world’s largest collection of global marketing data, acclaimed marketing scientist [Byron Sharp](#) concluded that focusing on loyal customers is *not* the best way to grow a brand. In fact, according to Sharp it is not possible to meaningfully grow market share without following these two vital rules:

1. Brands need to target the whole market if they want to grow, and
2. Mass media is critical for marketing success, even in digital times

Sharp makes these important assertions in his acclaimed books *How Brands Grow* and *How Brands Grow: Part 2*, based on decades of sales and marketing research. [thinktv](#) partnered with **MediaCom Business Science** to assess where TV fits into Sharp’s world. The resulting research showed that television advertising is not only the most effective media tool when applying Sharp’s principles, it is also the most efficient – **driving 2.7x the value** – of any other media platform. Click [here](#) to read a summary of the **thinktv–MediaCom Business Science** findings or to request a presentation.

See below for a brief outline of Sharp’s Key Principles and how TV works to support them:

Sharp’s Key Principles	How TV Supports Sharp’s Principles
Market Penetration is the most important factor for growth	Advertising on TV has direct impact on sales growth and is the most effective investment for driving market share

Real sales growth comes from marketing to light and non-buyers	TV can effectively reach a wider range of category buyers
Increased Mental Availability drives favourable buying decisions	TV advertising builds memory structures that influence buying decisions
All of the above require extended reach	TV's cost effective reach is at the heart of a sound media strategy

Leading Global brands Coke and P&G have also made recent comments supporting TV's leading role in the advertising ecosystem.

Coke Says TV Delivers the Best ROI

Last month, Marcos de Quinto, Global Chief Marketing Officer, Coca-Cola Co. said at a beverage industry conference that TV is “very, very critical for our business,” stating that “TV still offers the best ROI across media channels.” By their calculations, TV delivers \$2.13 for every dollar spent compared to \$1.26 on digital. Read more from the AdAge article covering de Quinto’s address [here](#).

P&G Scale Back Their Targeted Facebook Ads

In August 2016, P&G confirmed with The Wall Street Journal that they are moving away from Facebook ads that target specific consumers, concluding that the practice has limited effectiveness. Although P&G initially jumped at the opportunity to market directly to subsets of shoppers, Marc Pritchard, Chief Marketing Officer, P&G said they realized they had taken the strategy too far. “We targeted too much, and we went too narrow.” Read more of Pritchard’s article [here](#).

Click [here](#) to learn more about Byron Sharp and his revolutionary books, *How Brands Grow* and *How Brands Grow: Part 2*.

About thinktv

thinktv is a marketing and research association dedicated to the advancement of commercial television. thinktv works with the marketing community to help advertisers get the best out of television in all its forms. thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada.

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