


demand creation

& the ROI of **tv** advertising

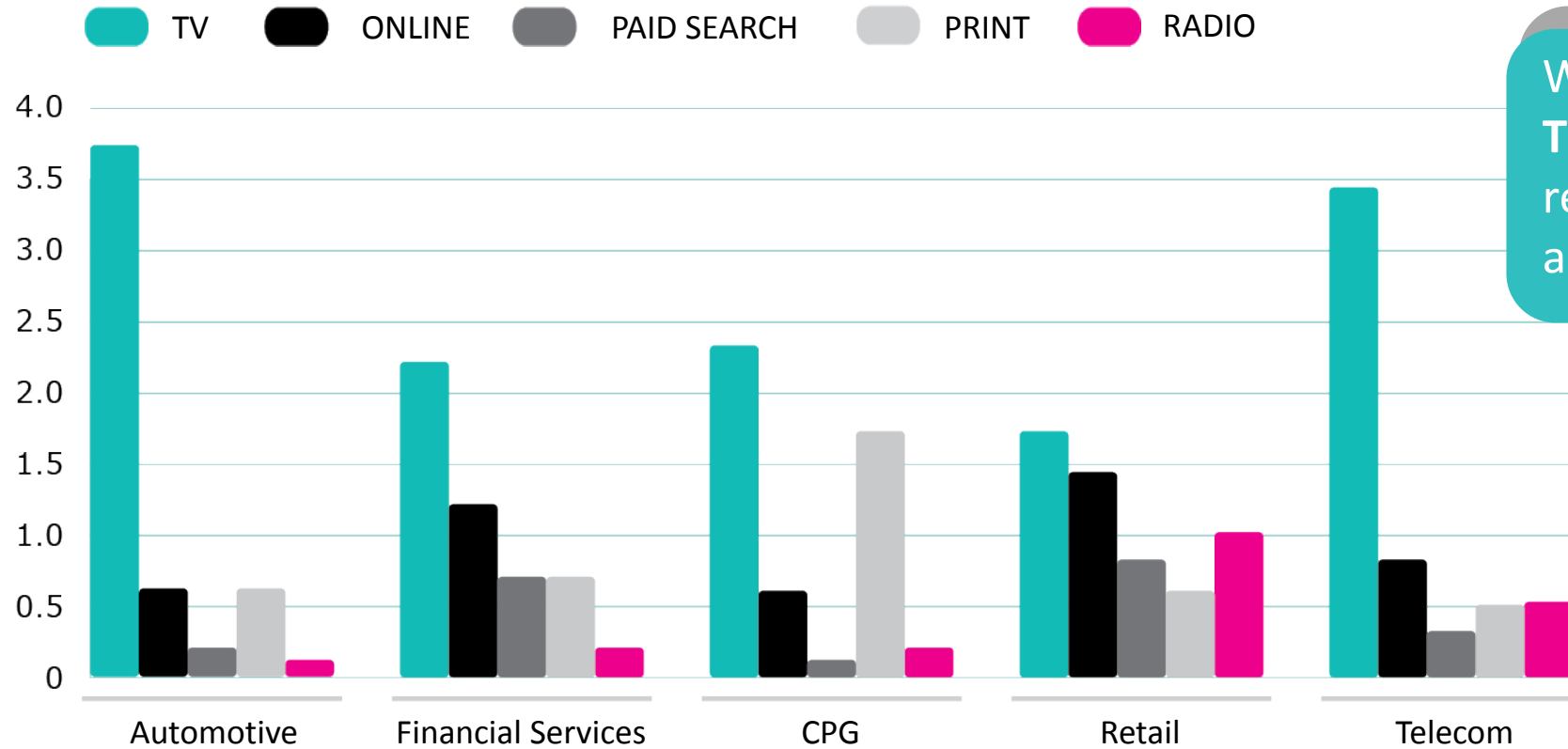


**"TV offers the best ROI
across all media."**

Marcos de Quinto, former global CMO, Coca-Cola Co.

Coca-Cola's research found that their **TV investment returned \$2.13 for every dollar spent**, compared with \$1.26 for digital.

tv delivers up to 7x the ROI of other media

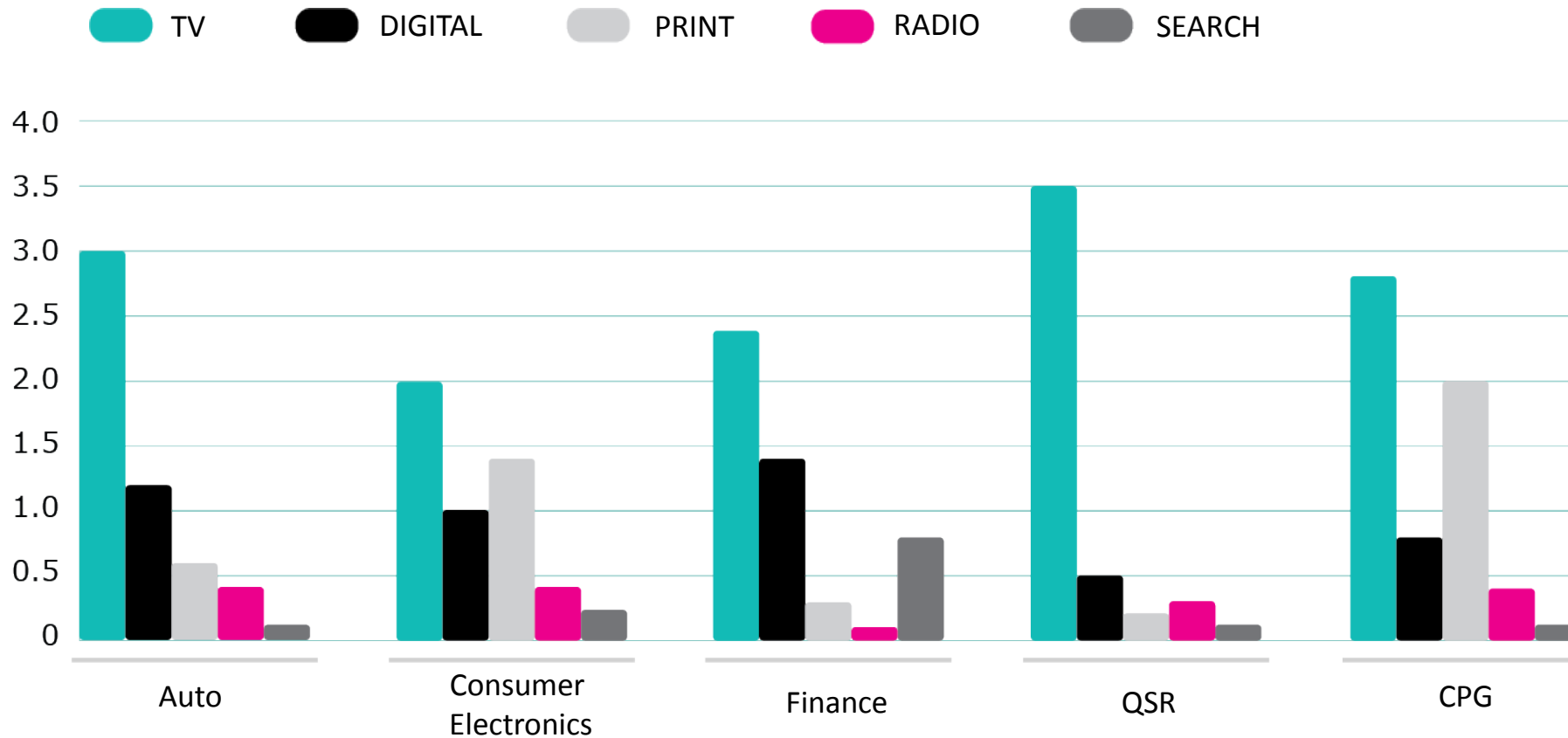


With \$1 million to spend, TV provides up to 7x the return of online, print, and radio.



Source: "Report: TV Effectiveness, MarketShare Report"

tv has the **highest** relative **lift factor** in outcomes

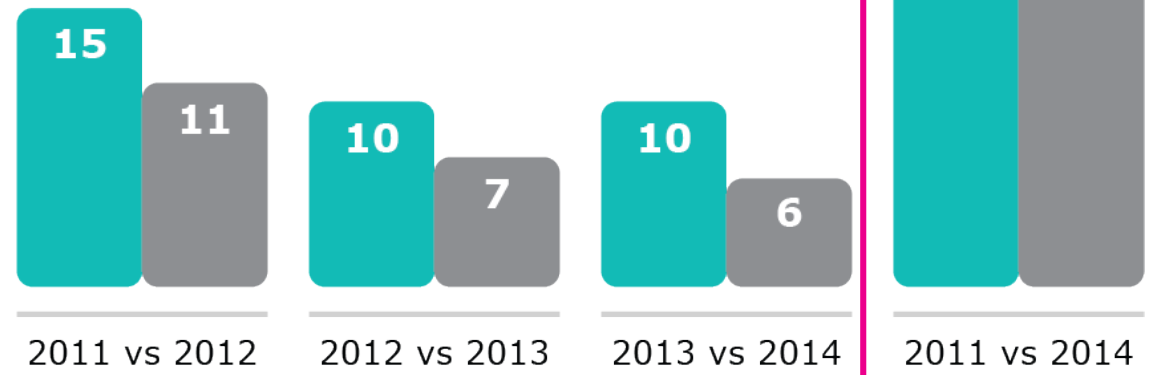
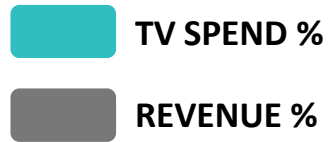


Source: "Report: Target the (Whole) Market"

MediaCom, 2015-16: Econometric Marketing Mix Models of clients across 5 categories: Auto, Retail Consumer Electronics, Finance, QSR & CPG.

tv drives revenue

companies that increased their TV spending saw substantial growth, while companies that decreased TV spending vastly under-performed.



TV spend increase (millions)	+ 32.6	+ 25.7	+ 27.9	+ 86.2
Revenue growth (millions)	+ 1969.8	+ 1437.7	+ 1390.1	+ 4797.7



[“Report: A Question of Impact Whitepaper”](#)

Source: Video Advertising Bureau; TV Spend from Nielsen Ad*Views; Domestic Revenue from publicly-reported financial documents

increased **tv** spend drives **business growth**

29 companies increased spend by **less than 30%**



small increase in revenue

21 companies increased spend by **over 30%**



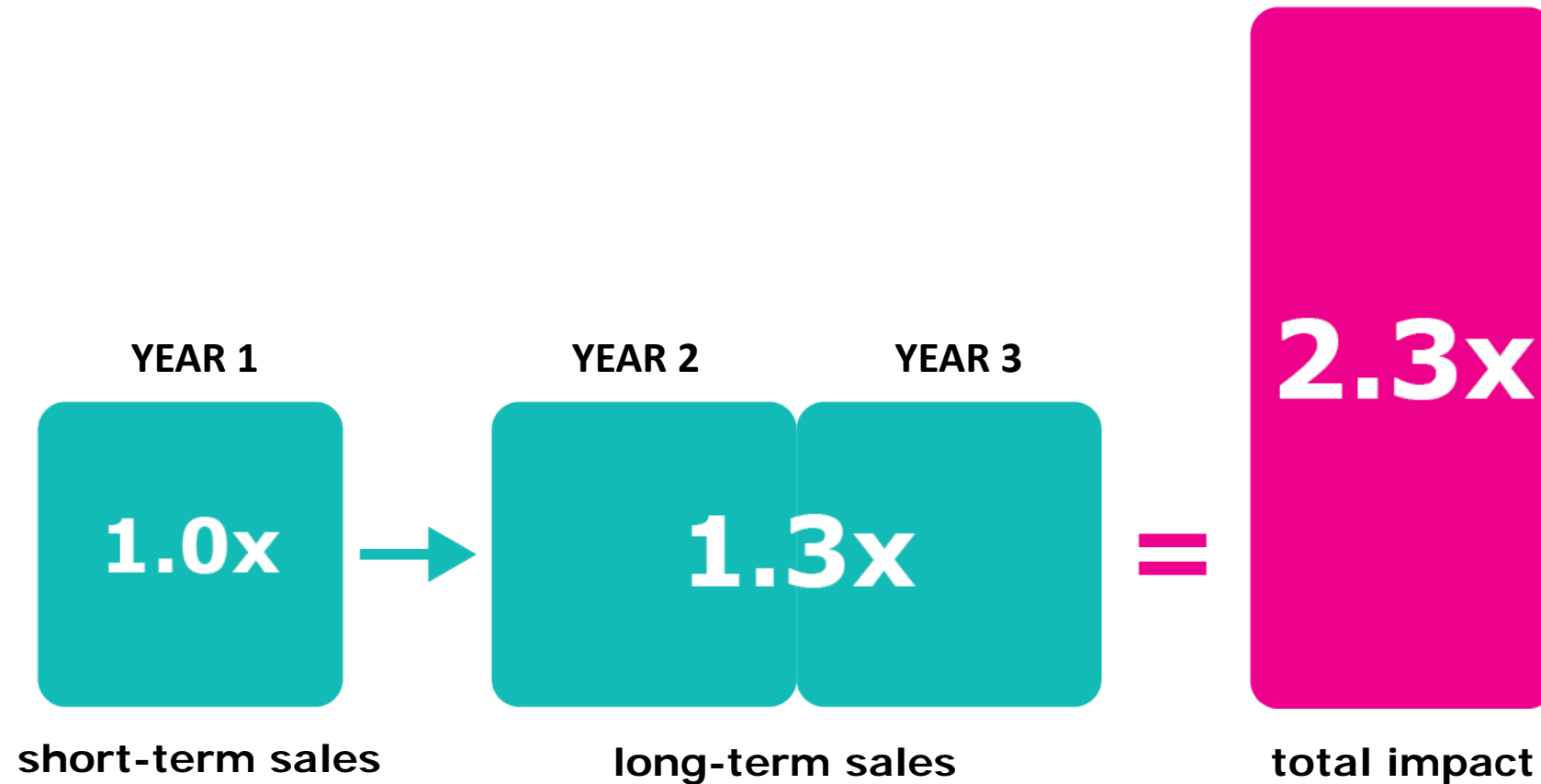
significant increase in revenue

MEDIACOM

["Report: Missed Opportunities in Media Planning"](#)

Sources: MediaCom "Missed Opportunities in Media Planning" whitepaper; Stats from Nielsen, April 2016. Public financial statements.

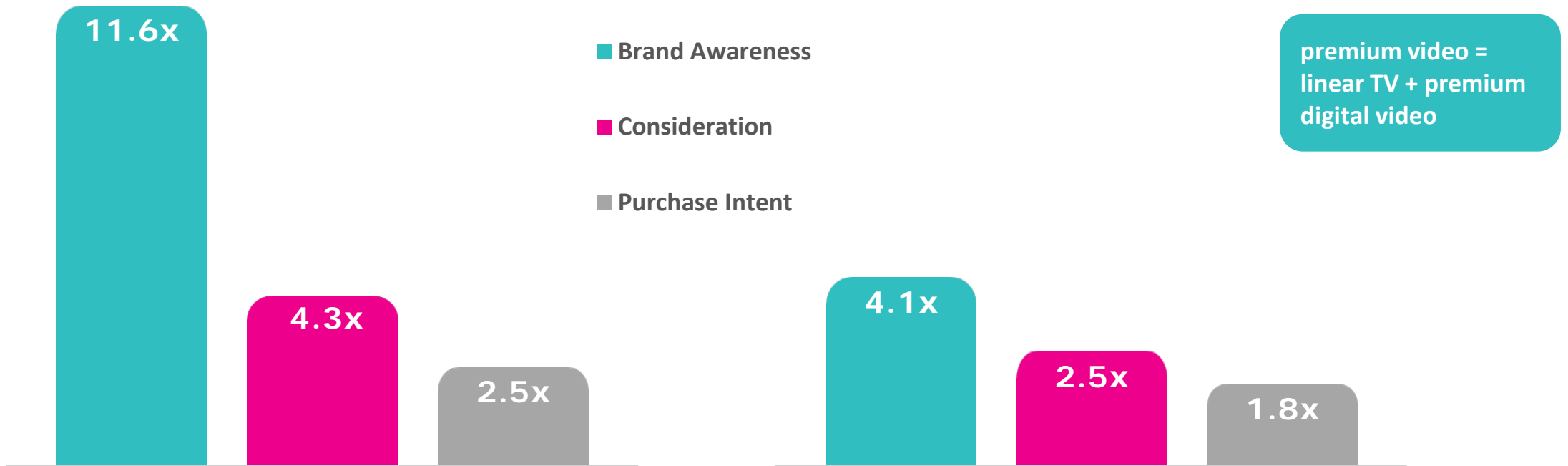
what's more, spend in year 1 delivers brand awareness benefits in year 2 and 3



premium video delivers higher brand ROI

VS SHORTFORM VIDEO

VS PAID SOCIAL



accenture NBCUniversal

[“Report: Quantifying the Connection: Premium Video + Brand Building – 2017”](#)

Source: Accenture, NBC Universal; Quantifying the Connection: Premium Video + Brand Building – 2017

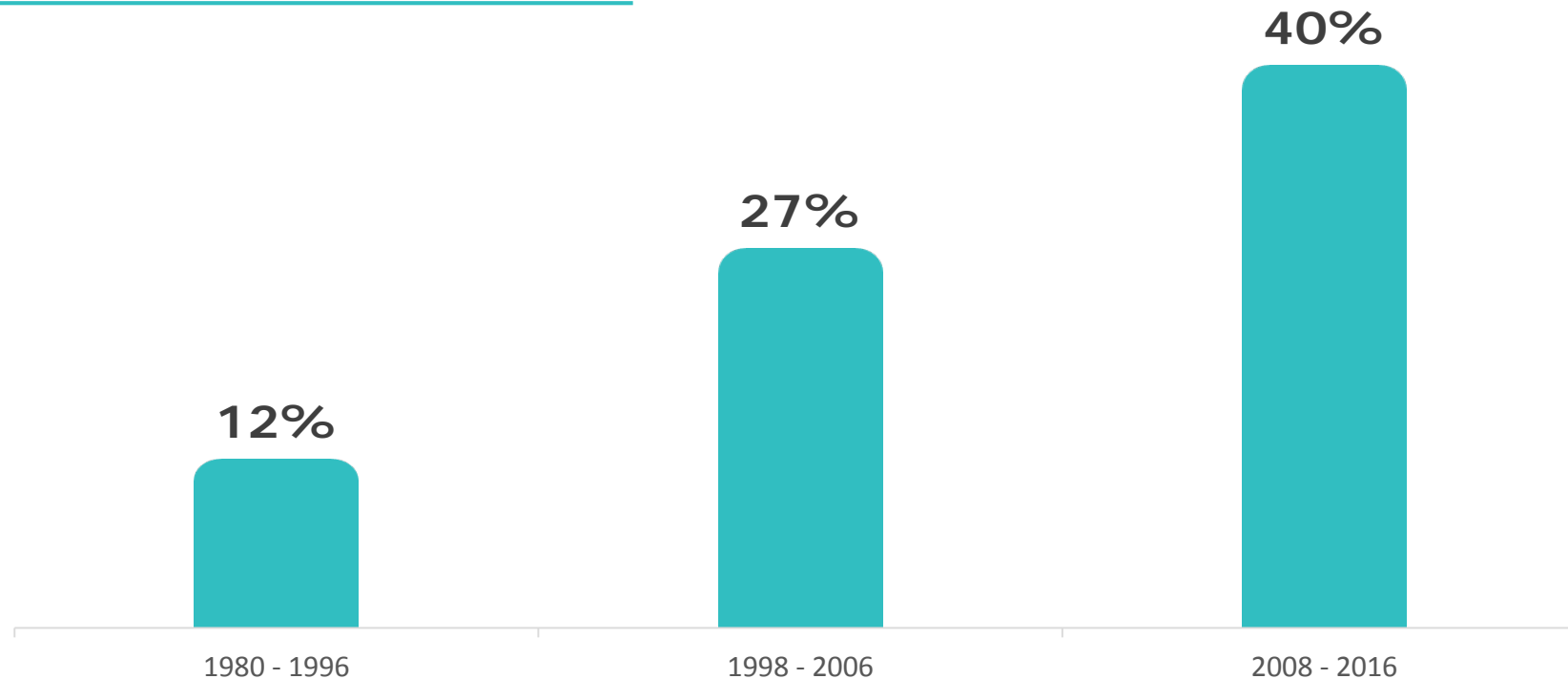
“When we run a heavy TV schedule, we see a lift in sales and product awareness. We need to run two weeks of digital to get the reach of one day of broadcast”

Rich Lehrfeld

Senior VP of Global Brand Marketing & Communications, American Express

tv has become **more** effective

by heightening the impact of investments in both brand building and activation campaigns

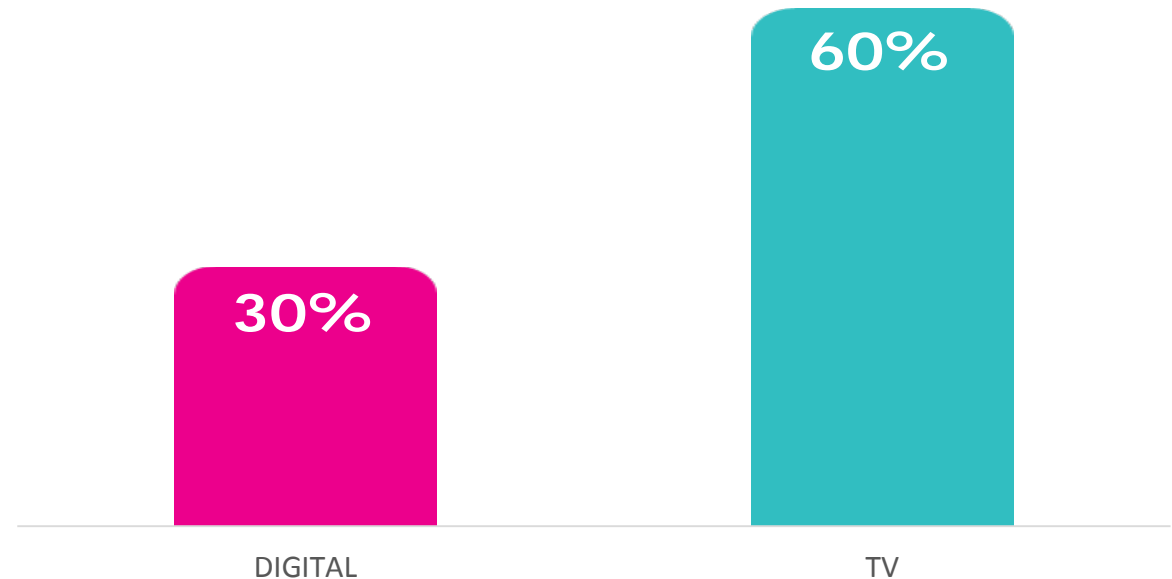


percentage increase in average number of very large business effects from adding TV

"traditional media is indispensable."

advertising in traditional media, and specifically **television**, is far more effective than digital at **driving** consumer recall and purchase intent for mainstream FMCG brands.

ads on TV deliver **DOUBLE** the 'recollected' reach of Digital



BAIN & COMPANY 

for every \$1 "saved" in
TV spend, the drop in
sales return was \$3



want to learn more about the **unparalleled**
power of **tv** ? **we'll come visit you!**



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PRESENTATION



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