

# demand creation

& the ROI of **tv** advertising

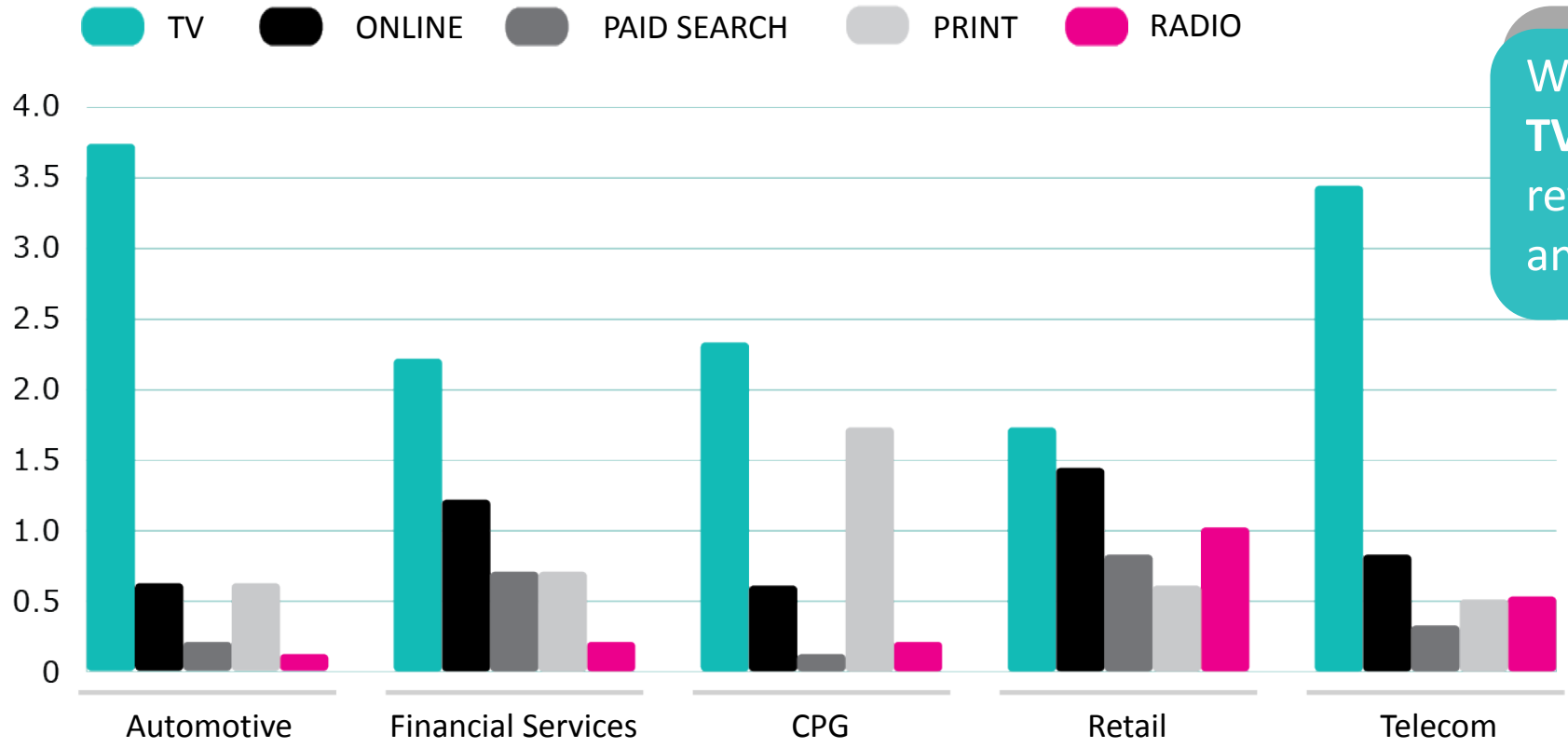


**"TV offers the best ROI  
across all media."**

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

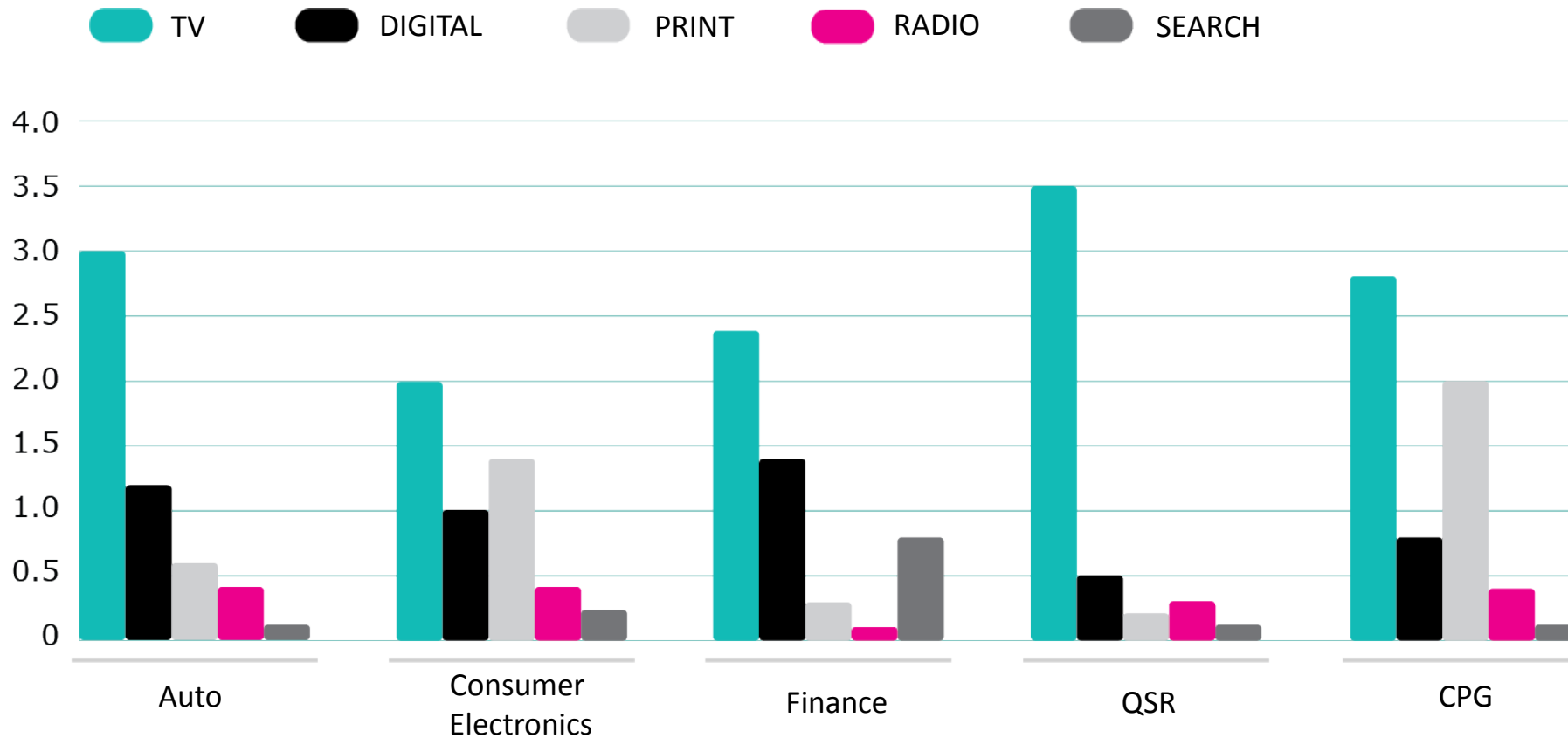


With \$1 million to spend, TV provides up to 7x the return of online, print, and radio.



Source: "Report: TV Effectiveness, MarketShare Report"

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

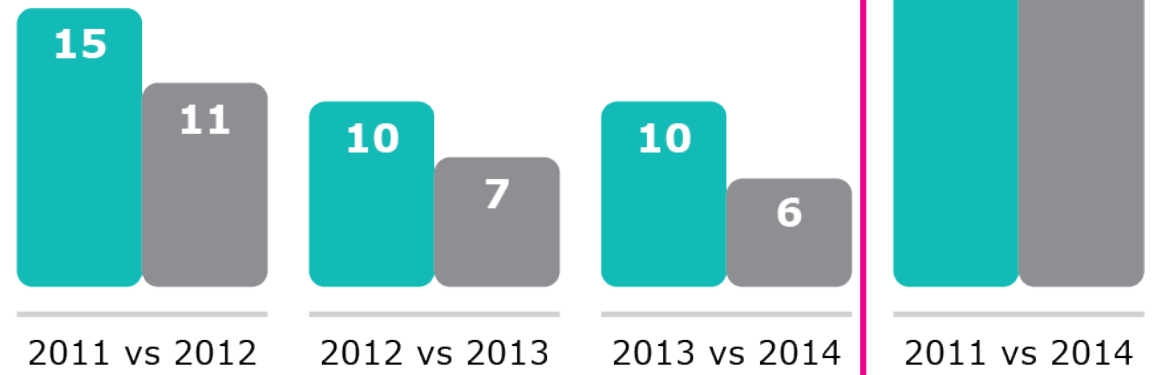
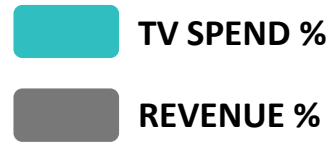


Source: [“Report: Target the \(Whole\) Market”](#)

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.



<b>TV spend increase</b> (millions)	+ 32.6	+ 25.7	+ 27.9	+ 86.2
<b>Revenue growth</b> (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%**



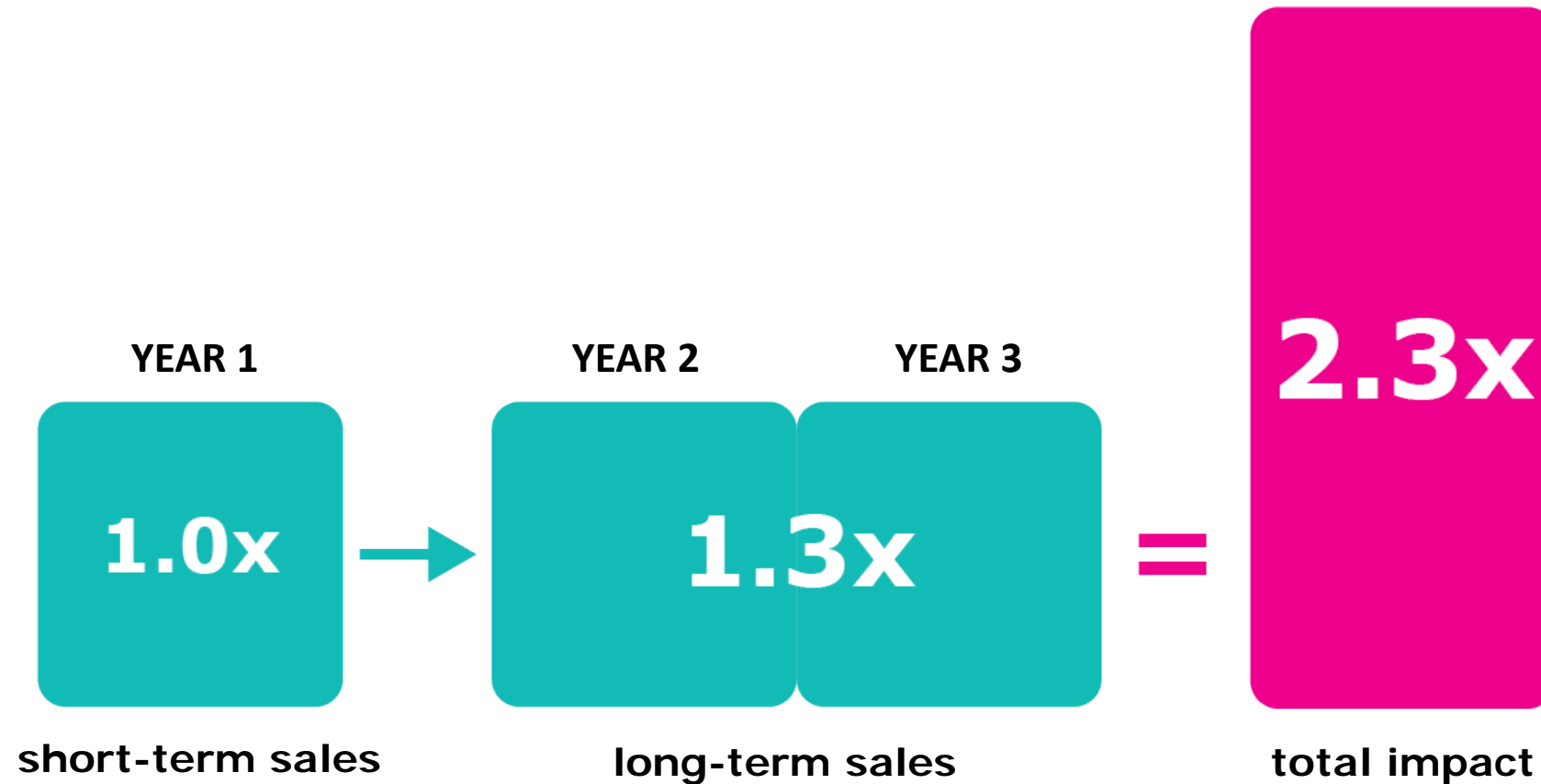
significant increase in revenue



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

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

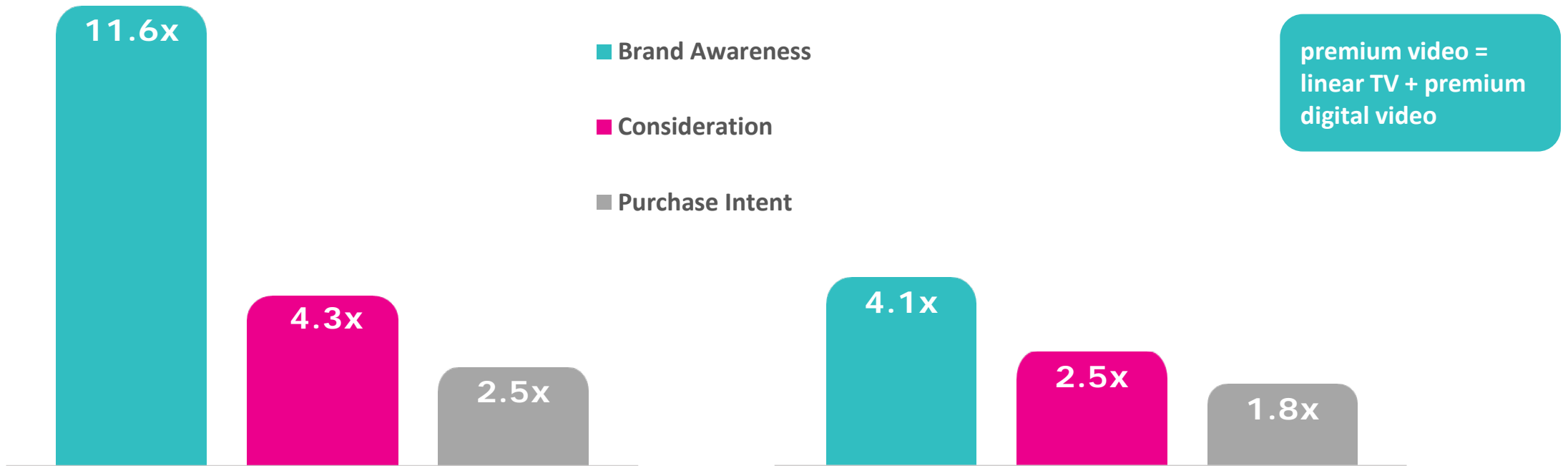
what's more, spend in year 1 delivers brand awareness benefits in year 2 and 3



# premium video delivers higher brand ROI

VS SHORTFORM VIDEO

VS PAID SOCIAL



premium video = linear TV + premium digital video

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

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



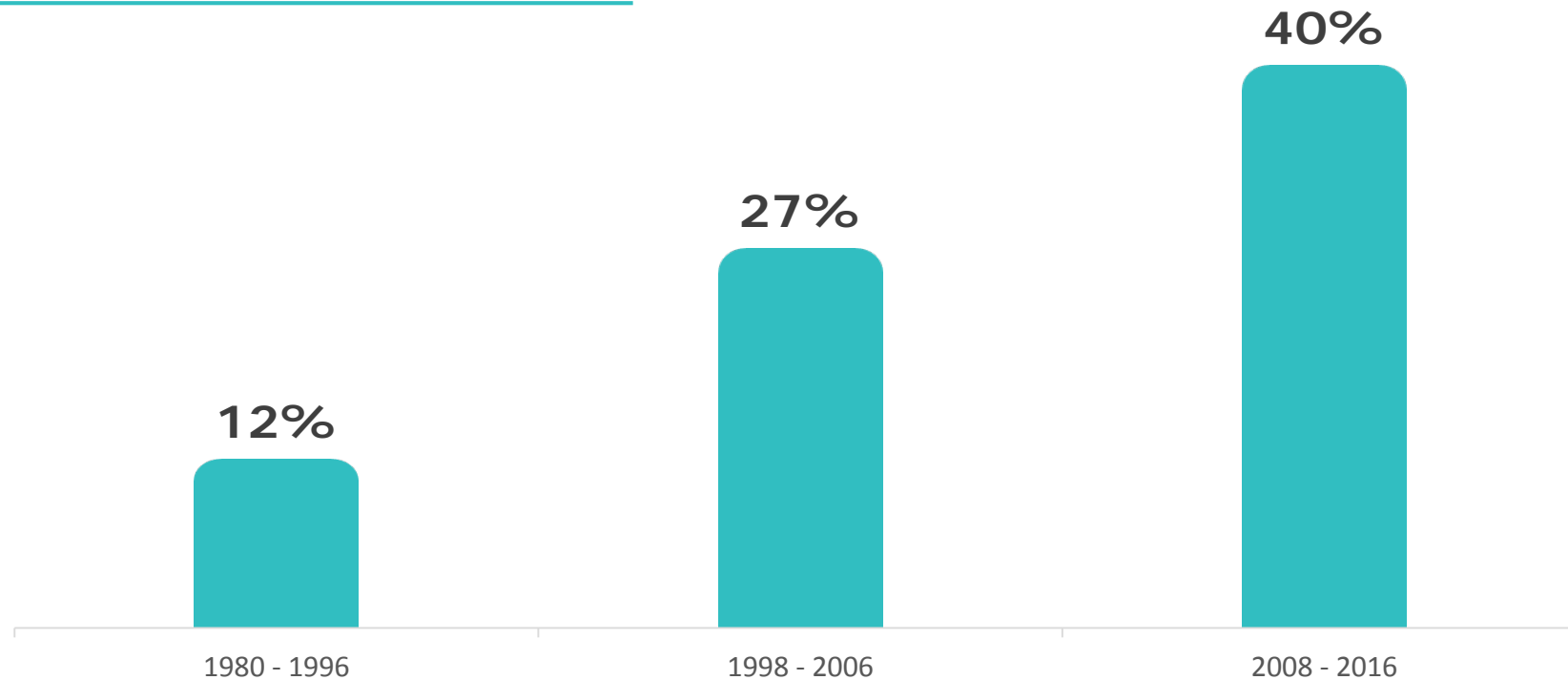
**“When we run a heavy TV schedule, we see a lift in sales and product awareness. We need to run two weeks of digital to get the reach of one day of broadcast”**

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

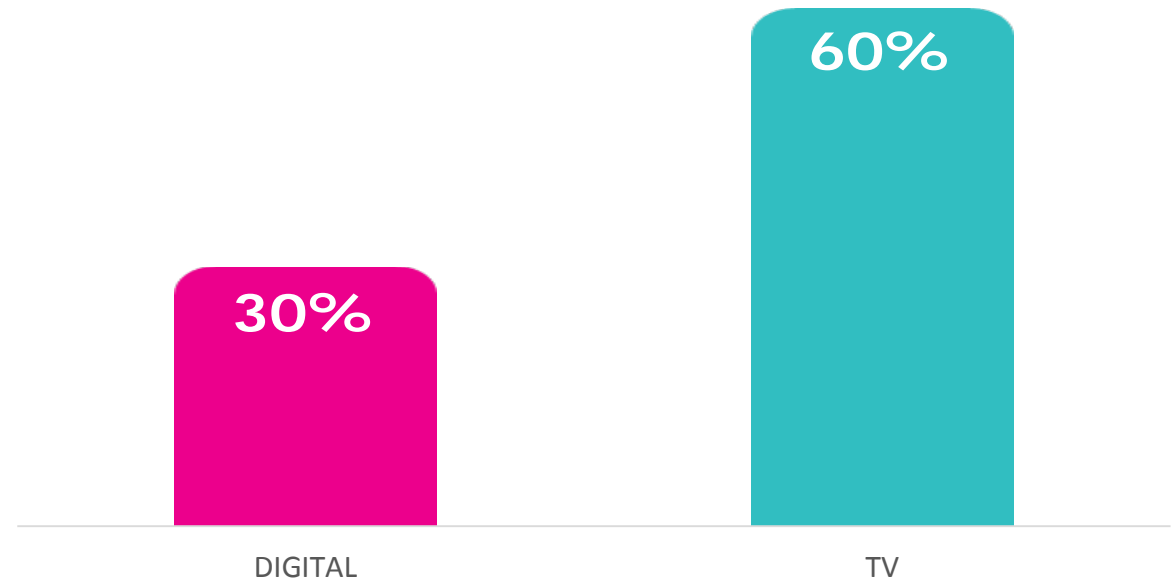


percentage increase in average number of very large business effects from adding TV

# "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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