

A series of concentric circles in a light gray color, centered on the left side of the slide, creating a ripple effect that extends across the background.

demand creation

& the ROI of **tv** advertising

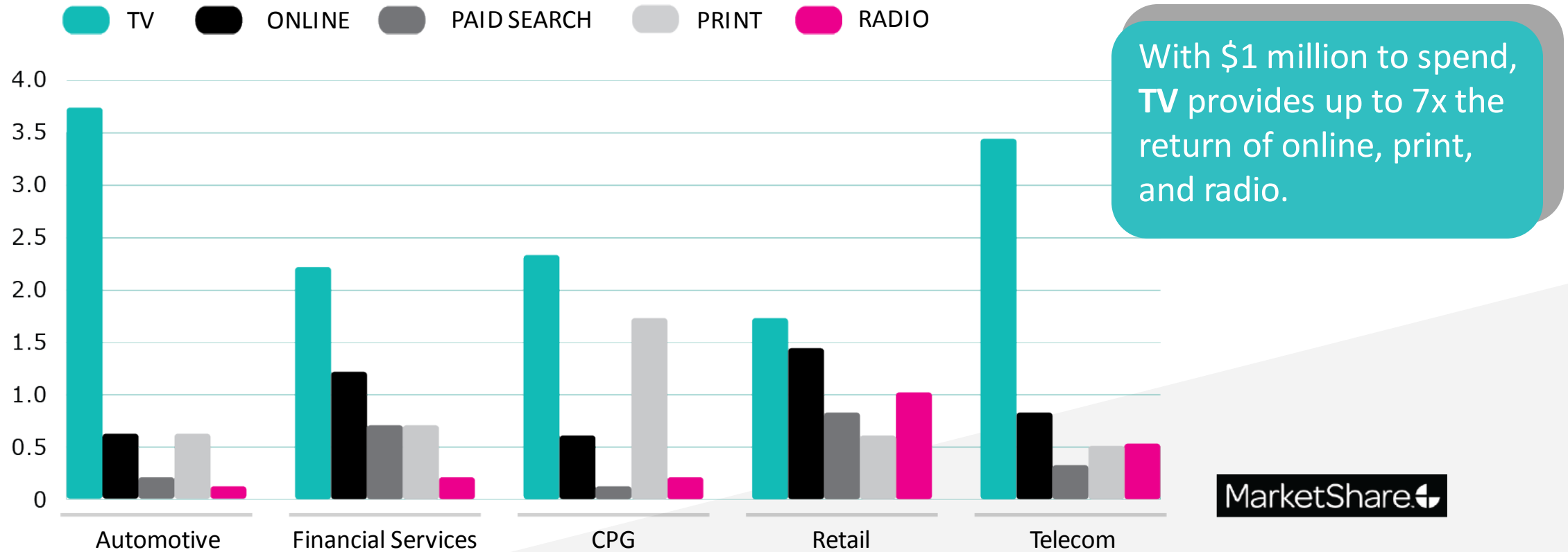


**"TV offers the best ROI
across all media."**

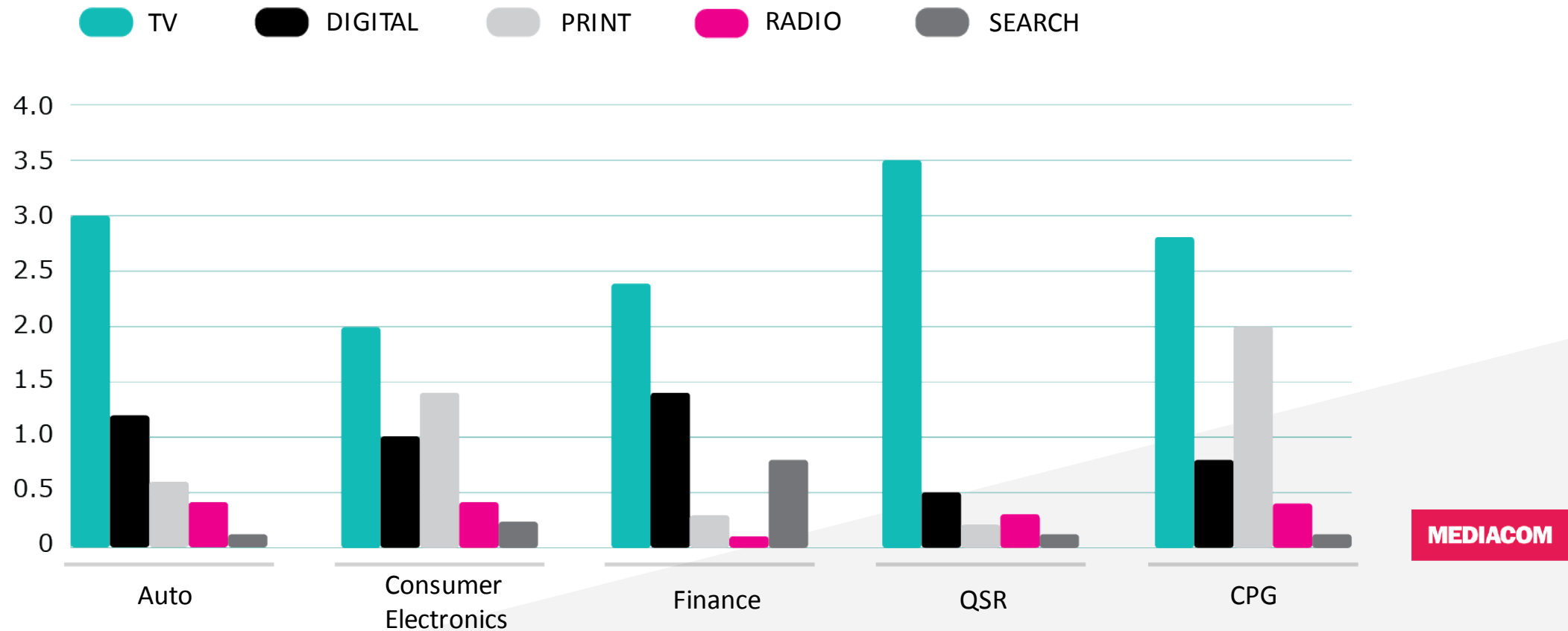
Marcos de Quinto, former global CMO, Coca-Cola Co.

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



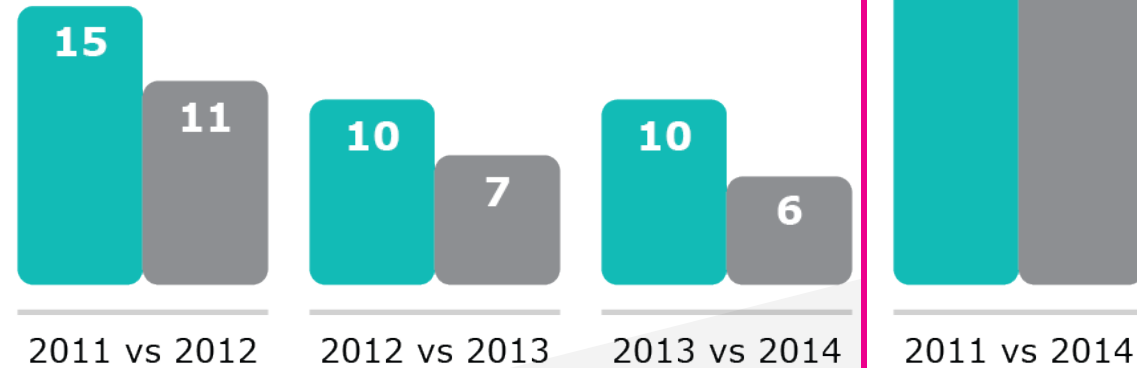
tv has the **highest** relative **lift factor** in outcomes



tv drives revenue

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

TV SPEND %
REVENUE %



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

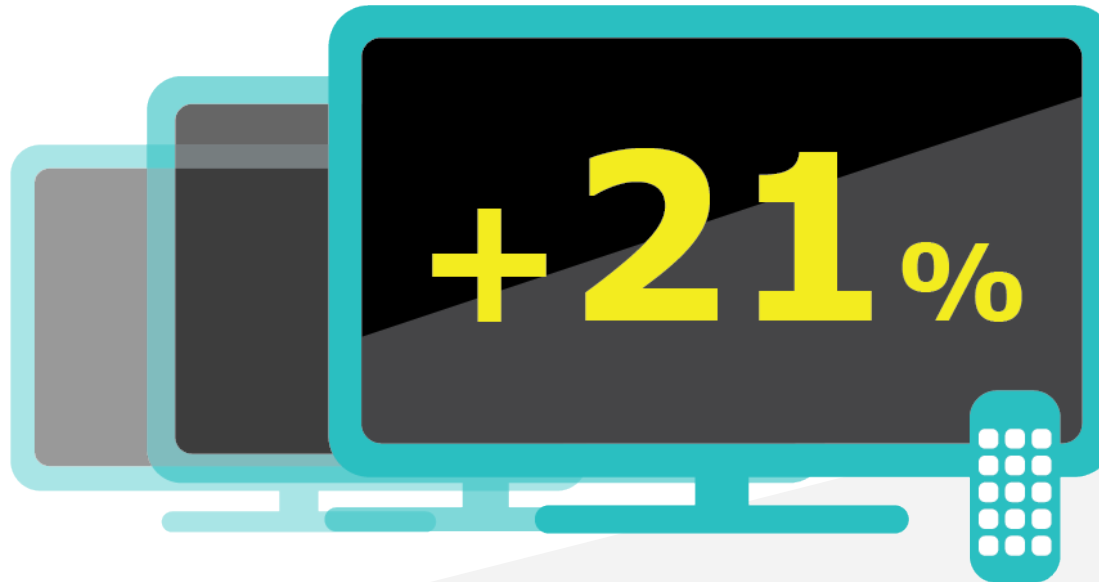
increased **tv** spend drives **business growth**

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



small increase in revenue

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

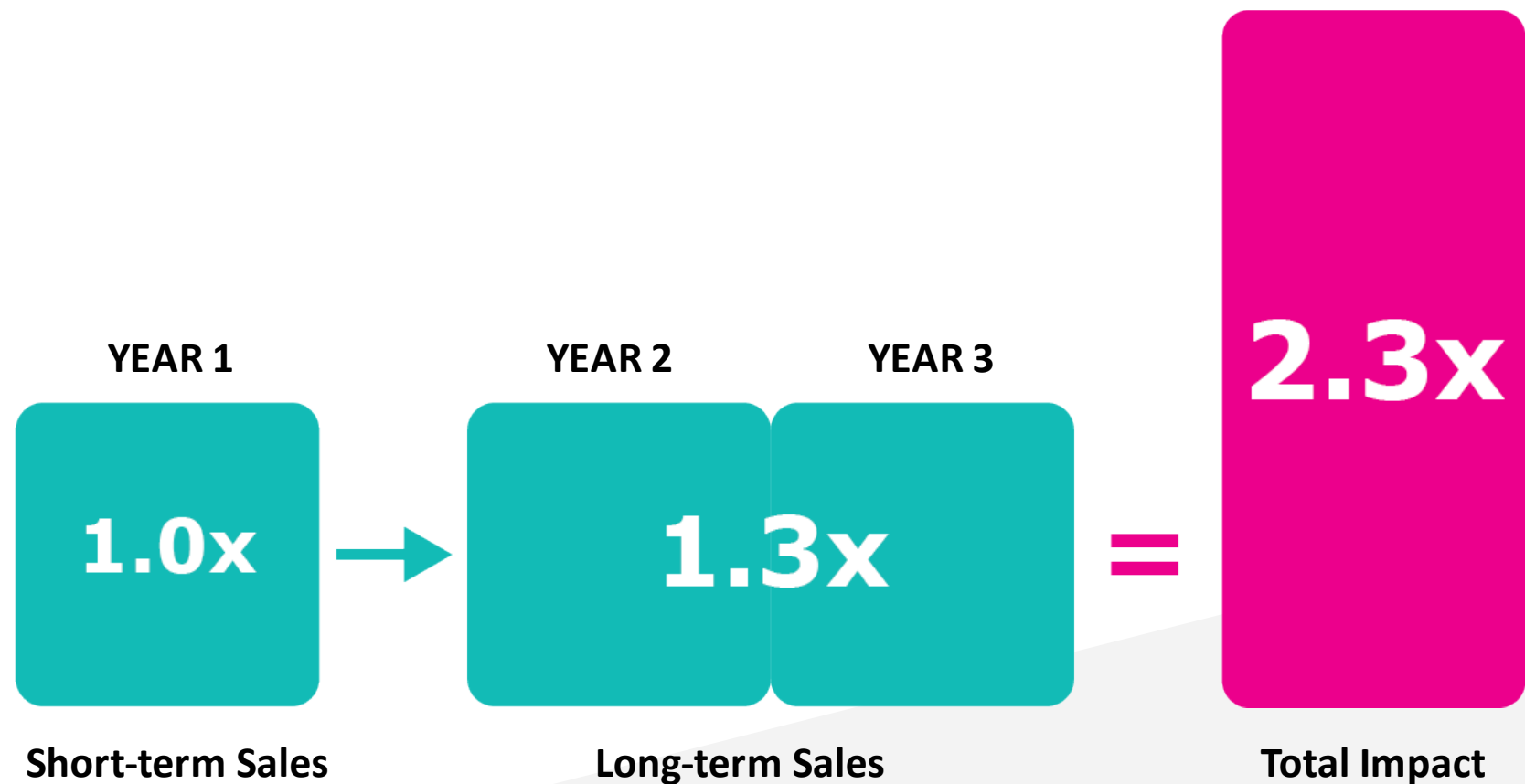


significant increase in revenue

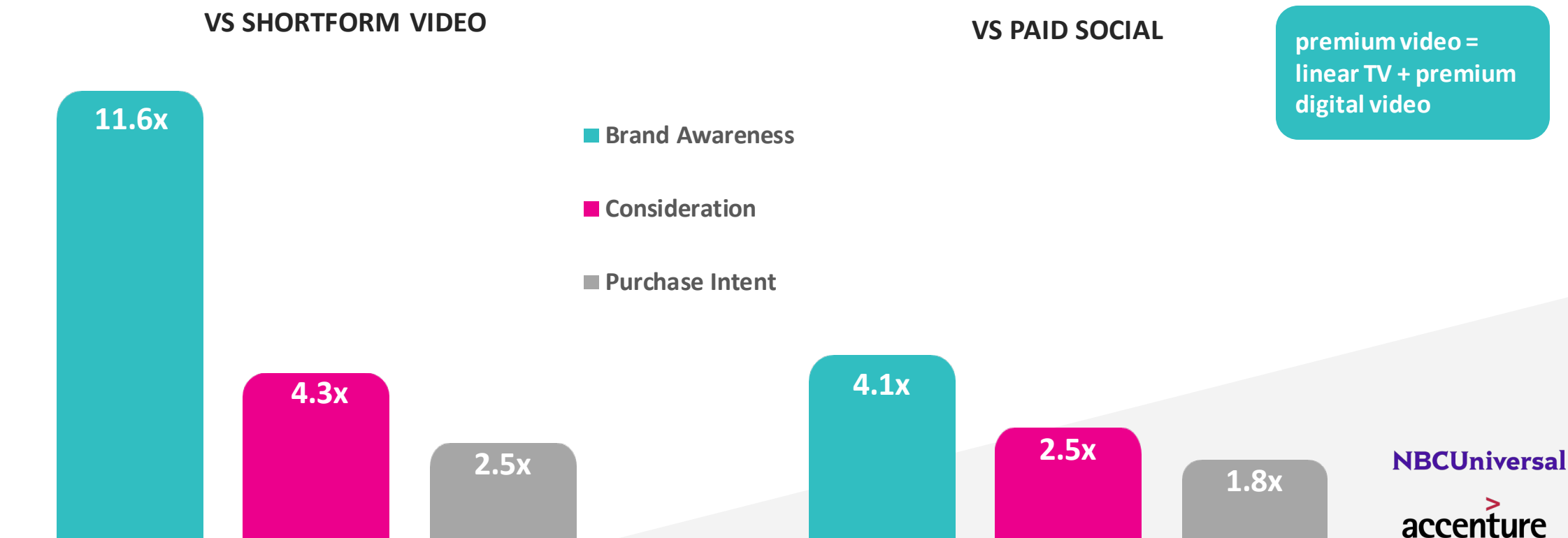
MEDIACOM

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



premium video delivers higher brand ROI



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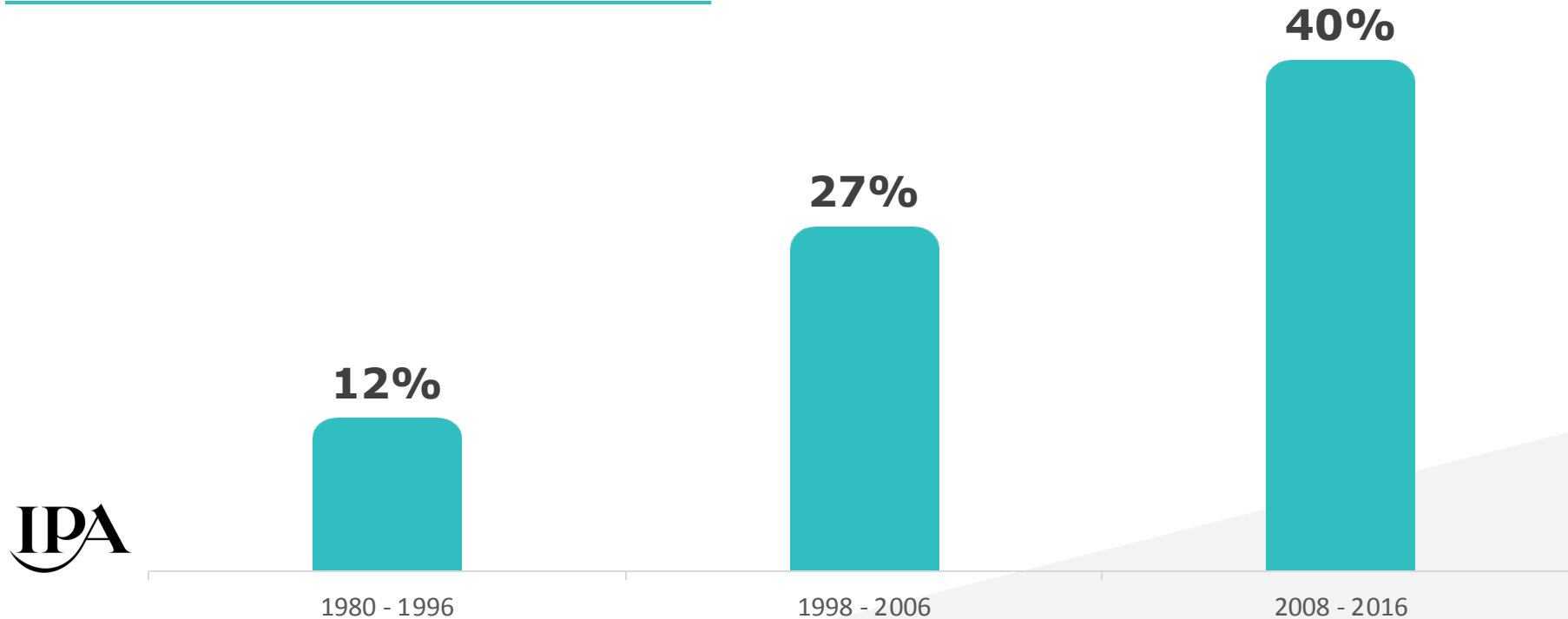
**“When we run a heavy TV schedule,
we see a lift in sales and product
awareness. We need to run two weeks
of digital to get the reach of one day
of broadcast”**

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



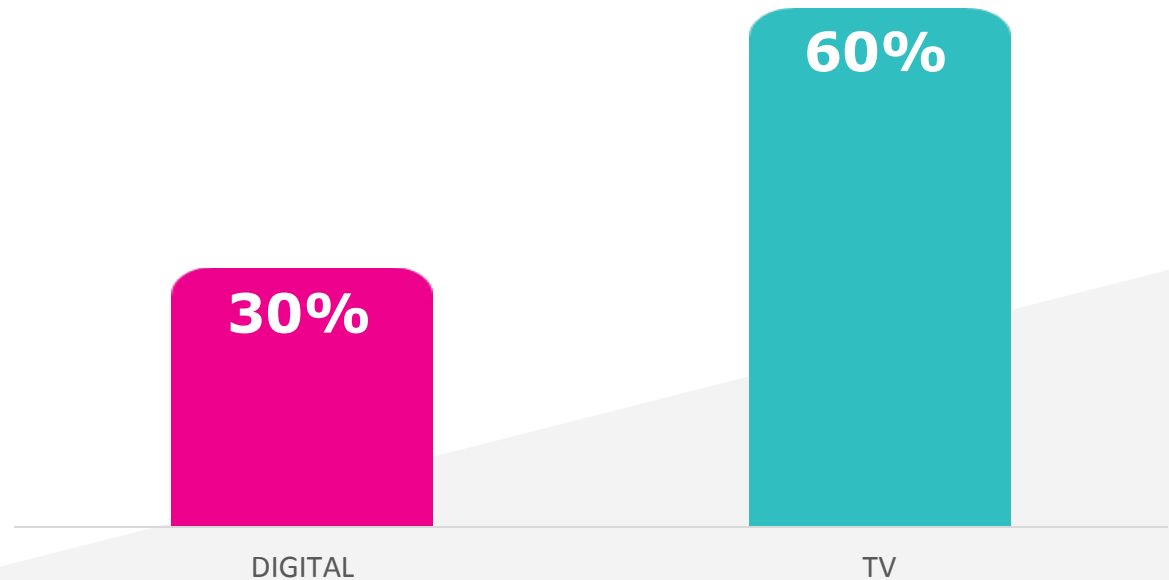
percentage increase in average number of very large business effects from adding TV

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"traditional media is **indispensable.**"

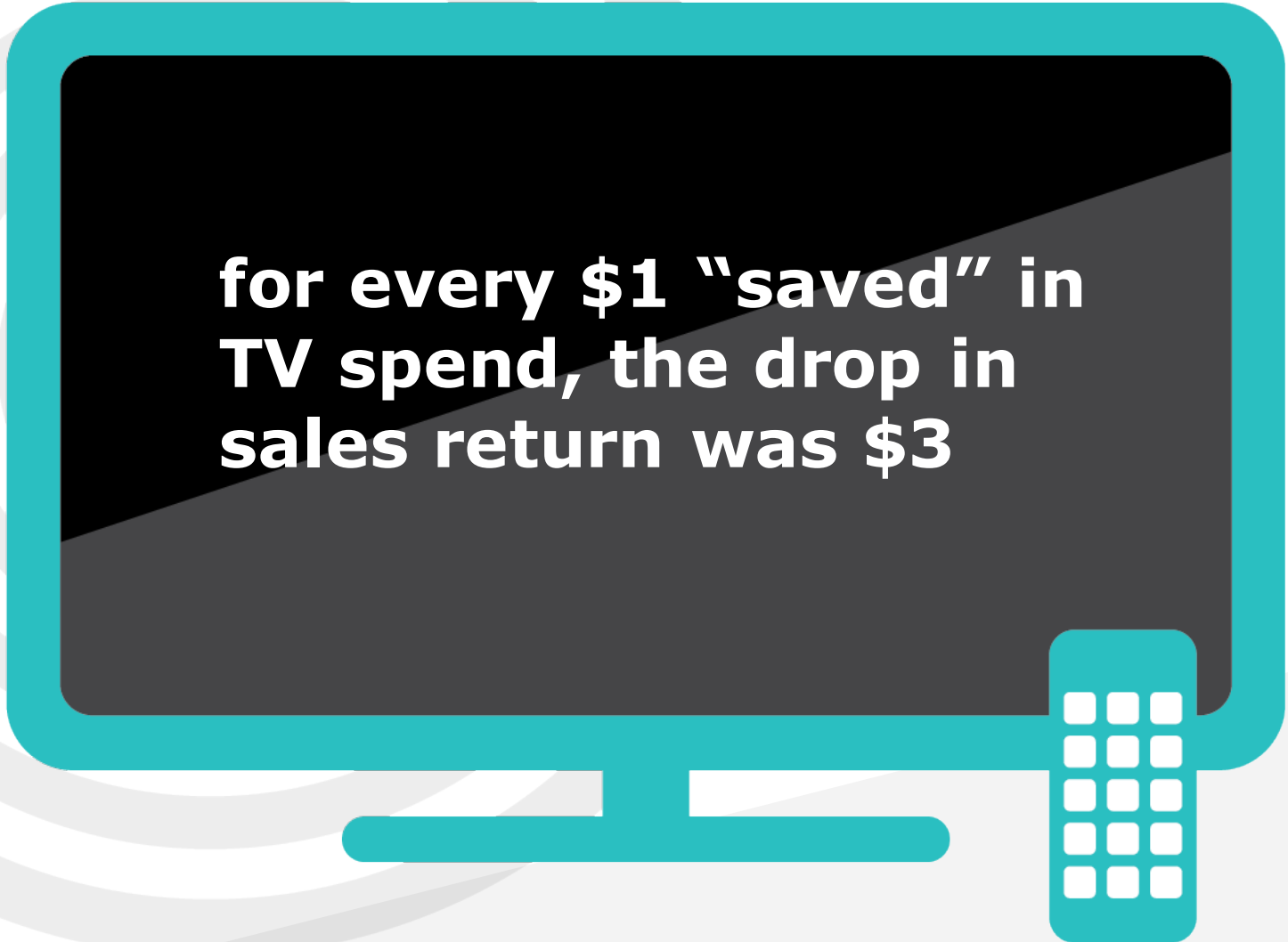
advertising in traditional media, and specifically **television**, is far **more effective than digital** at **driving** consumer recall and purchase intent for mainstream FMCG brands.

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



BAIN & COMPANY 

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A stylized teal monitor with a black screen and a teal calculator icon to its right. The monitor has a thick teal border and a simple stand. The calculator is also teal with white buttons. In the background, there are several concentric light gray circles.

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



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power of **tv** ? **we'll come visit you!**



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