



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

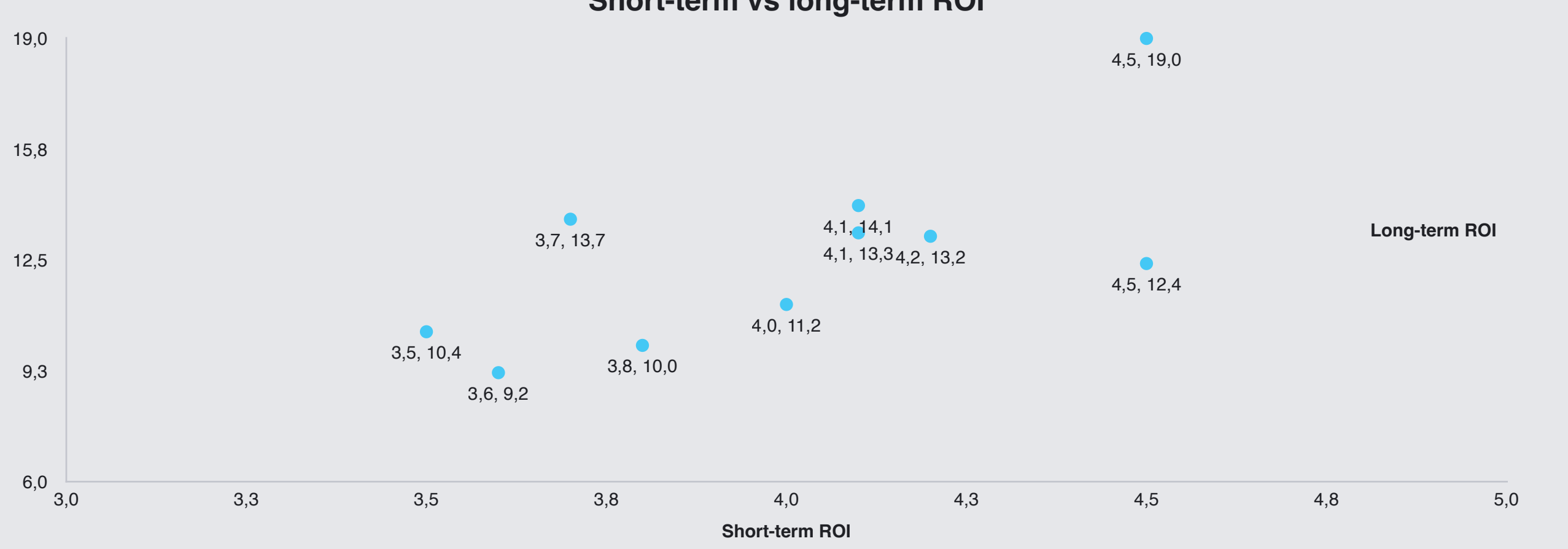


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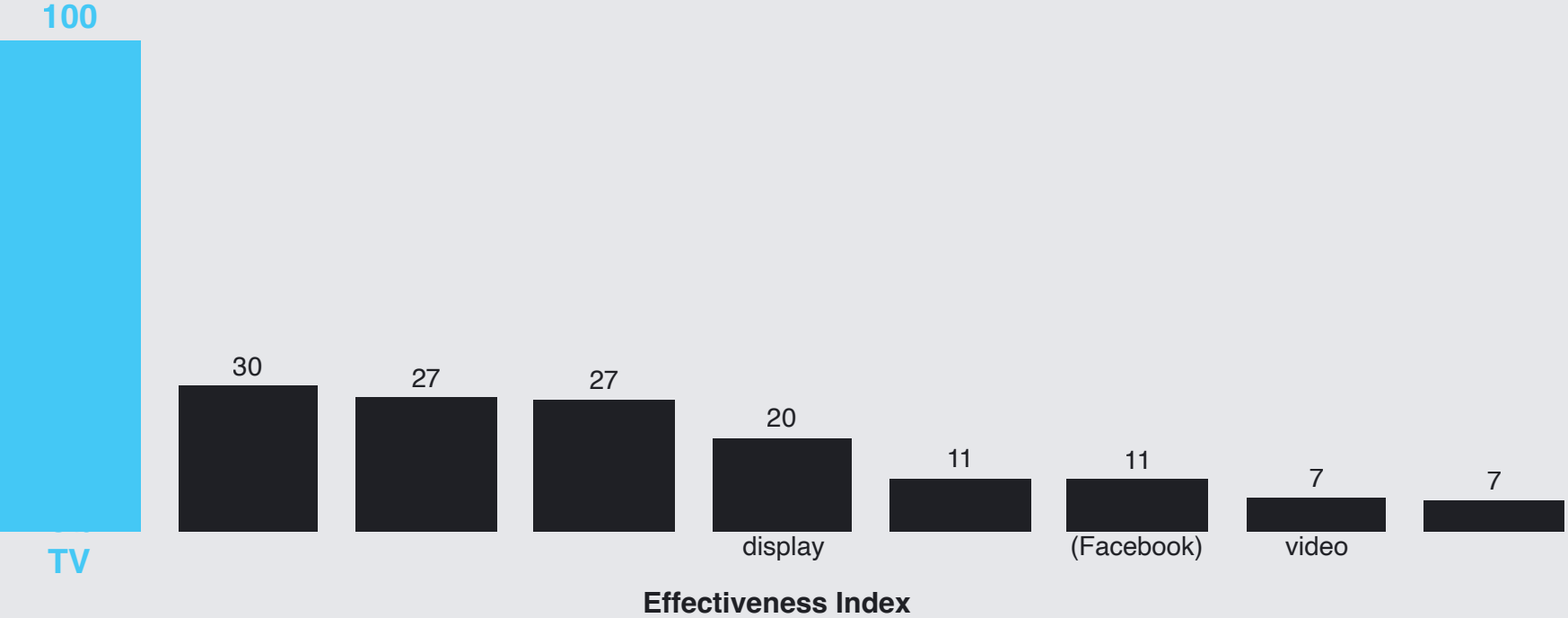
# Total TV is in its own (good) place with strong short and long-term ROI

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



[More information](#)



# TV delivers the best ROI

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



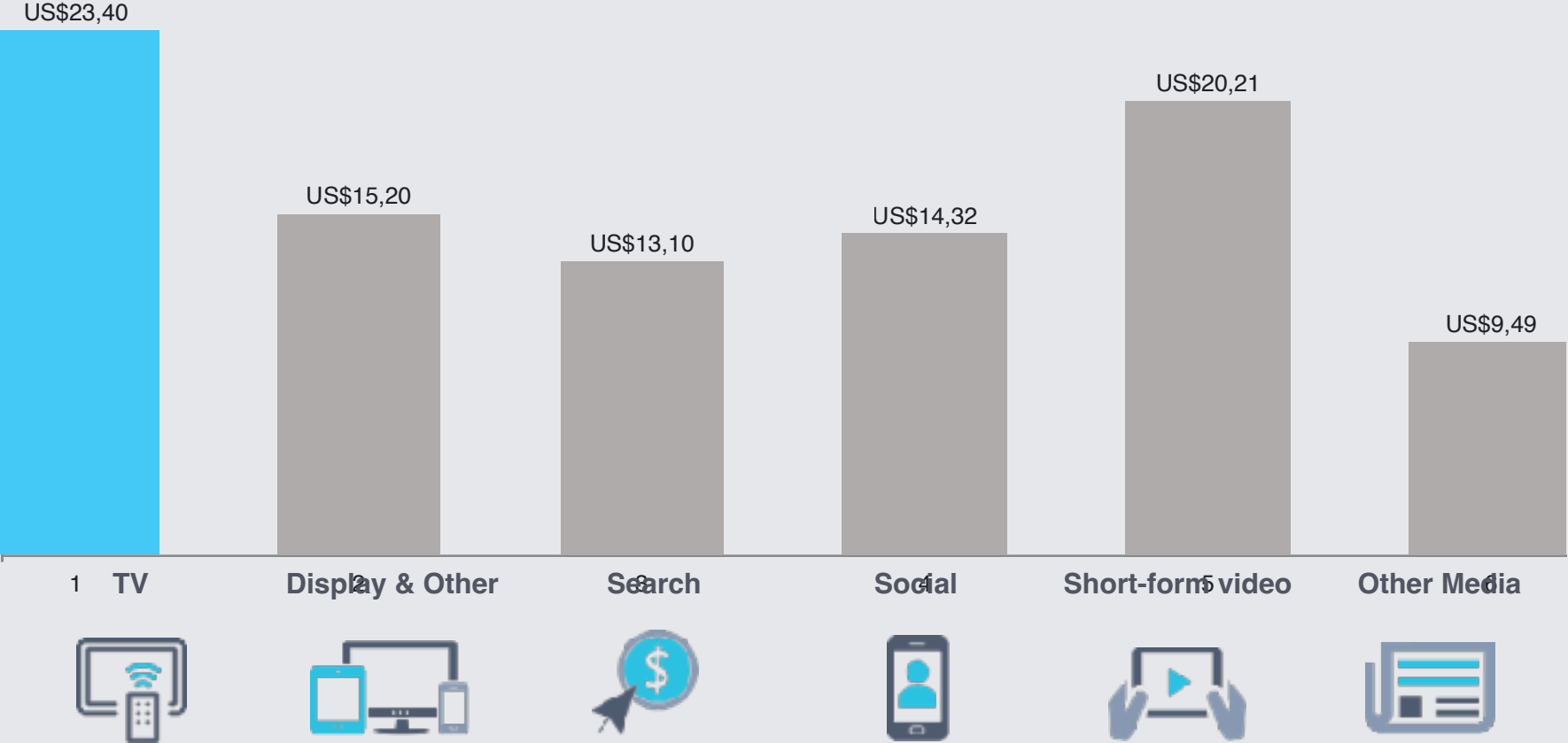
**TV's ROI** is **\$14.34** for every dollar spent





# TV delivers the best ROI

ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



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



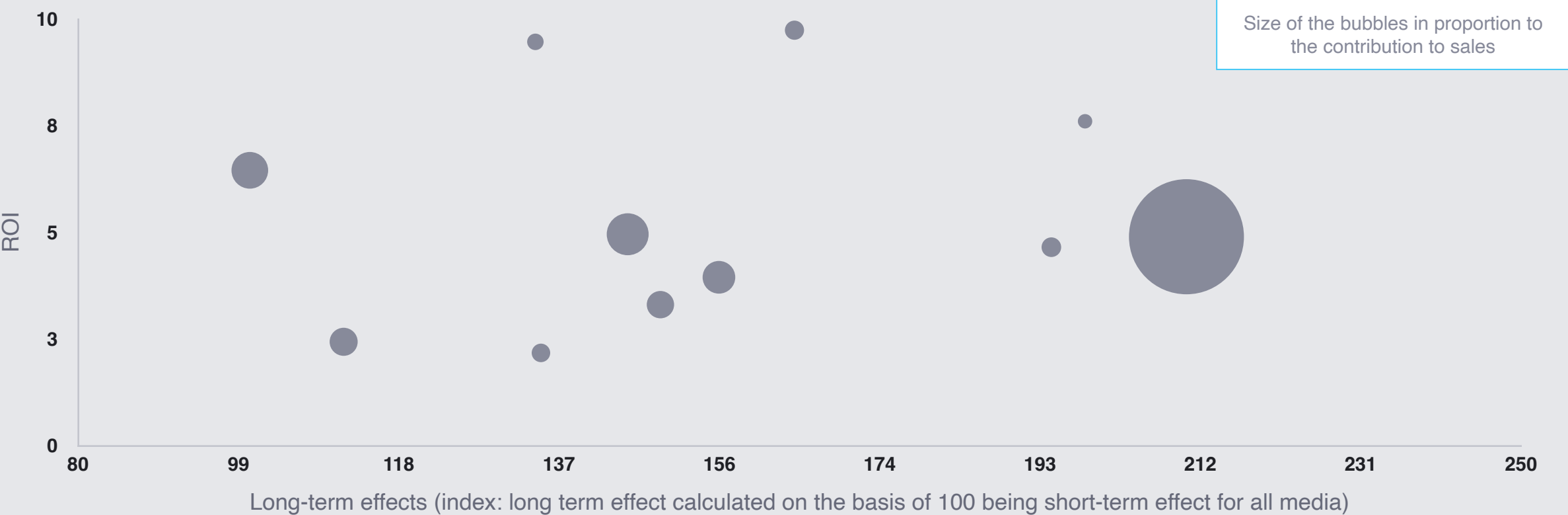
[More information](#)



# 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

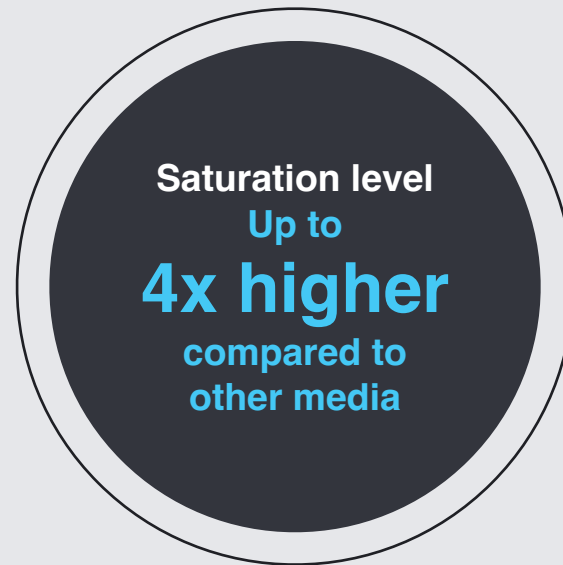
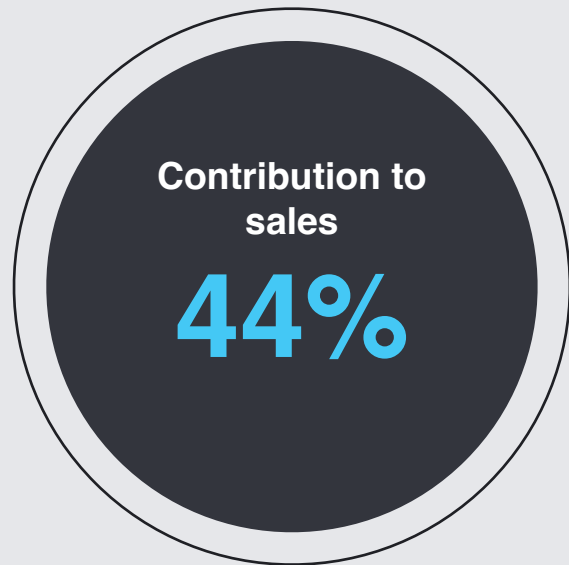


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# TV advertising is an essential tool for brands in times of economic recovery

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)

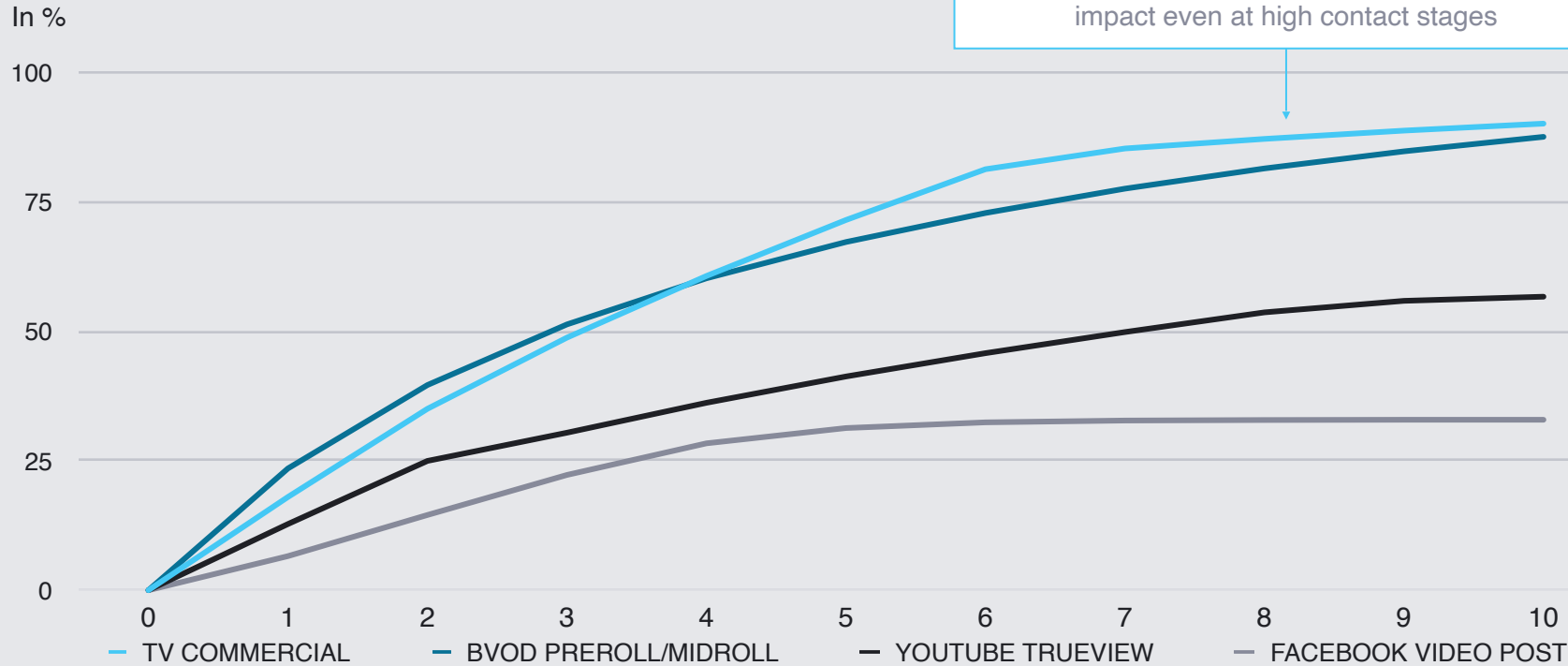


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# TV and BVOD scale at high level and up to high contact levels

## 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

75

50

25

0

61

47

37

36

4 x TV

3 x TV / 1 x YouTube

3 x YouTube / 1 x TV

4 x YouTube

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.



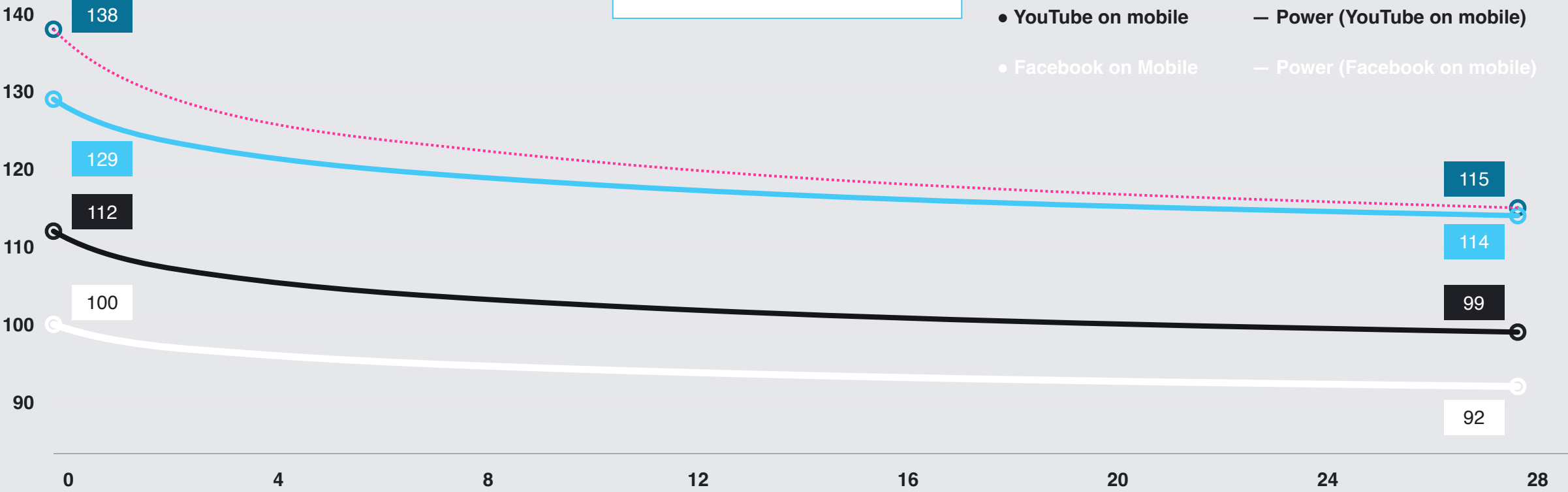
# TV's advertising impact remains strong over time

## Short-term advertising strength (STAS) over time

Figures as index

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

- BVOD
- TV on TV screen
- YouTube on mobile
- Facebook on Mobile
- Power (BVOD)
- Power (TV on TV screen)
- Power (YouTube on mobile)
- Power (Facebook on mobile)



# 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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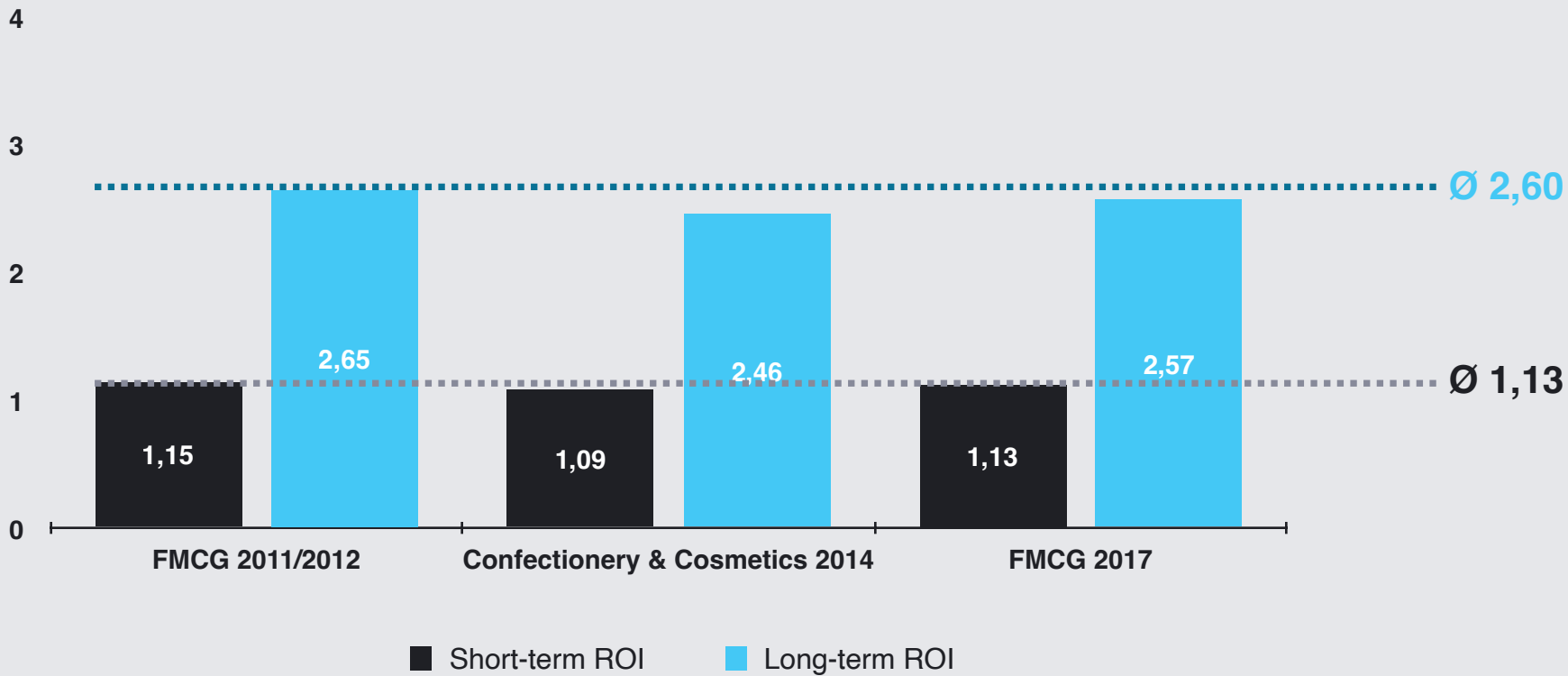




# ROI remains at a high level

## 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

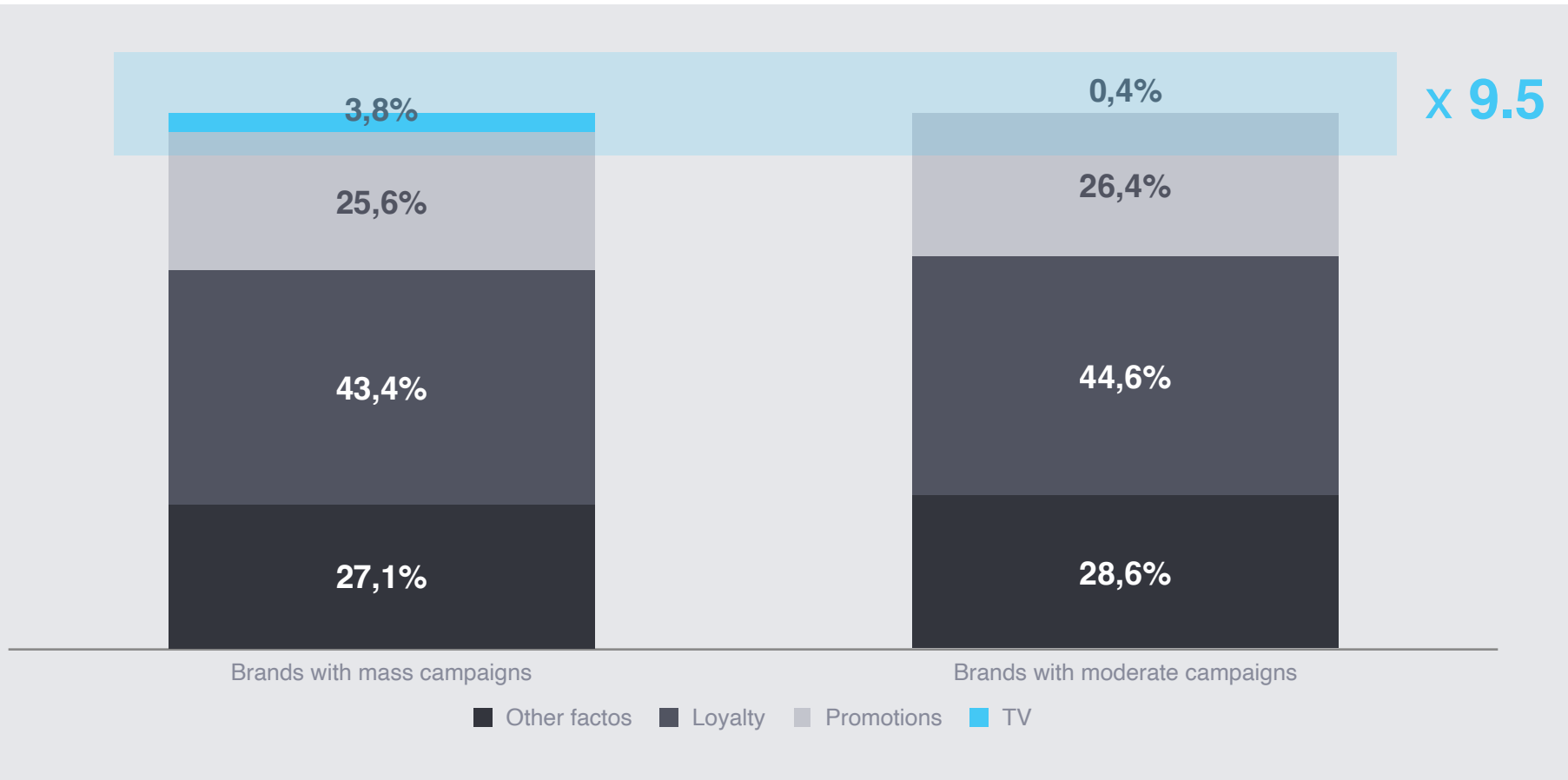
**Contractor:** Kantar



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



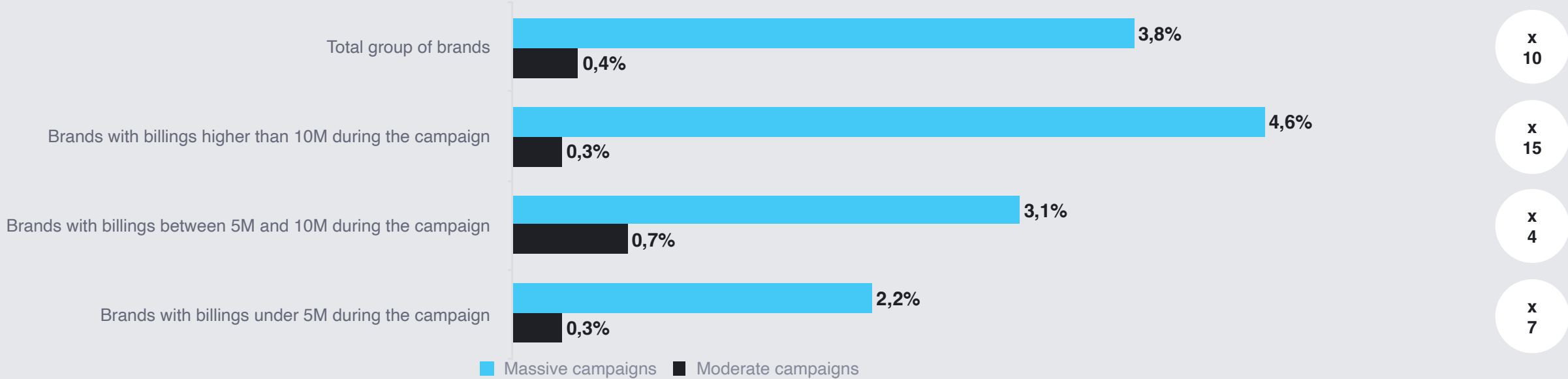
Average contribution to sales of the various marketing Mix levers I  
3 periods (2 campaign flights + 1 rest period)

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



[More information](#)



# TV creates sales uplifts for brands even at low investment levels

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

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**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

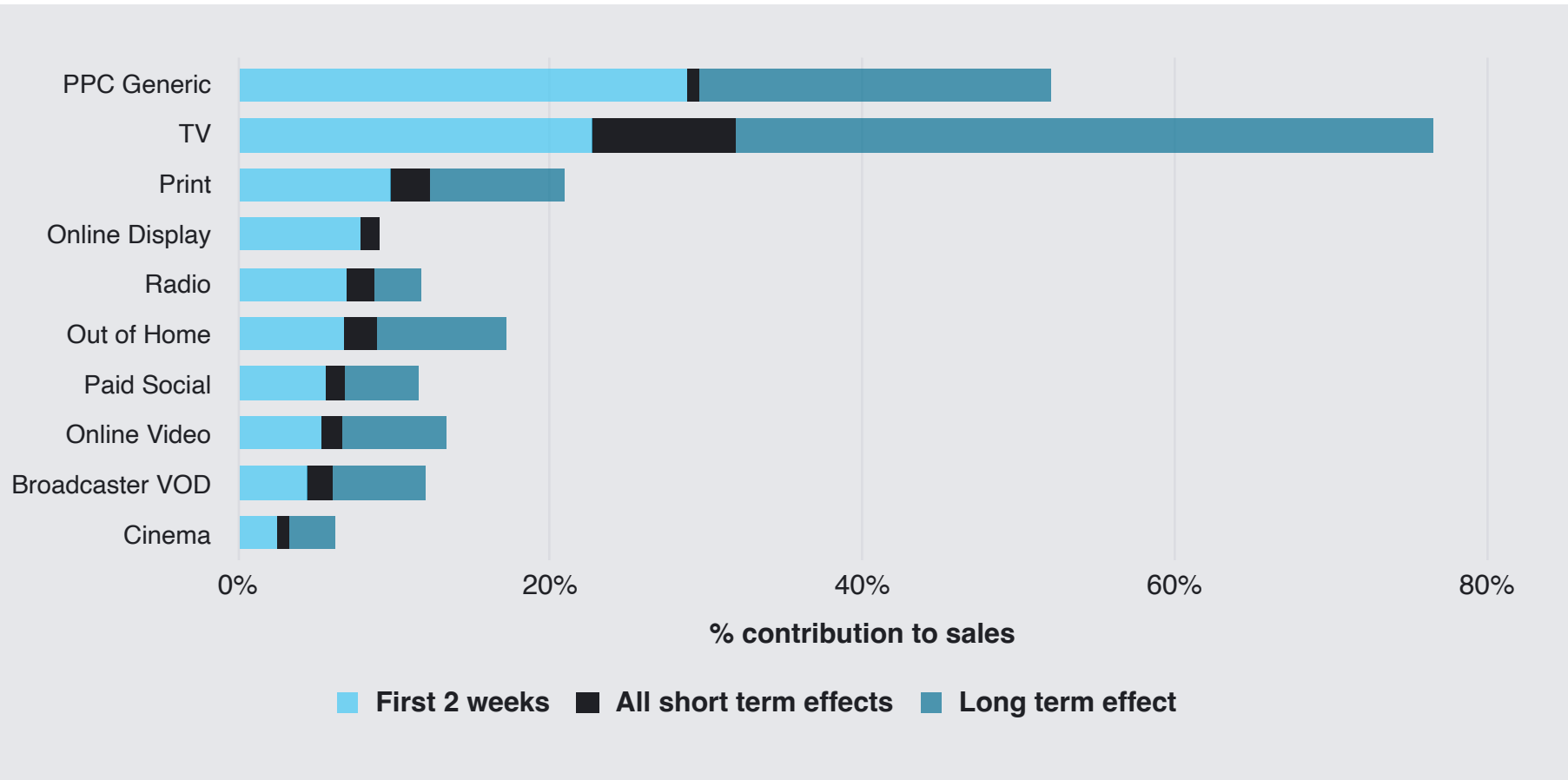
**Contractors:**  
Mediacom, Wavemaker, Gain Theory



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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

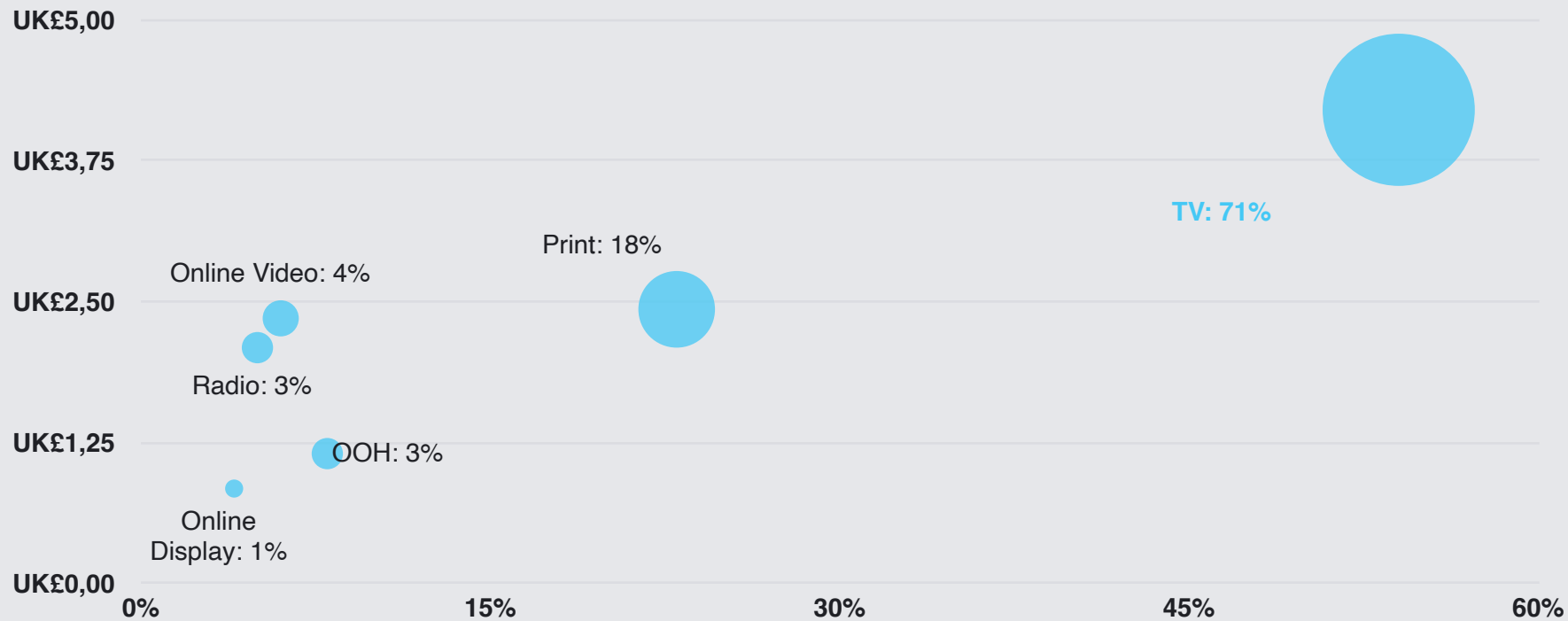


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# TV advertising delivers the highest profit at the greatest efficiency, and for the least risk

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)

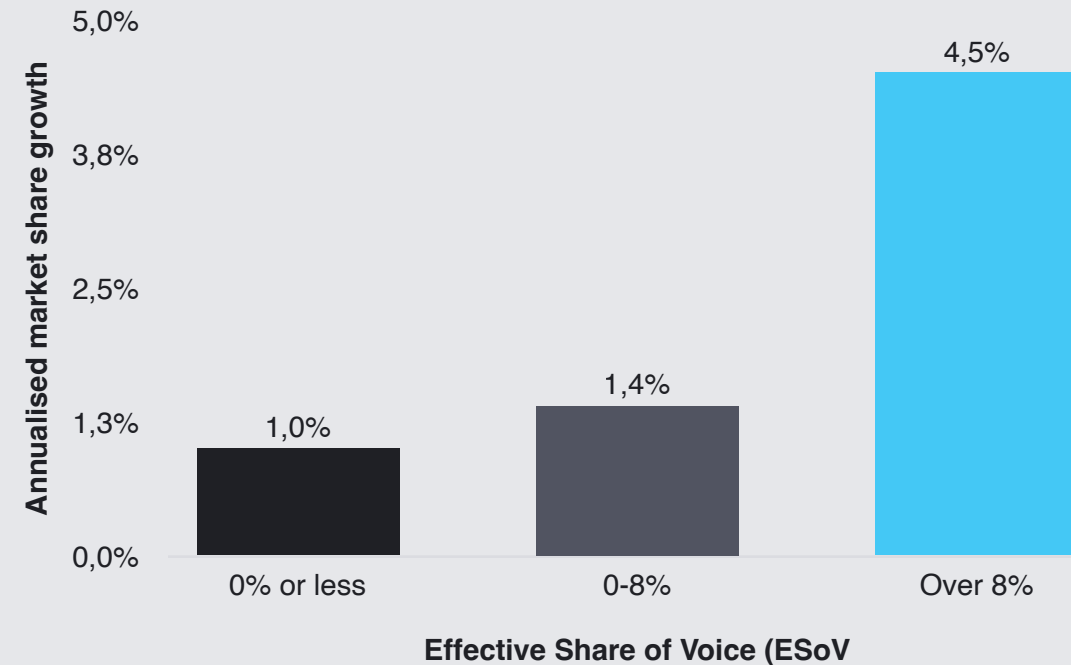
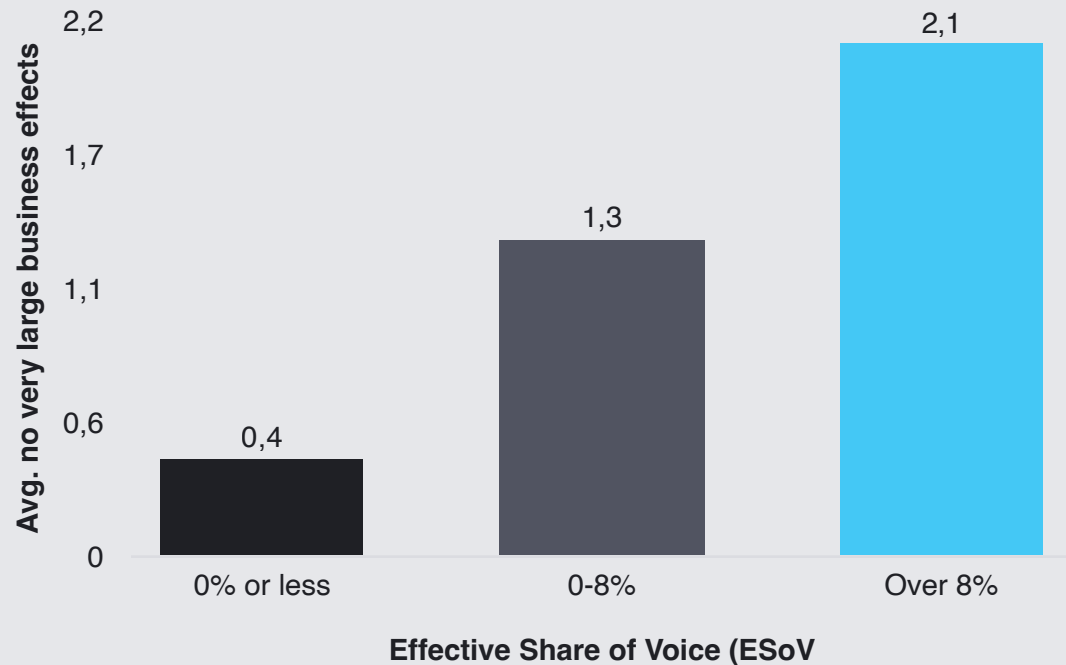


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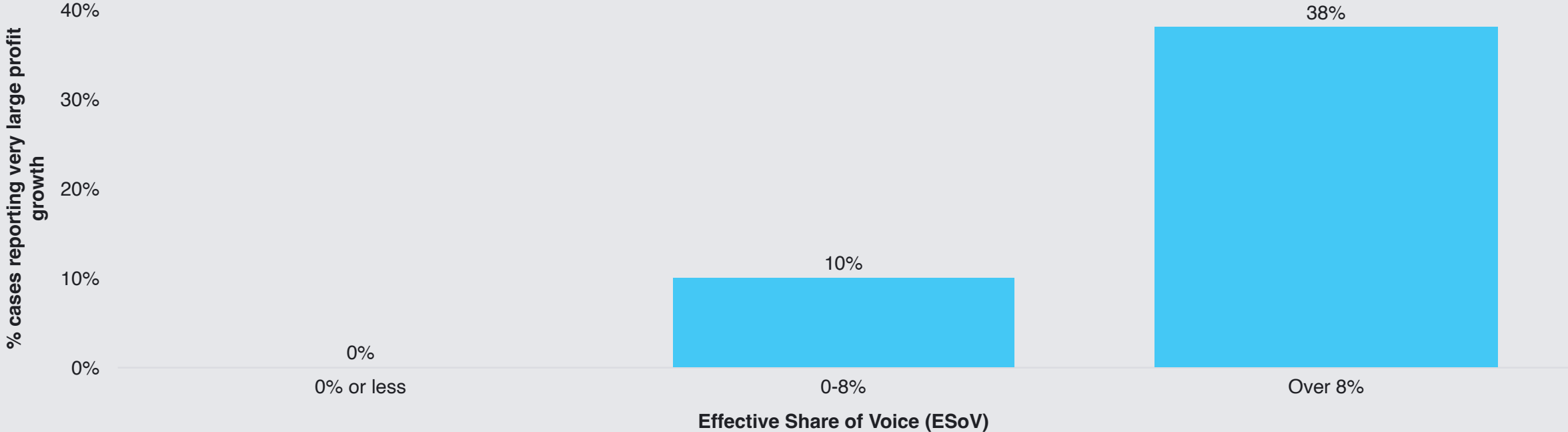
# Investing in SoV drives strong growth during recession

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

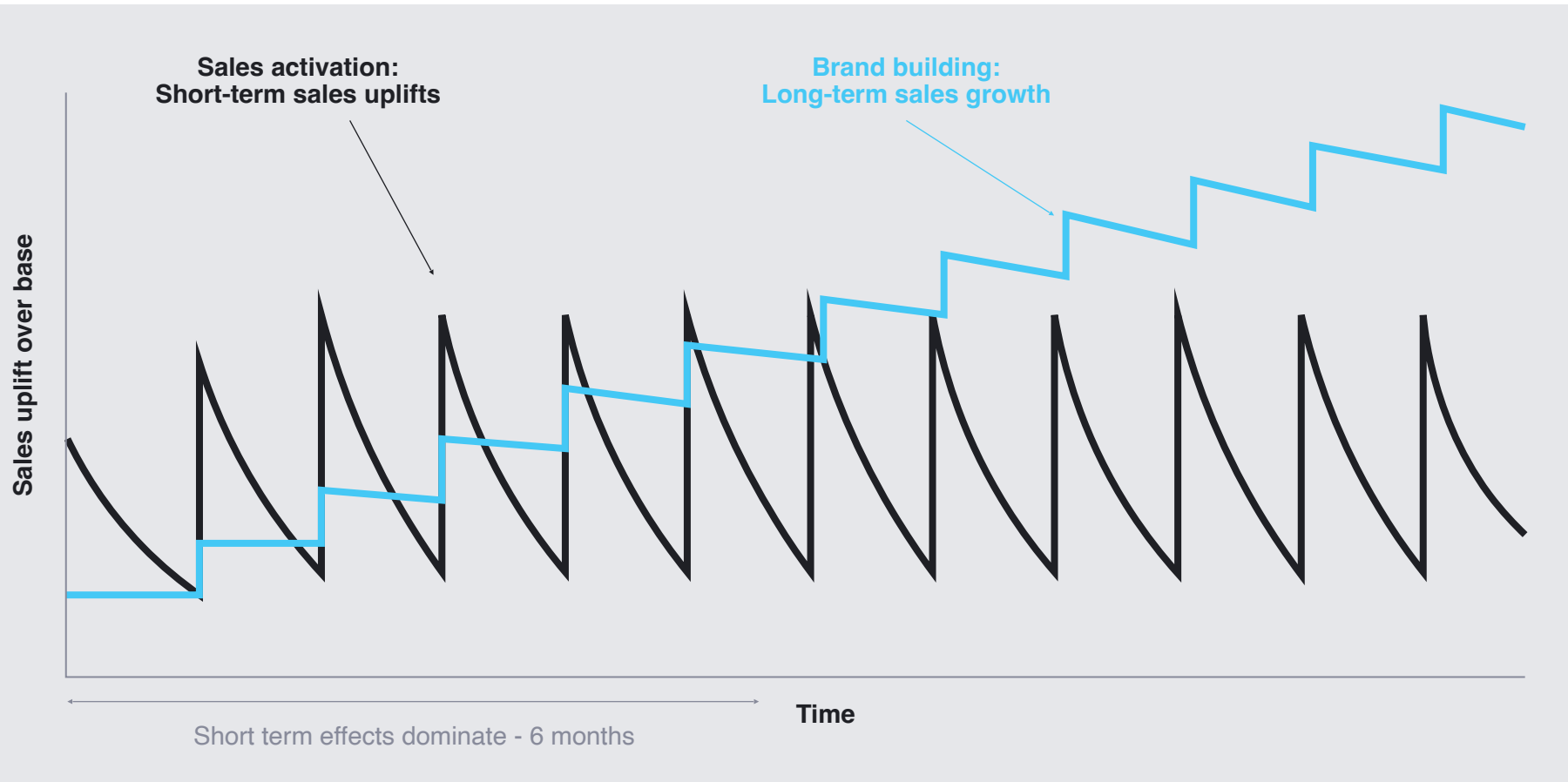
**Contractor:** IPA



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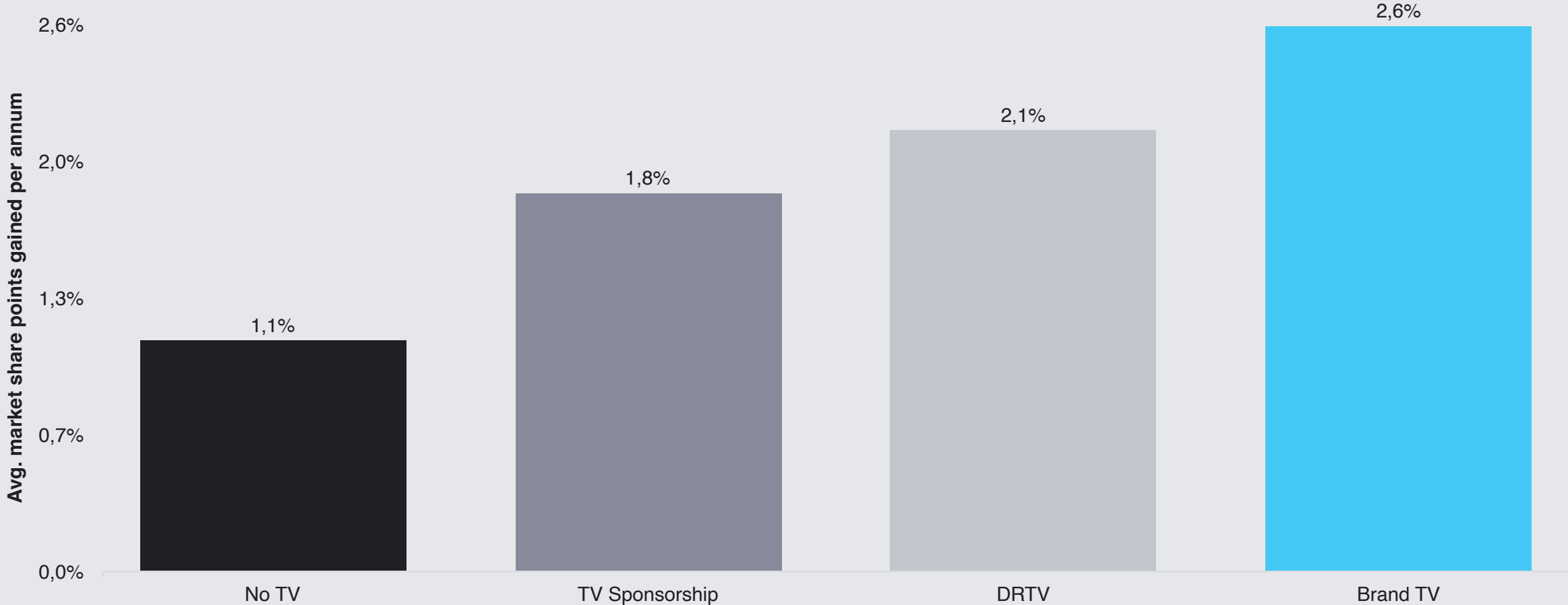
# Brand building and sales activation work over different timescales



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.



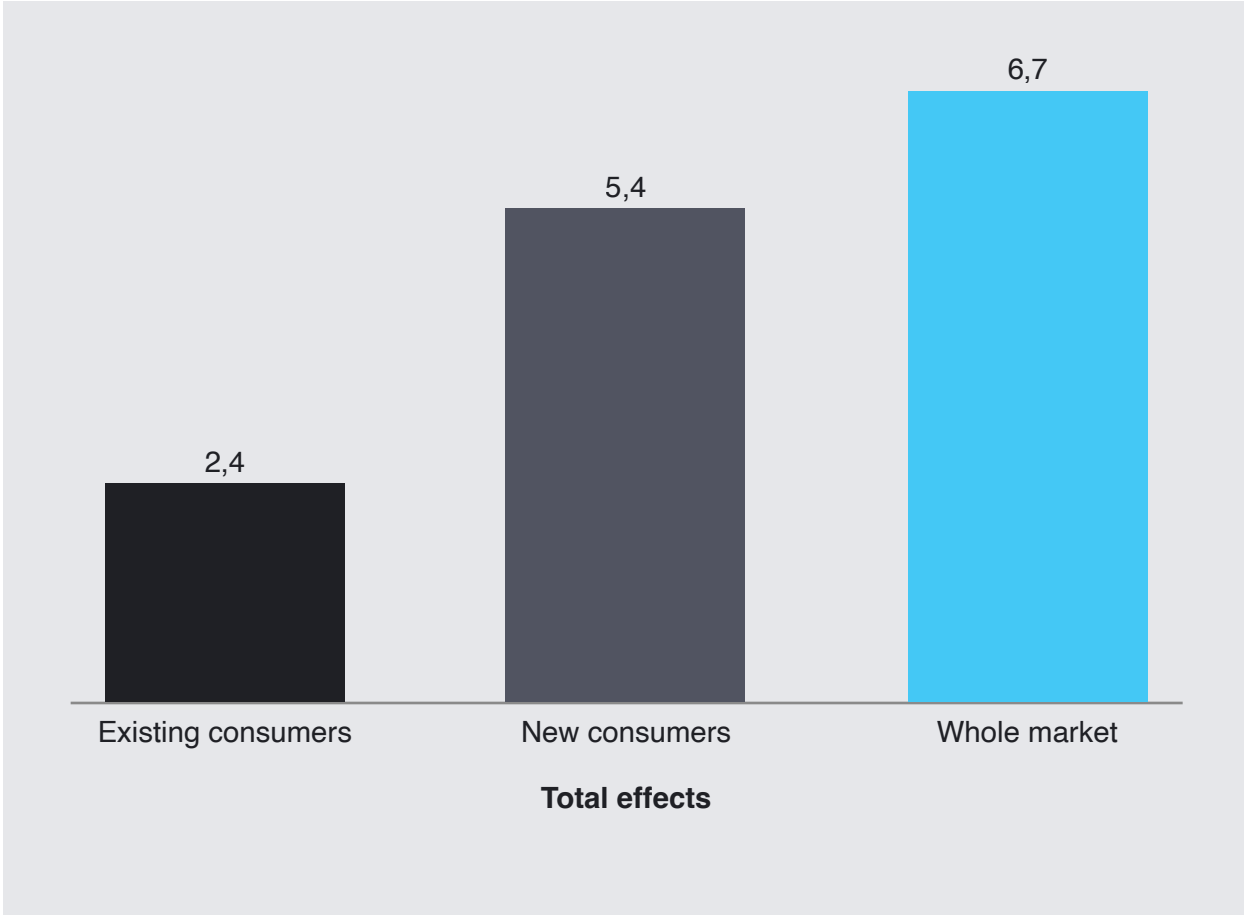
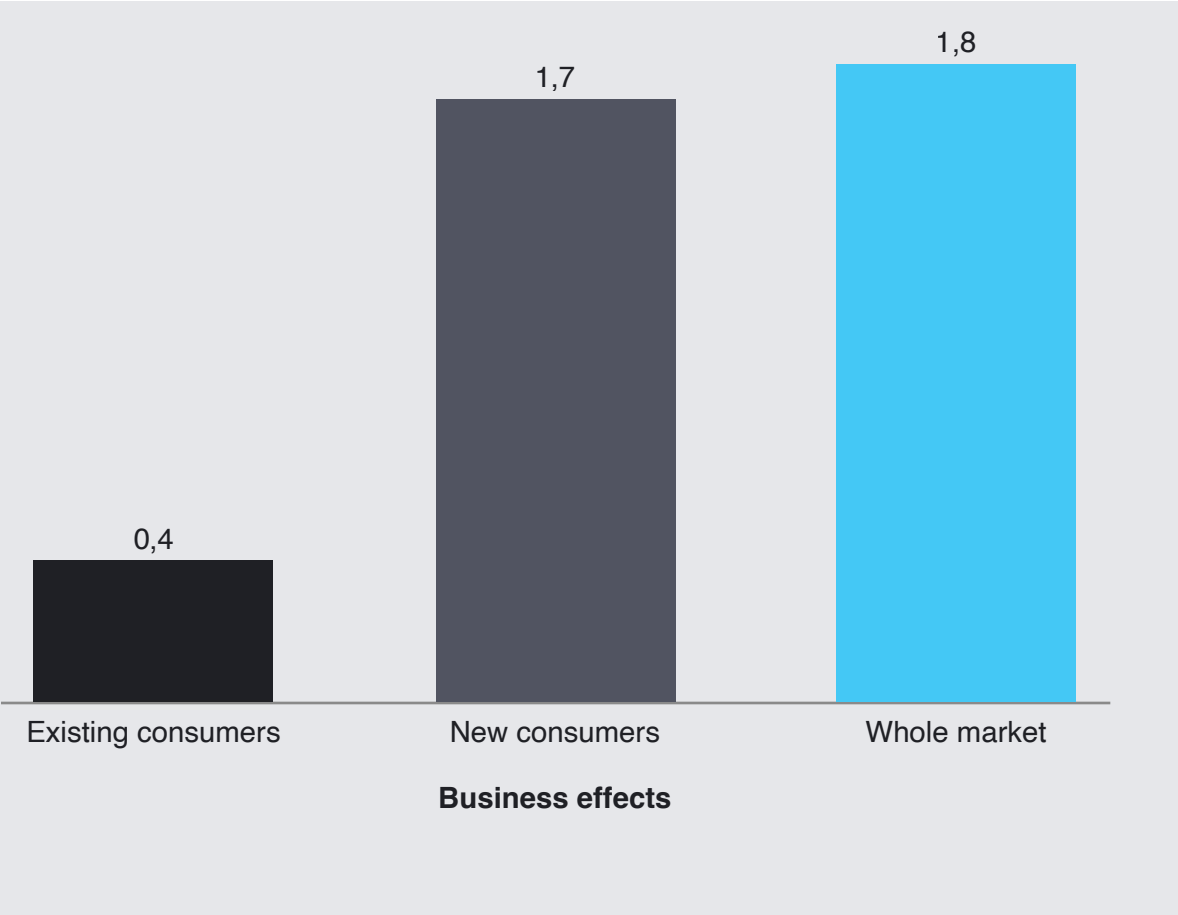
# TV is best for market share growth





# 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

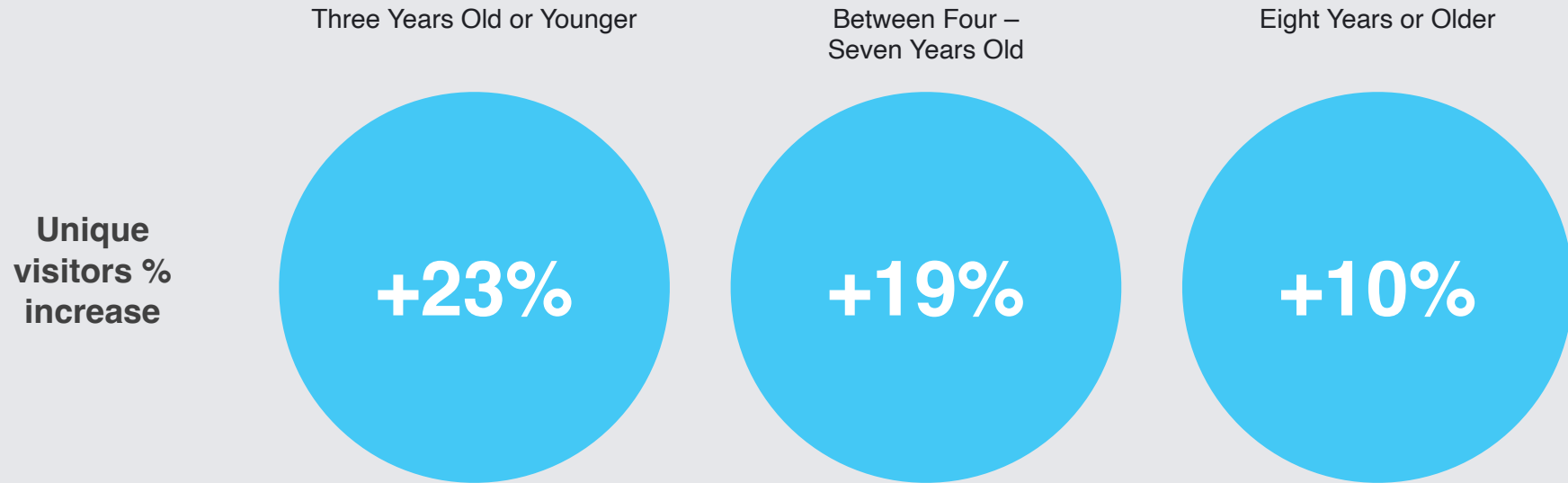


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# TV drives immediate increases in website traffic among direct-to-consumer brands, particularly younger ones

## Direct-to-Consumer Brands: TV Launch Month\* vs. Three-Month Average Prior To TV Average Website Unique Visitors



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

### How to Read:

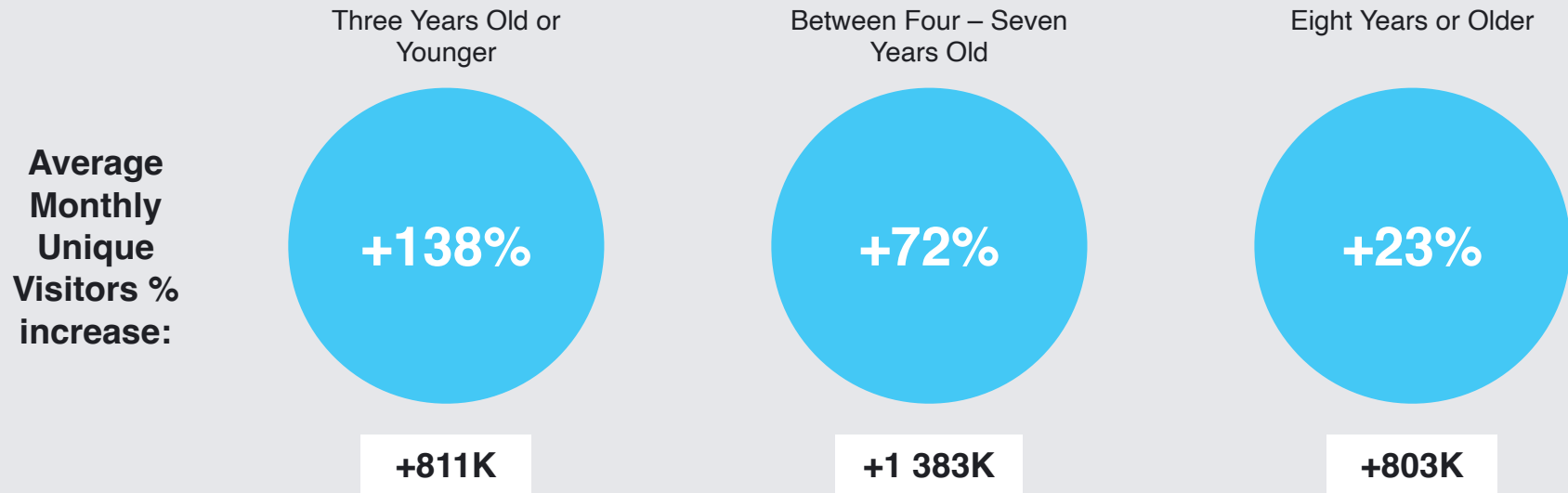
DTC brands that are three years old or younger saw a +23% lift in their website traffic during their TV launch month vs. their three-month average website traffic prior to TV.

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