

PART TWO

TV is a trusted & safe environment for brands

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Summary – TV is a trusted & safe environment for brands

- TV's hidden value includes high value exchange, strong costly signals and high attention levels.
- TV ads were most trusted by the UK public (35%)



Sources: please see notes

TV's hidden value

High value exchange

Big screen

Shared viewing

High attention levels

Strong costly signals

High completion rates

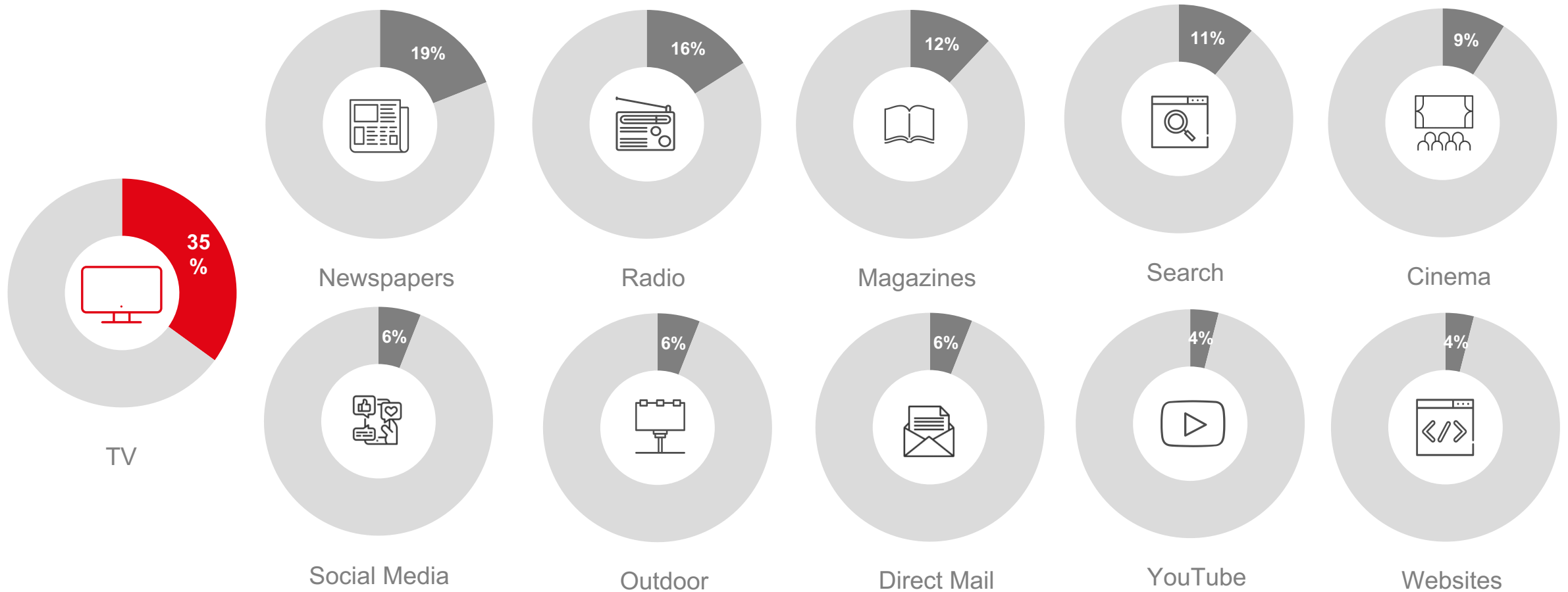
Trusted

Bot free

Not perceived to be targeted

Regulated / Ad clearance

TV advertising is seen as most trustworthy



Source: Adnormal Behaviour, 2022, Ipsos / Thinkbox. Q.TN3: In which, if any, of the following places are you most likely to find advertising that...you trust
Base: 'normal' people (1,158)

A photograph of two young women sitting in the back of a convertible car with the top down. They are in a desert-like landscape under a clear blue sky. The woman on the left has long dark hair and is wearing a red jacket and blue jeans. The woman on the right has blonde hair and is wearing a colorful patterned sweater. Both have their arms raised in the air, suggesting they are enjoying a drive. The car's roof rack is visible in the foreground.

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let us help you make a splash.

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