

PART THREE

TV: the most effective advertising



LG - Light Up Your World

Summary – TV: the most effective advertising

- TV boosts effects of other ad channels by up to 54%
- The optimal budget mix varies by sector with TV often commanding the lions share
- TV constitutes on average 66% of smaller brands media budget but returned 80% of all ad-generated sales

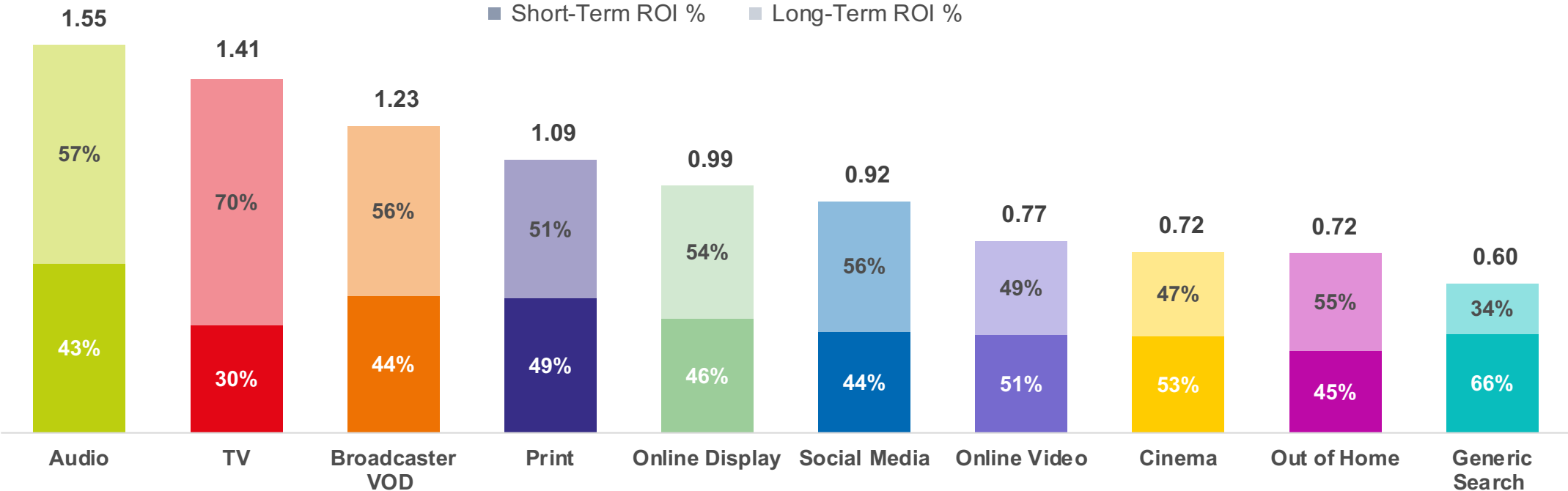
Sources: please see notes



On Running – Speed Runner

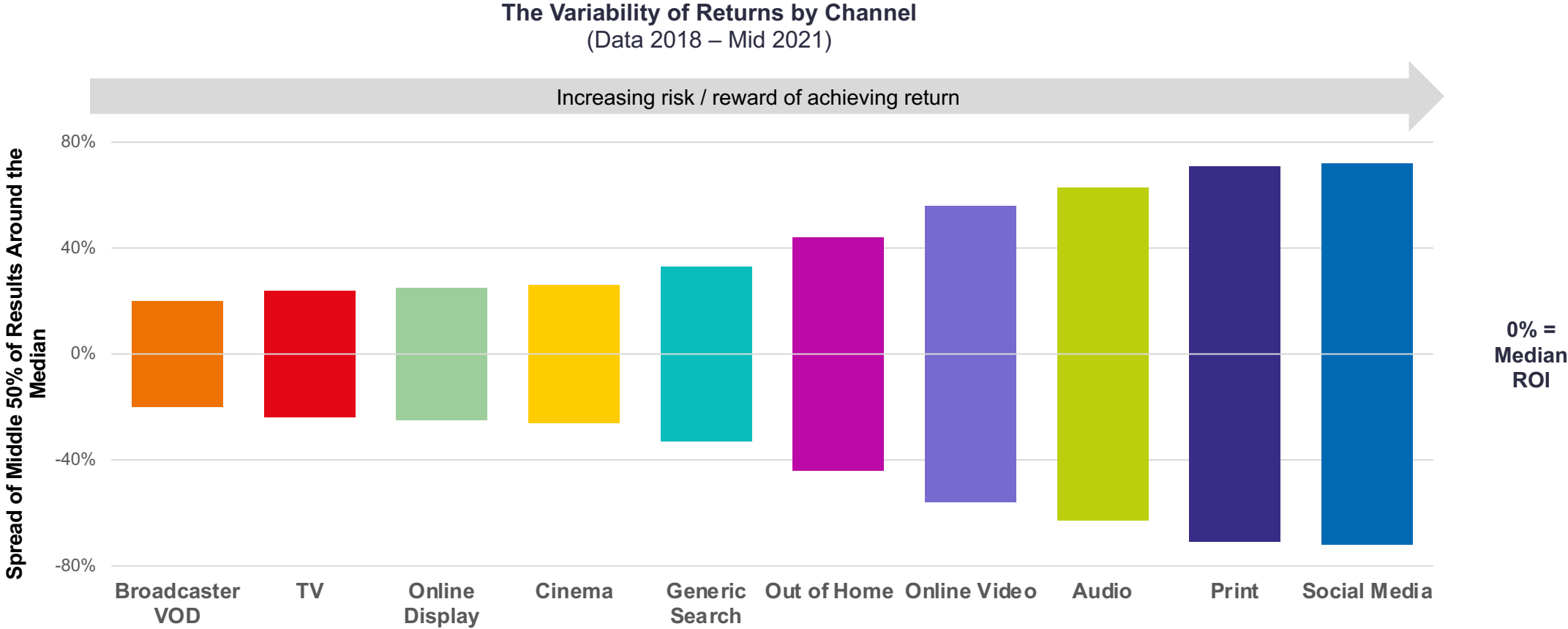
Linear TV and BVOD both deliver strong ROI performance

Total (short and long-term) ROI Index Channel Hierarchy



Source: Media Mix Navigator, Sept. 2022, EssenceMediacom / Wavemaker / Mindshare / Gain Theory

BVOD and Linear TV are the least risky media channels



Source: Media Mix Navigator, Sep. 2022, EssenceMediacom / Wavemaker / Mindshare / Gain Theory

TV boosts effects of other ad channels by up to 54%

Channel Benefiting from the Effect

Channel Generating the Effect	TV	Online Video + VOD	Social Media	Online Display	Out of Home	Radio	Print	Generic Search	Cinema	Direct Mail
TV		20%	31%	31%	22%	31%	31%	8%	54%	20%
Online Video + VOD	3%		5%	2%	5%	3%	12%	1%	7%	2%
Social Media	2%	2%		2%	3%	2%	3%	1%	3%	1%
Online Display	3%	4%	4%		4%	3%	9%	3%	11%	4%
Out of Home	6%	8%	9%	8%		9%	11%	1%	3%	1%
Radio	4%	4%	4%	6%	4%		3%	2%	1%	1%
Print	5%	6%	7%	5%	6%	4%		4%	13%	7%
Generic Search	3%	2%	4%	2%	2%	3%	7%		*	6%

Key:

0-2%

3-4%

5-8%

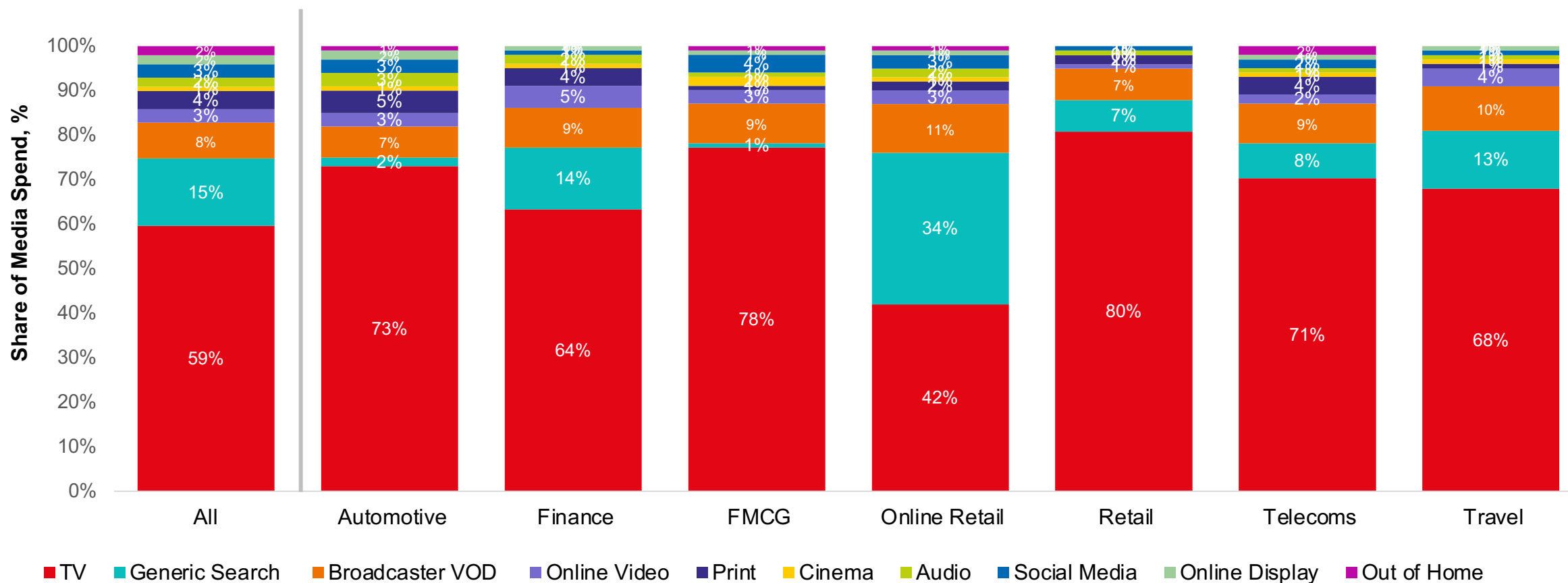
9-20%

20%+

Source: 'Demand Generation' Nov 2019, MediaCom/Wavemaker/Gain Theory/Thinkbox

NB: Insufficient data to robustly report Cinema & Direct Mail's effect on other channels. *insufficient data to report effect

Optimal budget mix varies by sector – TV has the largest share

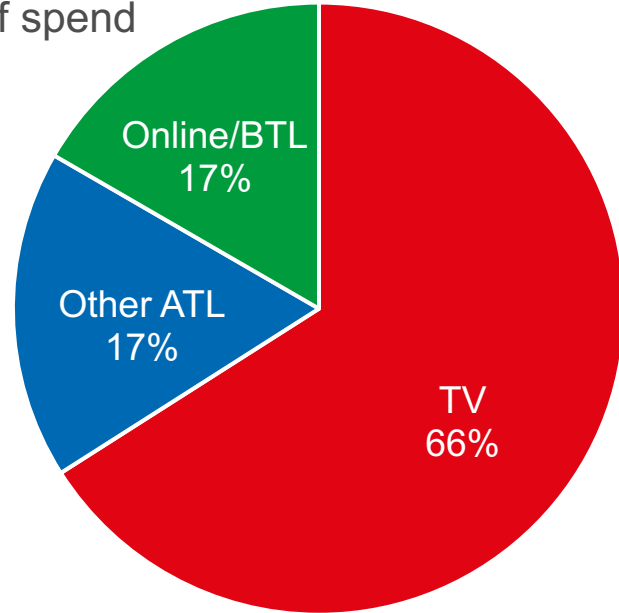


Source: 'Media Mix Navigator' Sep 2022, EssenceMediacom / Wavemaker / Gain Theory / Thinkbox

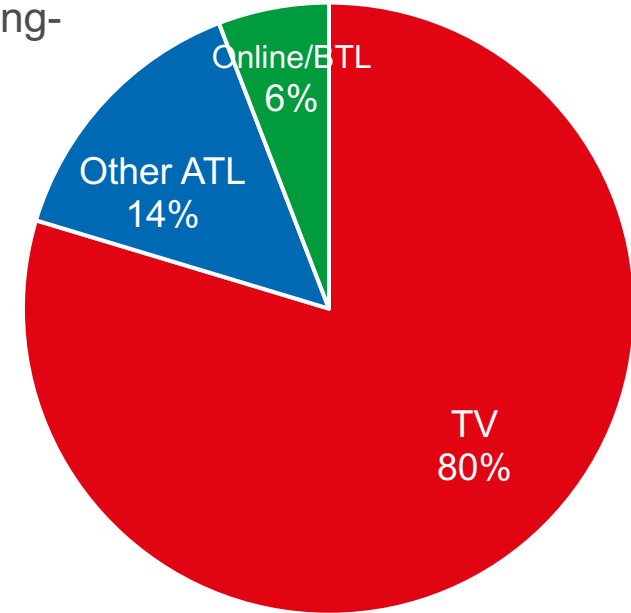
NB: Channels with sufficient sector level benchmarks only. 11-20% online sales (online retail 100%), low risk tolerance, further details for each category is included in the notes

TV delivers greater sales versus spend for smaller brands

Share of spend



Share of advertising-generated sales



Source: 'As Seen on TV: supercharging your small business', May 2019, Data2Decisions/Work/Thinkbox. Data2Decisions database of smaller brands. All categories.

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 interior and roof are visible in the foreground.

Find out more at
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