
PART FIVE

TV is *the* emotional medium and builds brand fame



Summary - TV is *the* emotional medium and builds brand fame

- TV advertising is most likely to make you laugh (52%) and is the most liked (40%)
- TV is the medium most likely to signal brand fame
- Higher-performing creatively-awarded campaigns are most likely to have higher shares of spend on TV

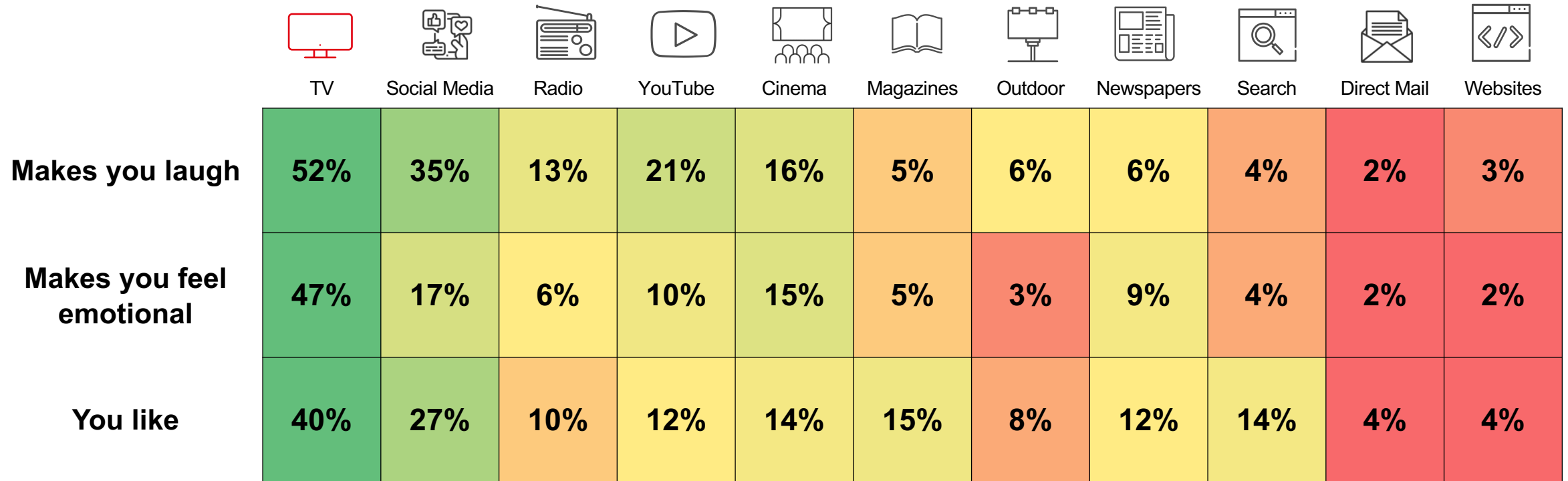
Sources: please see notes



Lionsgate+ Reactions

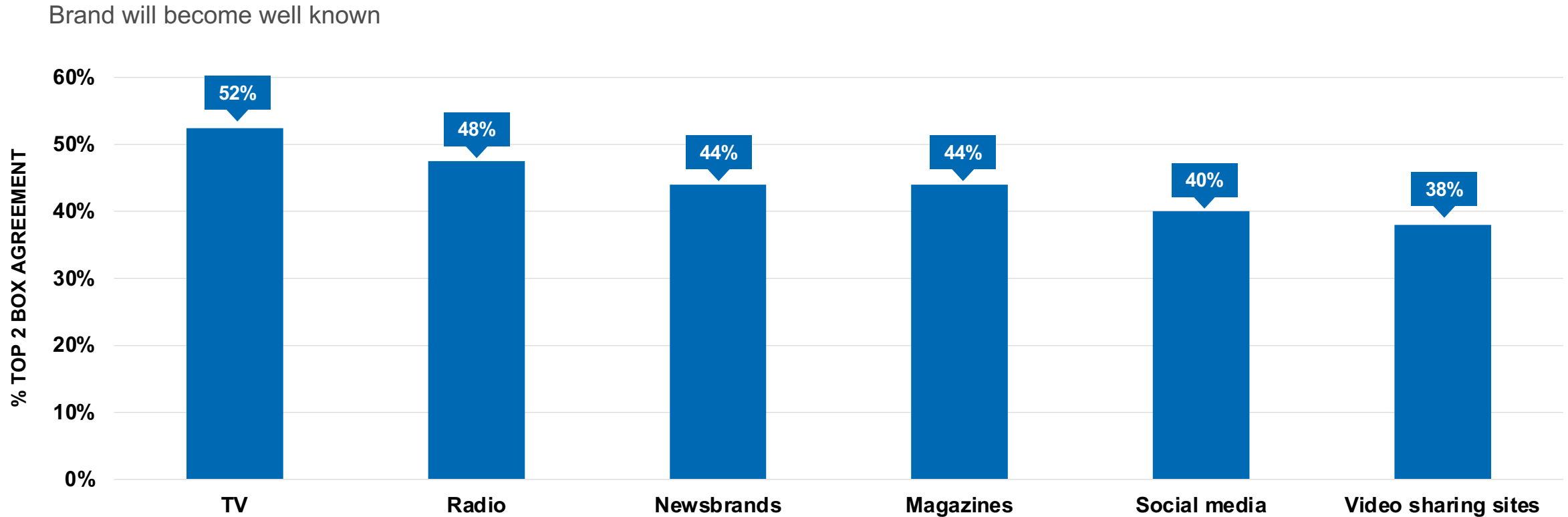
TV ads evoke emotion more than those in other media

In which, if any, of the following places are you most likely to find advertising that...'



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

TV advertising signals brand fame



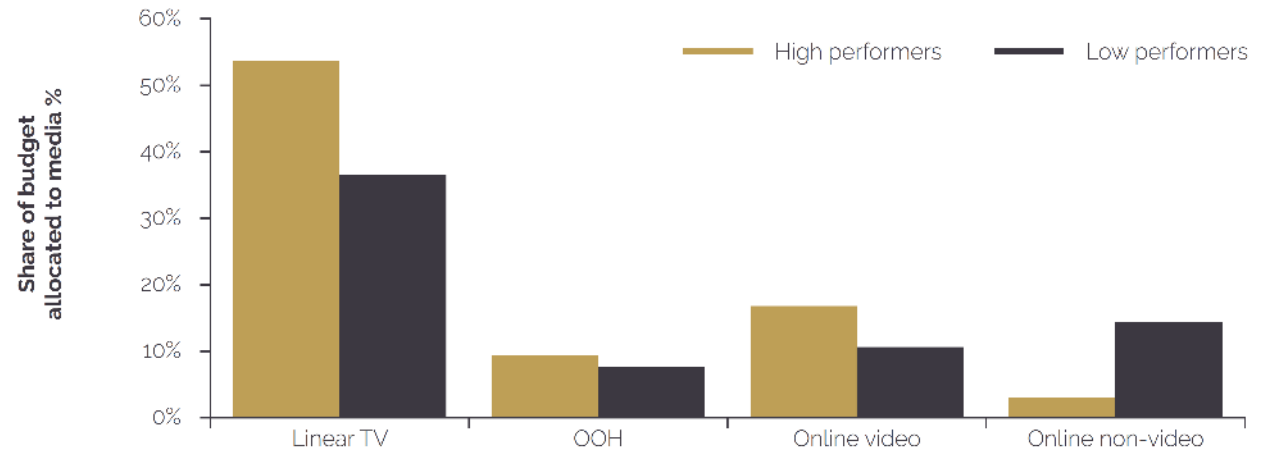
Source: Signalling Success, 2020, house51 / Thinkbox. Adults 16+. Top 2 box agreement "This brand will become well known"

“It is revealing to contrast creative high performers’ media tendencies with those generally favoured by creative awards judges. TV is the biggest media tendency for high performers and yet, overall, judges tend to give creative awards much more often to those that use online video and social media. These media can be effective too, but their effectiveness doesn’t really justify all the attention they are getting.”

Source: ‘The Crisis in Creative Effectiveness’, Peter Field Consulting / IPA, June 2019

Figure 21

Performance is boosted by broad-reach conspicuous media



Source: IPA Databank, 2008-2018 creatively awarded cases

A photograph of two young women sitting in the back of a convertible car. They are both smiling and have their arms raised in the air. The woman on the left is wearing a red jacket and blue jeans, while the woman on the right is wearing a colorful patterned sweater. The background is a vast, open desert landscape under a clear blue sky.

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