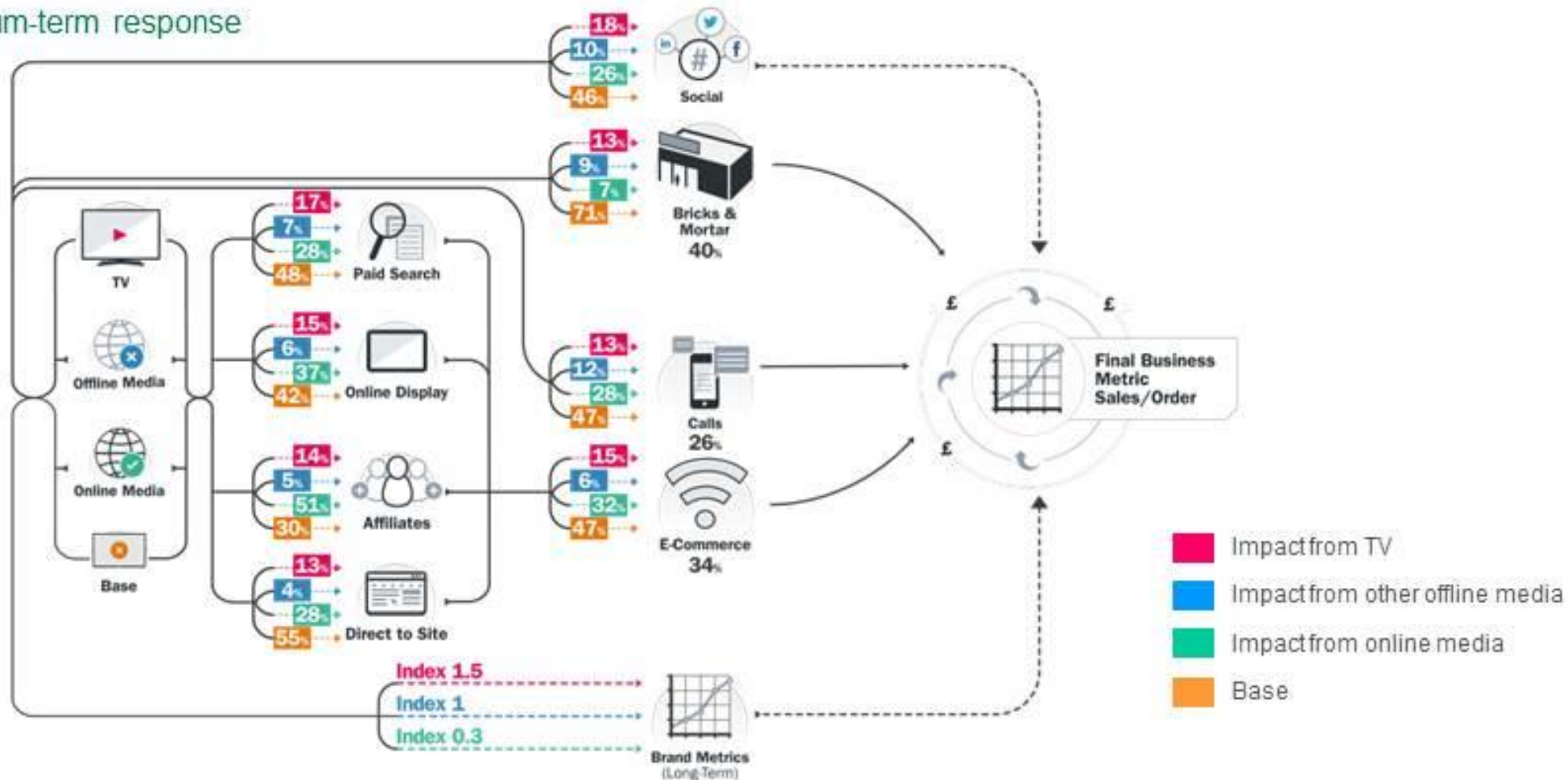


TV drives effect across the entire communications system

Short to medium-term response

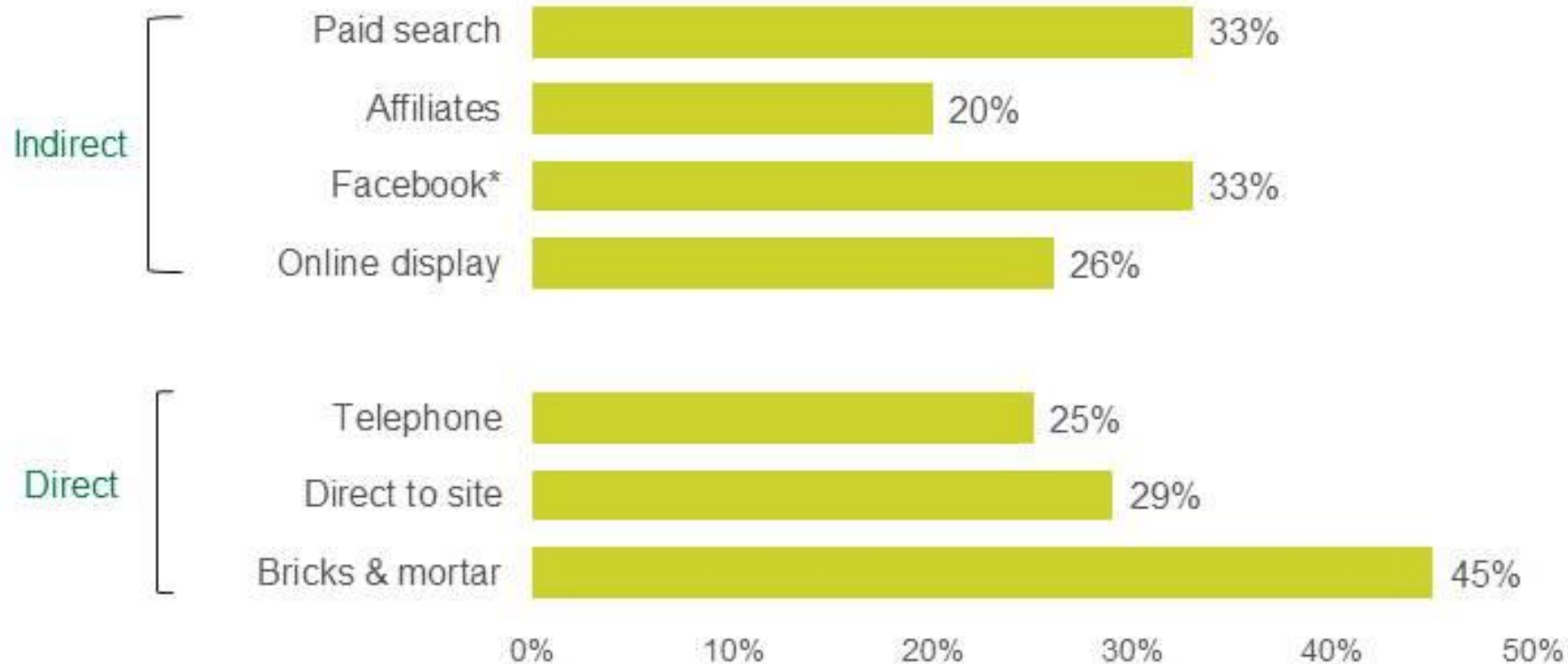


TV drives response directly & indirectly through other channels thinkbox

Short to medium-term response

% of media-driven response
(exc base)

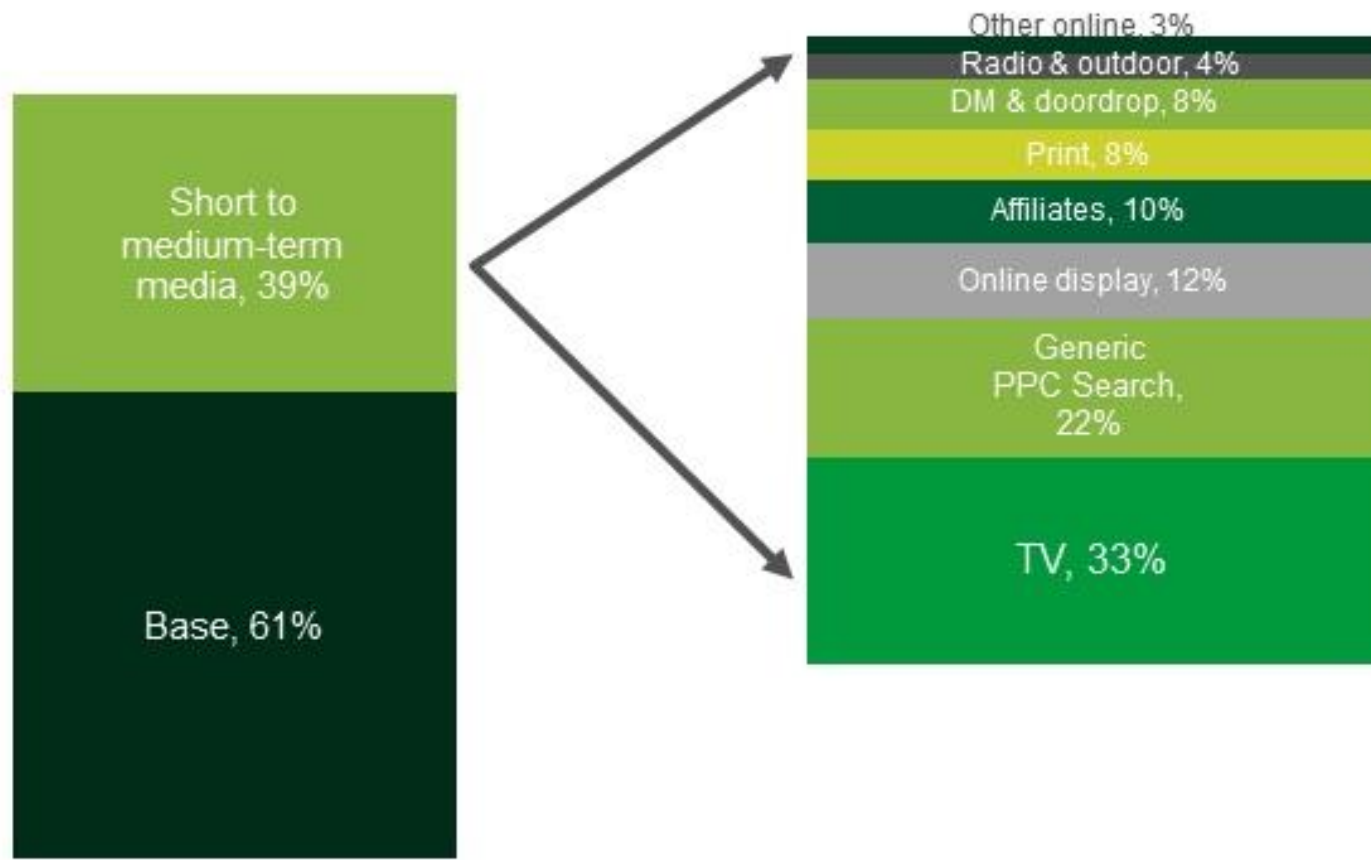
TV's contribution to media-driven response



Source: TV Response: new rules, new roles, 2015, GroupM/Thinkbox. Based on 8 brands. *Facebook metric is likes/comments

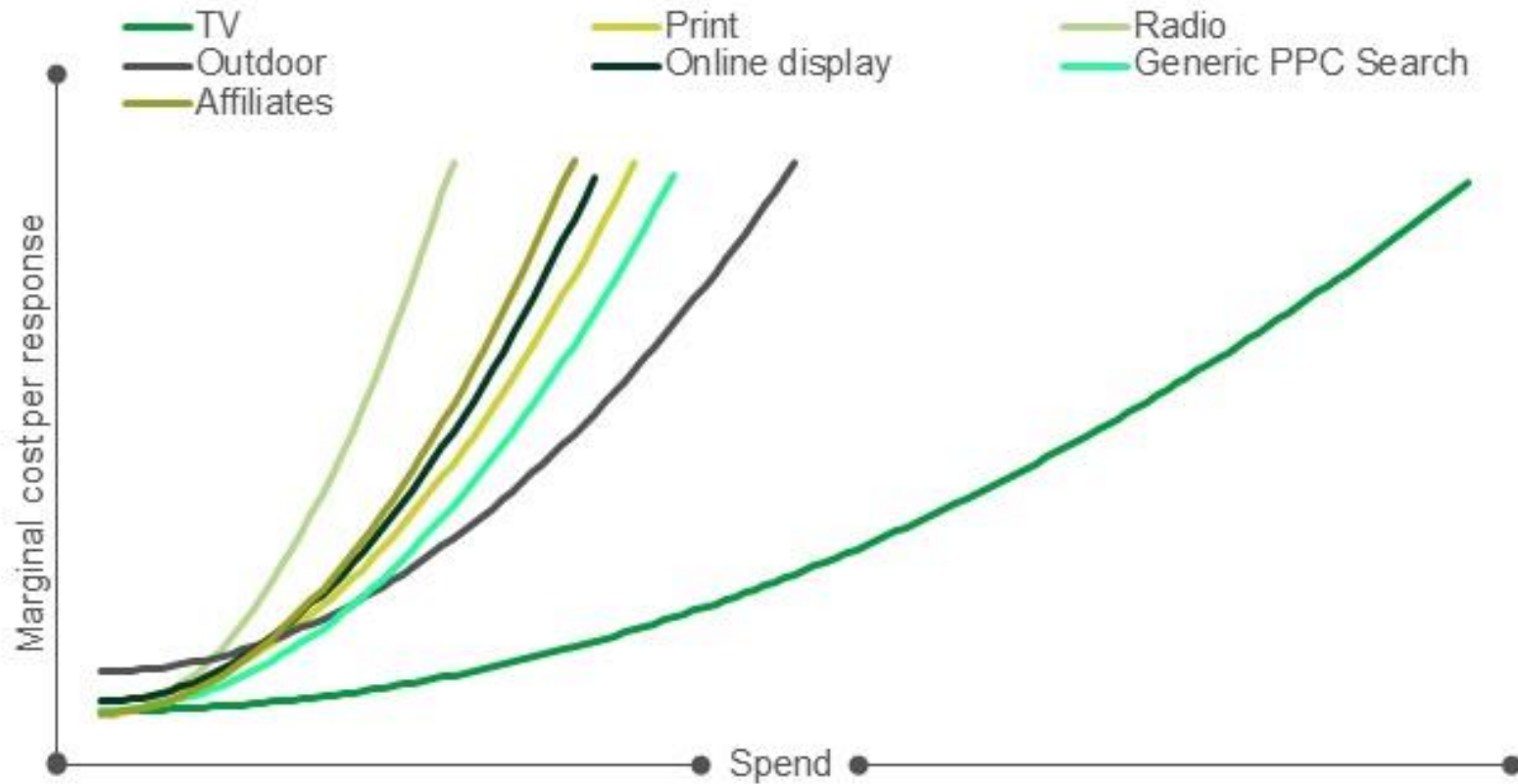
TV accounts for a third of media-driven sales

Short to medium-term response



TV drives the highest volume of cost-efficient response

Short to medium-term response



Brand TV is the most cost efficient longer-term channel

Longer-term response

