

The power of TV

Sam Olive

Planning Controller - Thinkbox



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thinkbox



Who is Thinkbox?

Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Main shareholders



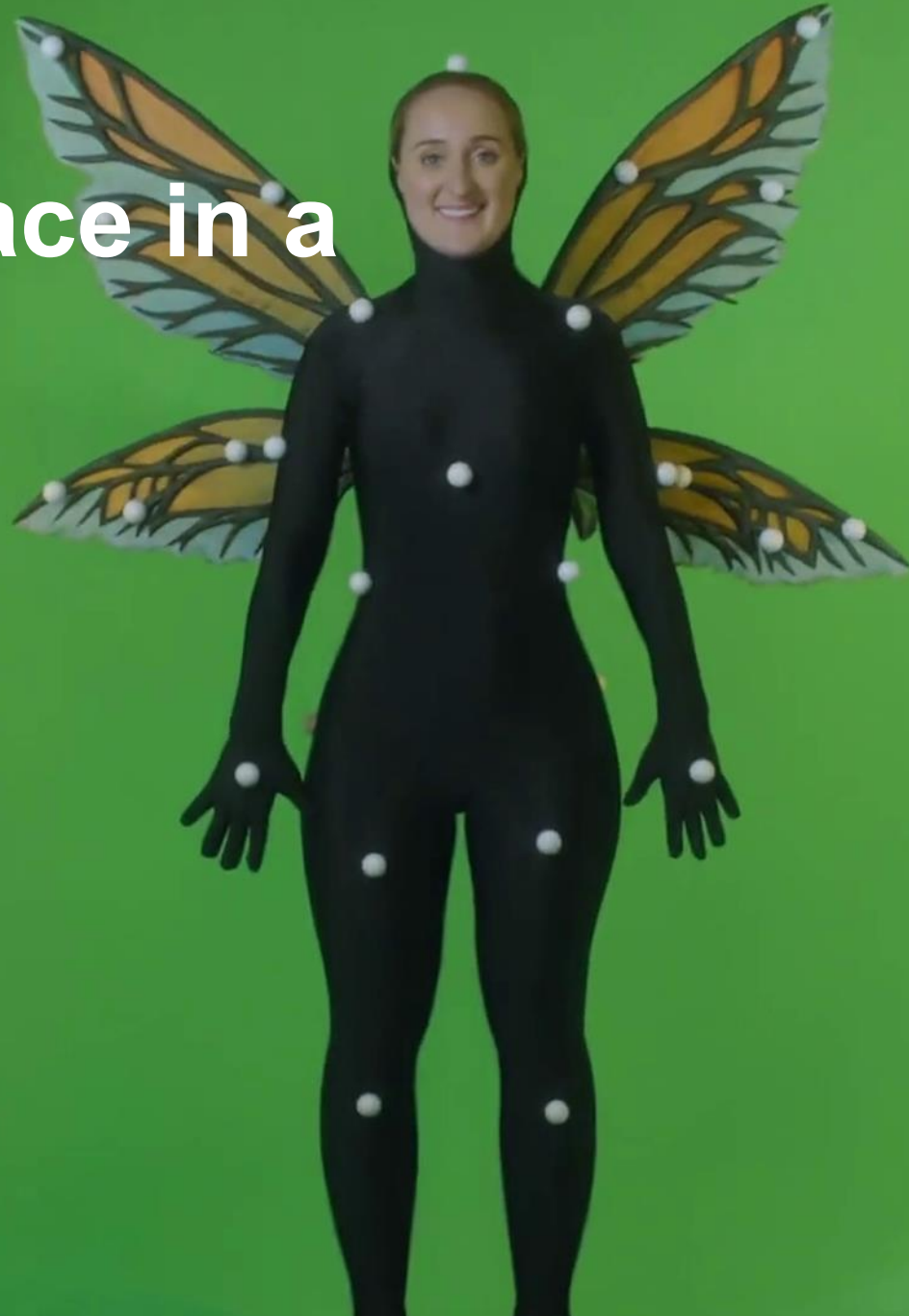
Associates & supporters



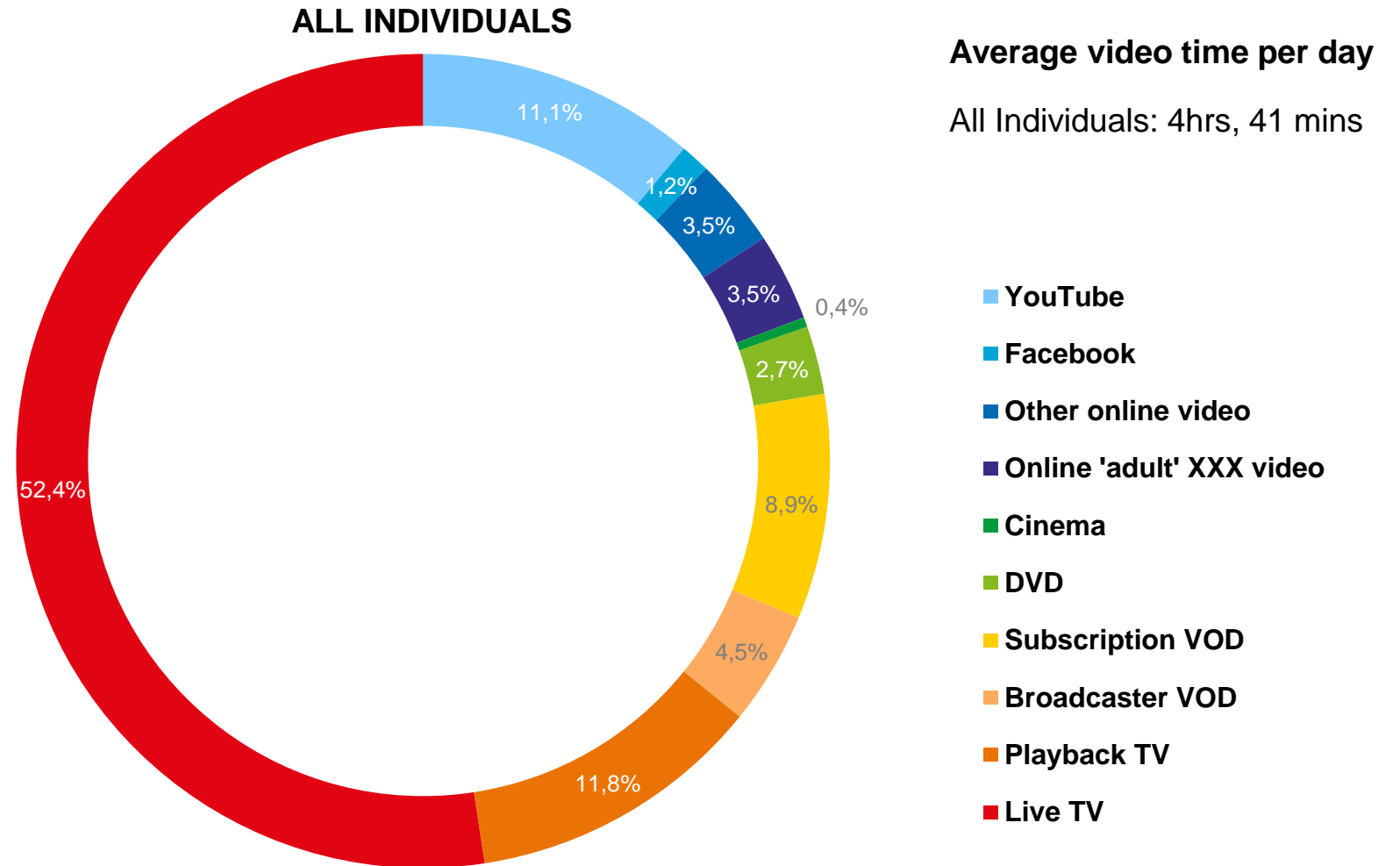
Member of



**First, TV's place in a
video world**

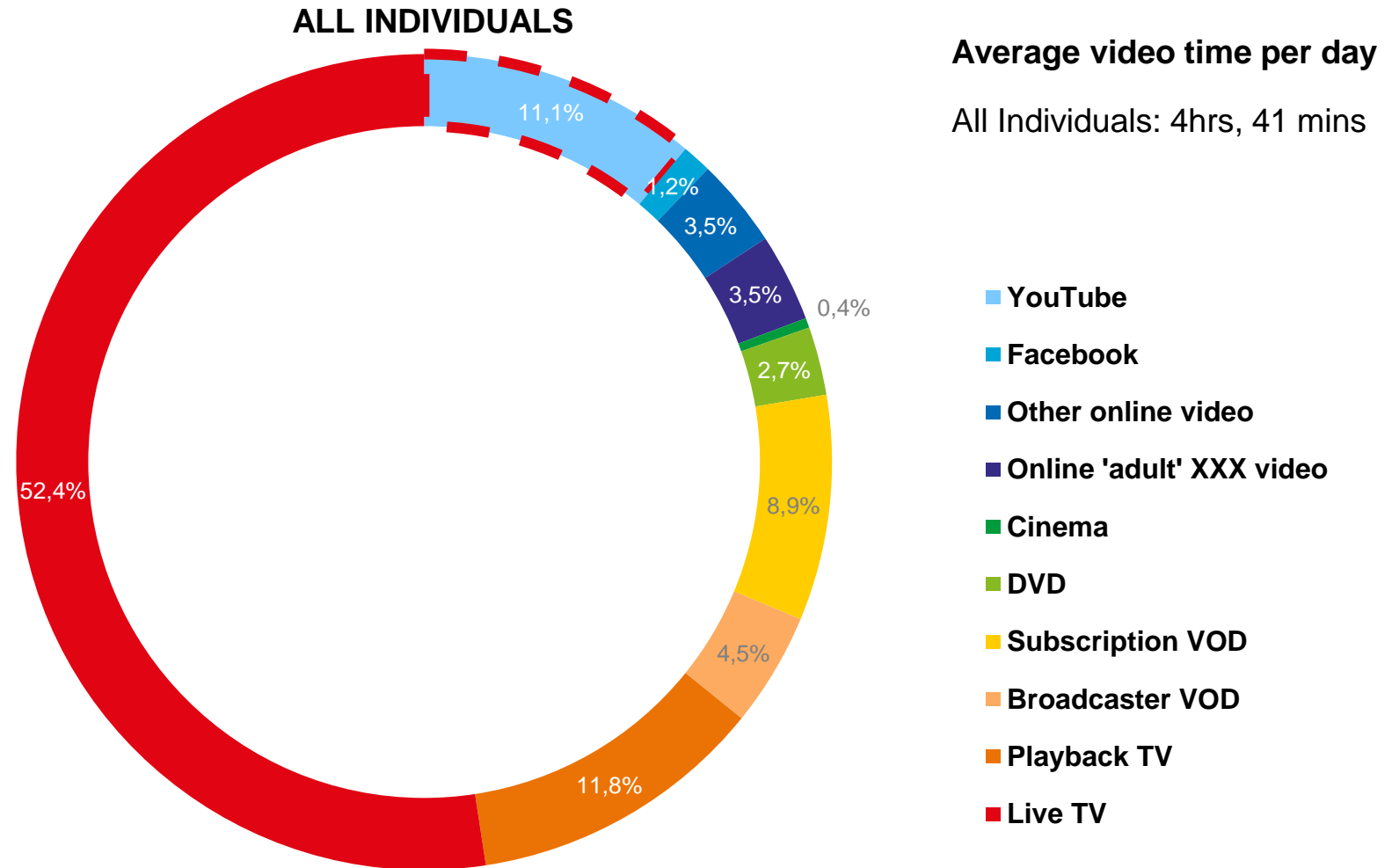


Broadcaster TV accounts for 69% of our video day...



Source: 2018, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2018 / Rentrak

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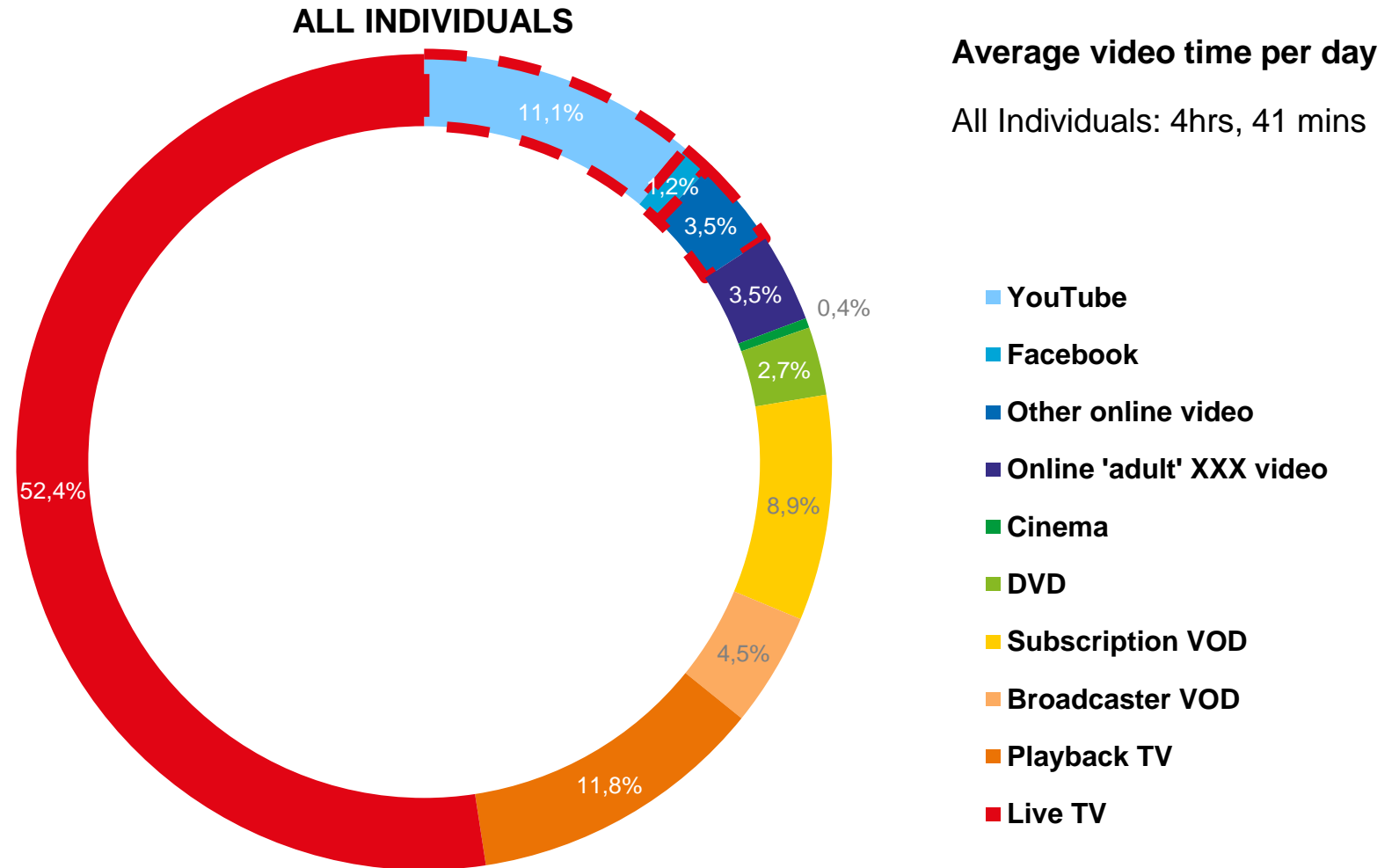
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TV & YouTube better together

For every hour of Game of Thrones watched on TV viewers also consumed 30 minutes of GoT content on YouTube



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Social Media enhances the TV experience

Love island at a glance

- Averaged 5.5 million viewers
- Most watched digital channel show for 16-34 audience ever
- Over 2.8m Instagram followers
- Over 1m Facebook followers
- Over 5.3 million tweets sent
- Over 1.5 billion Twitter impressions



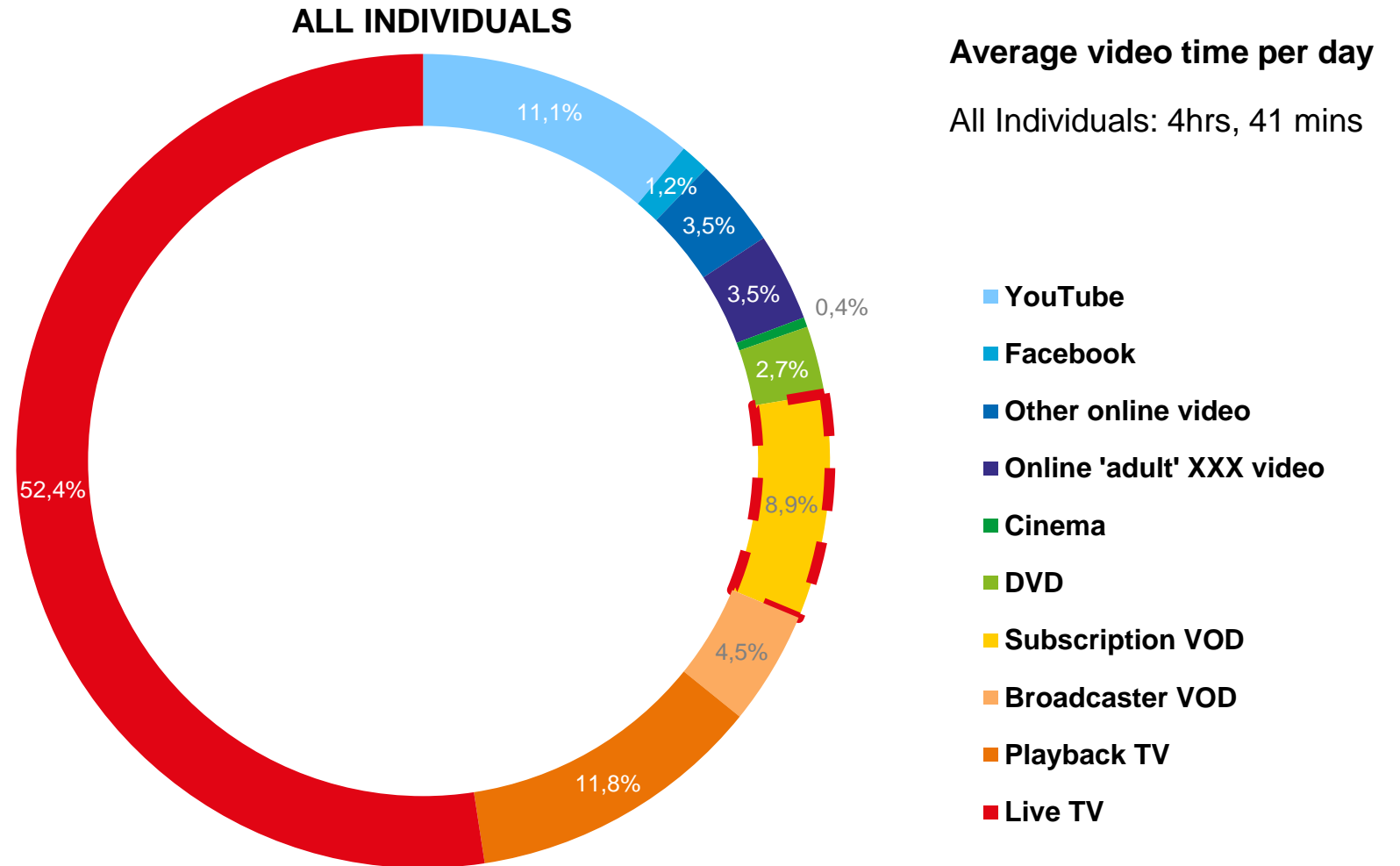
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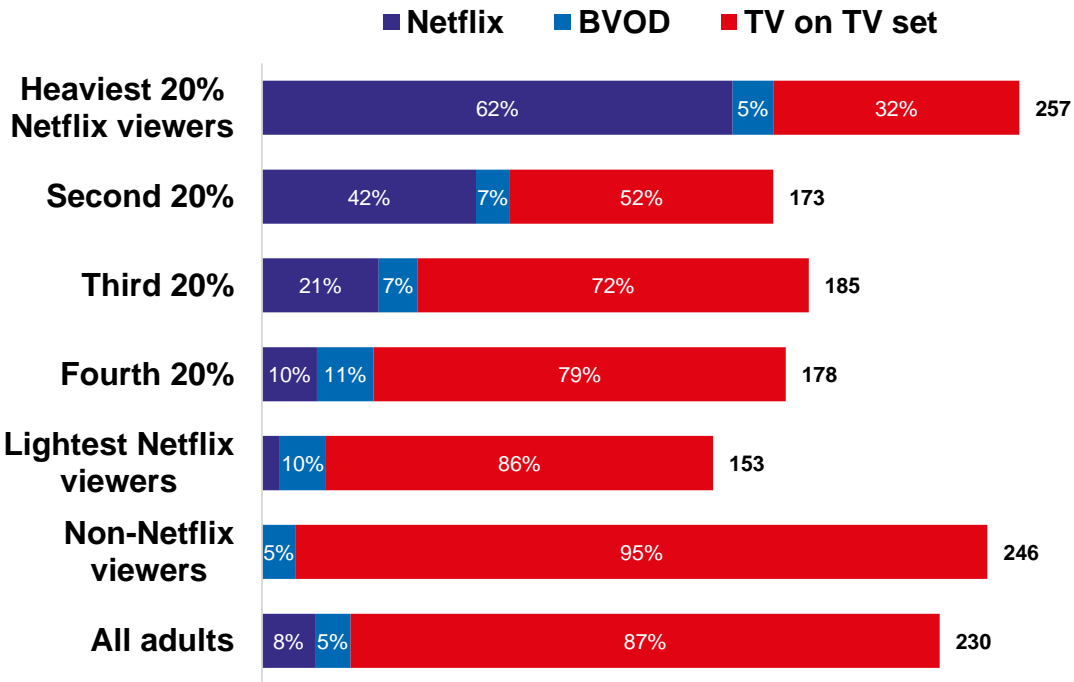
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Love Netflix, Love Telly

DAILY VIDEO VIEWING AMONGST NETFLIX VIEWERS,
(MINS PER DAY)



Source: IPA Touchpoints 2018



Why do we love TV?

**Sometimes, you don't
know how much you
Love something until
it's taken away**

We love talking
Telly





**The content is
great!**



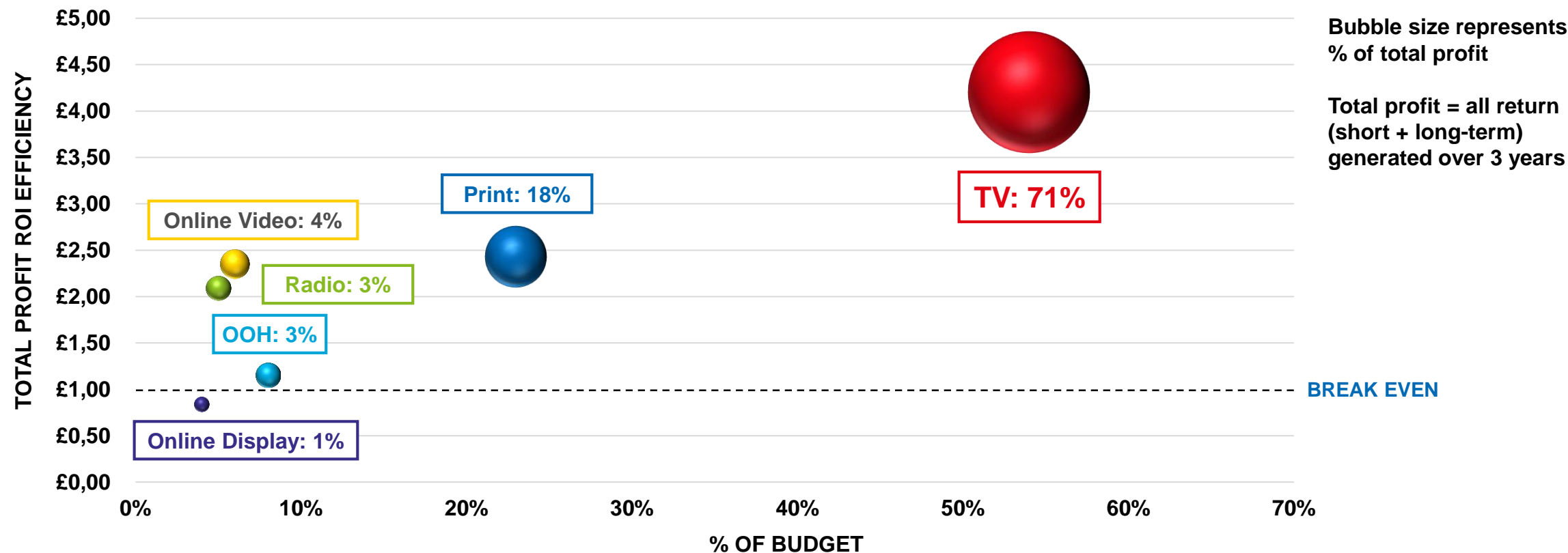
“Proven writers,
A-list celebrities
and top directors
are creating new
and ever-improving
entertainment that
you used to only
find in Hollywood.”

The New York Times



We love TV
advertising

Proportion of advertising-generated profit by medium



Source: 'Profit Ability: the business case for advertising', Nov 2017
Ebiquity ROI campaign database (Feb'14-May'17) & Gain Theory. Campaign obs: 1,954

NB: Online Video includes Broadcaster VOD, YouTube, Facebook video & online programmatic video

TV enhances other
mediums



Remember that some channels massively boost the effects of others

MEDIA EFFECTS BY CHANNEL

Channel Benefitting from the Effect

CHANNEL GENERATING EFFECT	TV	ONLINE VIDEO + VOD	SOCIAL MEDIA	ONLINE DISPLAY	OUT OF HOME	RADIO	PRINT	CINEMA	DIRECT MAIL	GENERIC SEARCH
TV		20%	31%	31%	22%	31%	31%	54%	20%	8%
ONLINE VIDEO + VOD	3%		5%	2%	5%	3%	12%	7%	2%	1%
SOCIAL MEDIA	2%	2%		2%	3%	2%	3%	3%	1%	1%
ONLINE DISPLAY	3%	4%	4%		4%	3%	9%	11%	4%	3%
OUT OF HOME	6%	8%	9%	8%		9%	11%	3%	1%	1%
RADIO	4%	4%	4%	6%	4%		3%	1%	1%	2%
PRINT	5%	6%	7%	5%	6%	4%		13%	7%	4%

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

Key:

0-2%

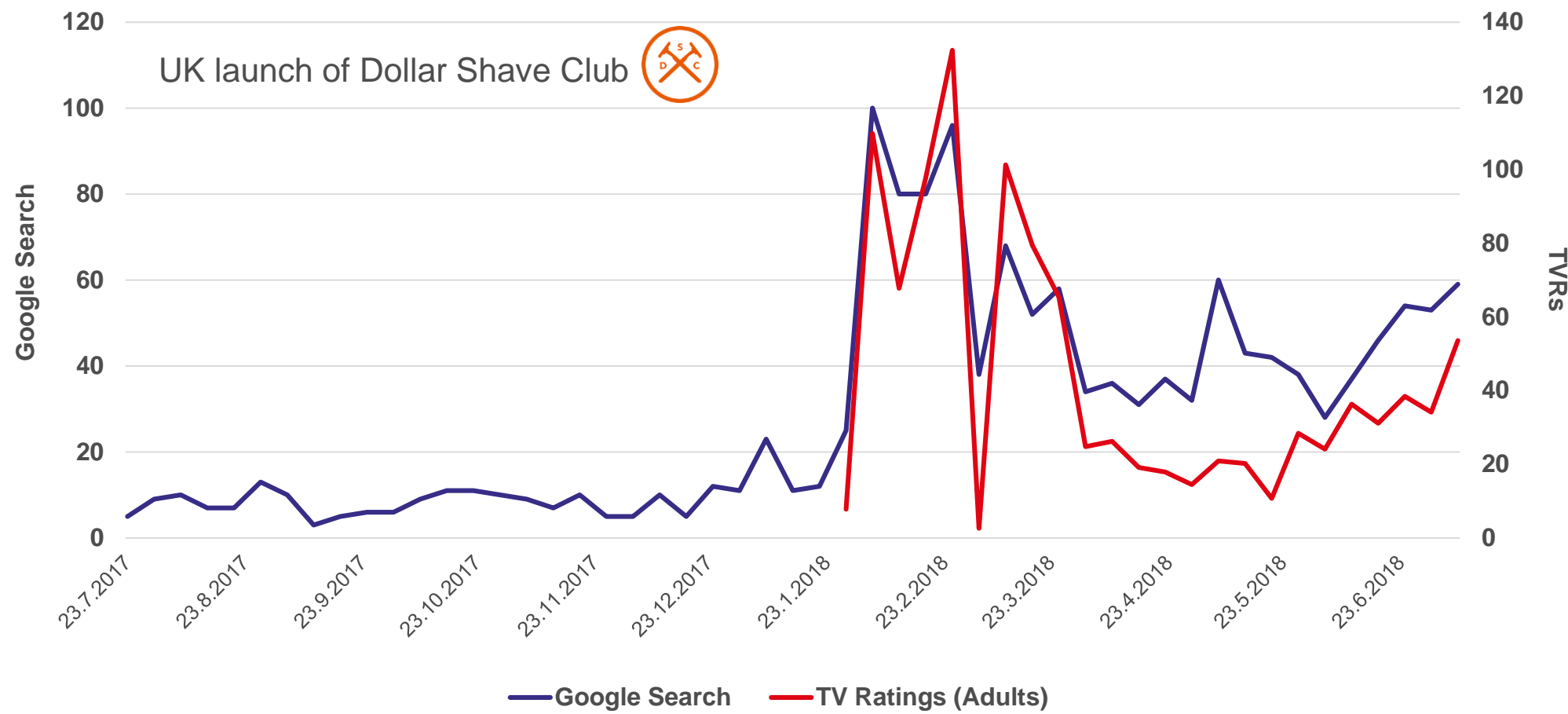
3-4%

5-8%

9-20%

20%+

TV drives search



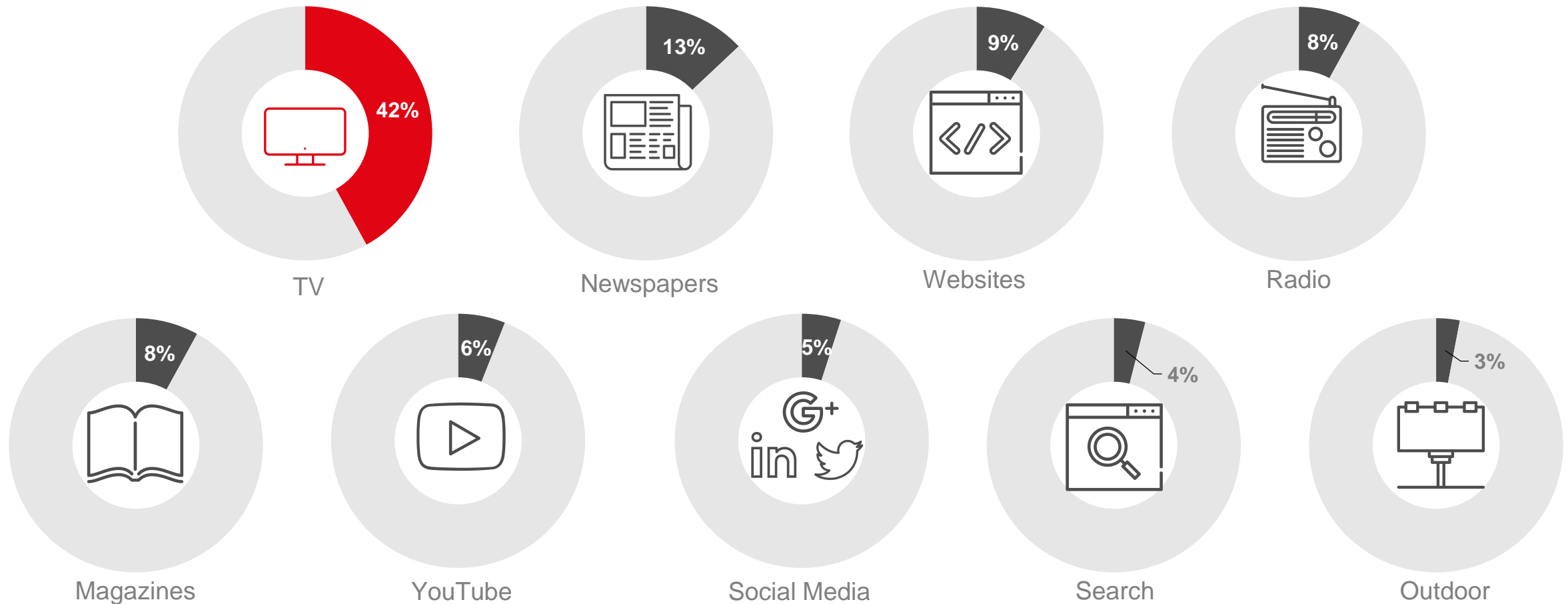
Source: Google Trend, BARB

People trust TV





TV advertising is the most trusted



Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox, adults 15+
Question: 'In which, if any, of the following places are you most likely to find advertising that

“Public promises carry more weight: hence why the words ‘as seen on TV’ are more convincing than ‘as seen on Facebook’”

Rory Sutherland



Costly signalling



TV drives the 'peacock effect'

"It is not so much the claims made by advertisers that are helpful, but the fact that they are willing to spend extravagant amounts of money."

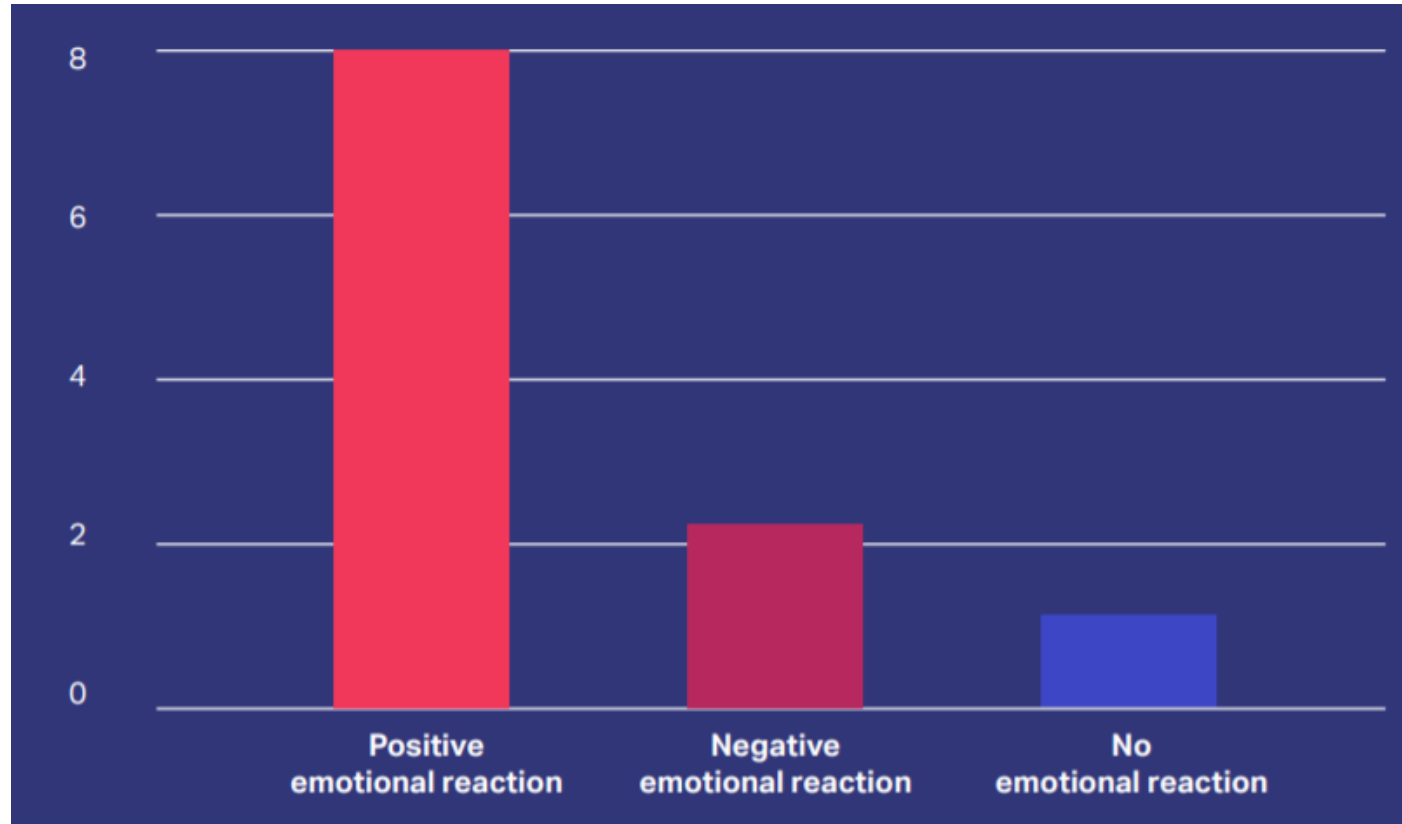
TV acts as a costly signal



Emotional storytelling



Emotional advertising is 8 times more effective



Source: Stephen Whiteside, "Procter & Gamble research validates emotional marketing", WARC Event Reports, South by Southwest, March 2015

Emotion leads to
memory

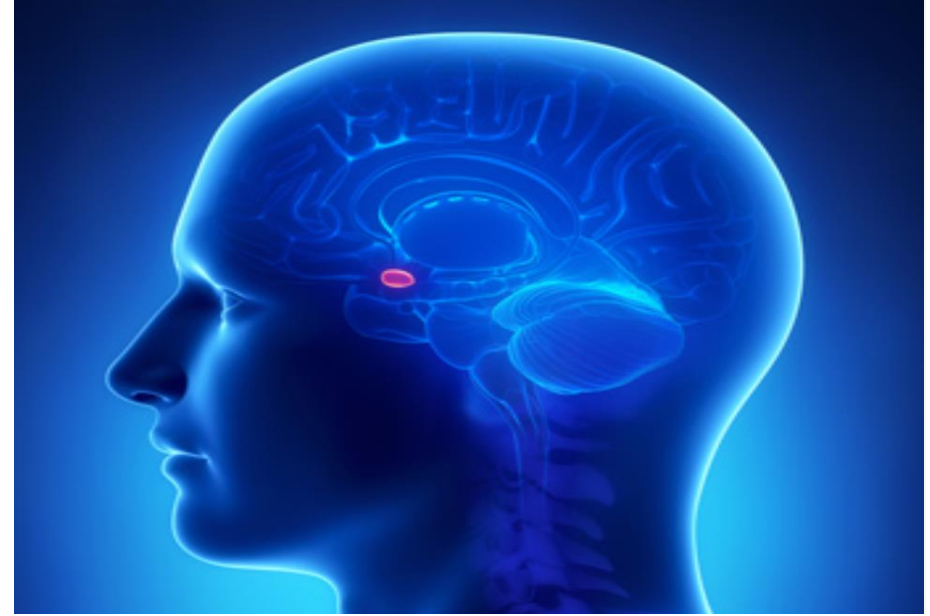


Emotion and Memory – linked in our brains



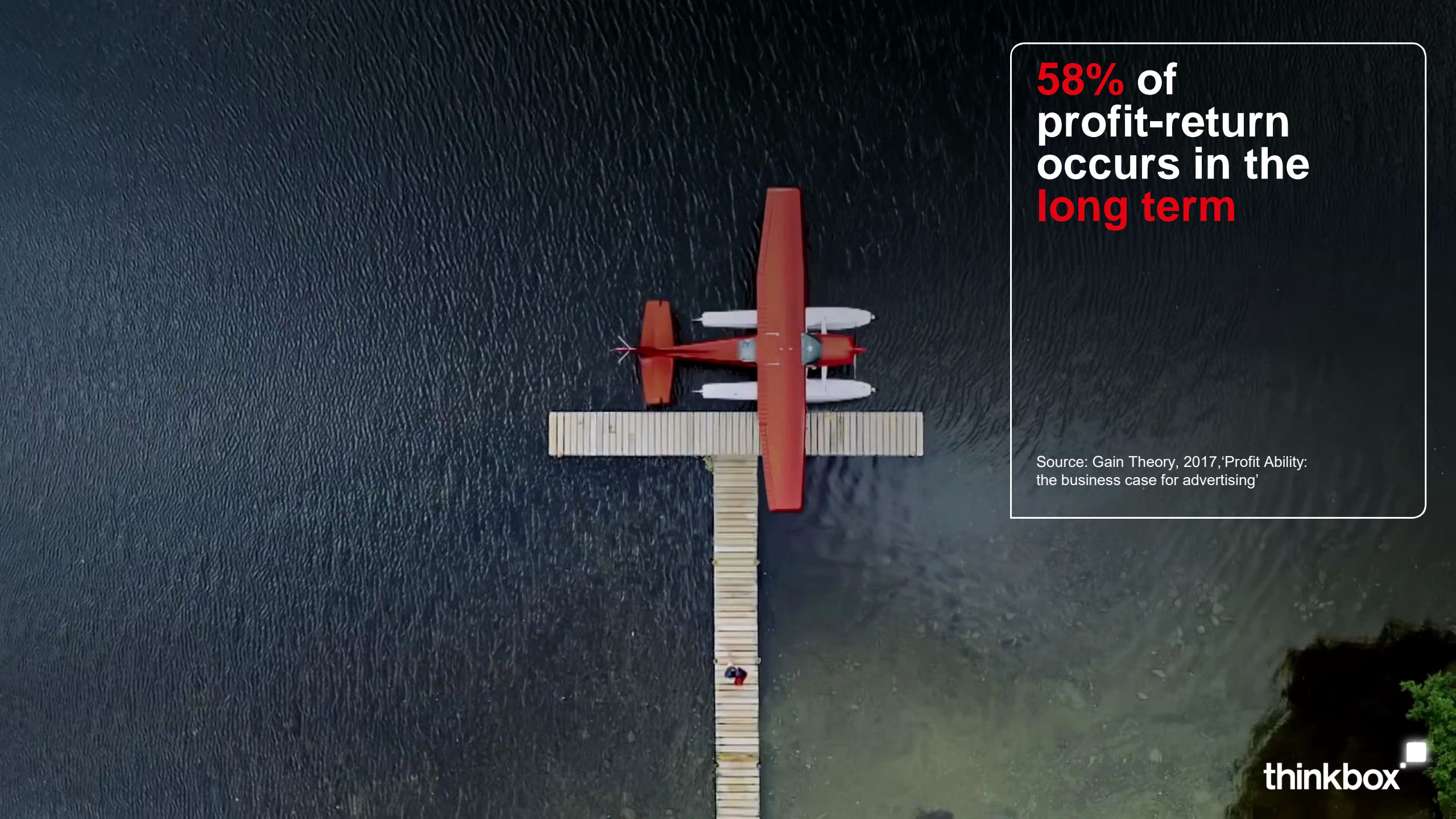
Hippocampus

Memory formation



Amygdala

Emotion & feelings

An aerial photograph of a red biplane with white propellers and landing gear, positioned on a wooden pier that extends into a body of water. The pier is made of light-colored wooden planks and has a small figure of a person standing on it. The water is dark and textured with ripples. The background is a vast expanse of water under a dark sky.

58% of
profit-return
occurs in the
long term

Source: Gain Theory, 2017, 'Profit Ability:
the business case for advertising'

**Memories create
subconscious
shortcuts**



Behavioural science explores human judgement and decision making



1) Most of what influences us is **subconscious** (system 1 thinking)



2) We are heavily influenced by **context** (anchors, shortcuts etc.)



3) **Cognitive biases** are massively influential (social norms, mere-exposure)

From brand to bland

Summary

- TV plays an integral part of our Video world
- We are in a platinum age of TV
- TV Advertising is:
 - Effective
 - Impactful on other mediums
 - Trusted
 - Costly signalling
 - Emotional
 - Memorable
- TV helps brands grow



Thank you

