

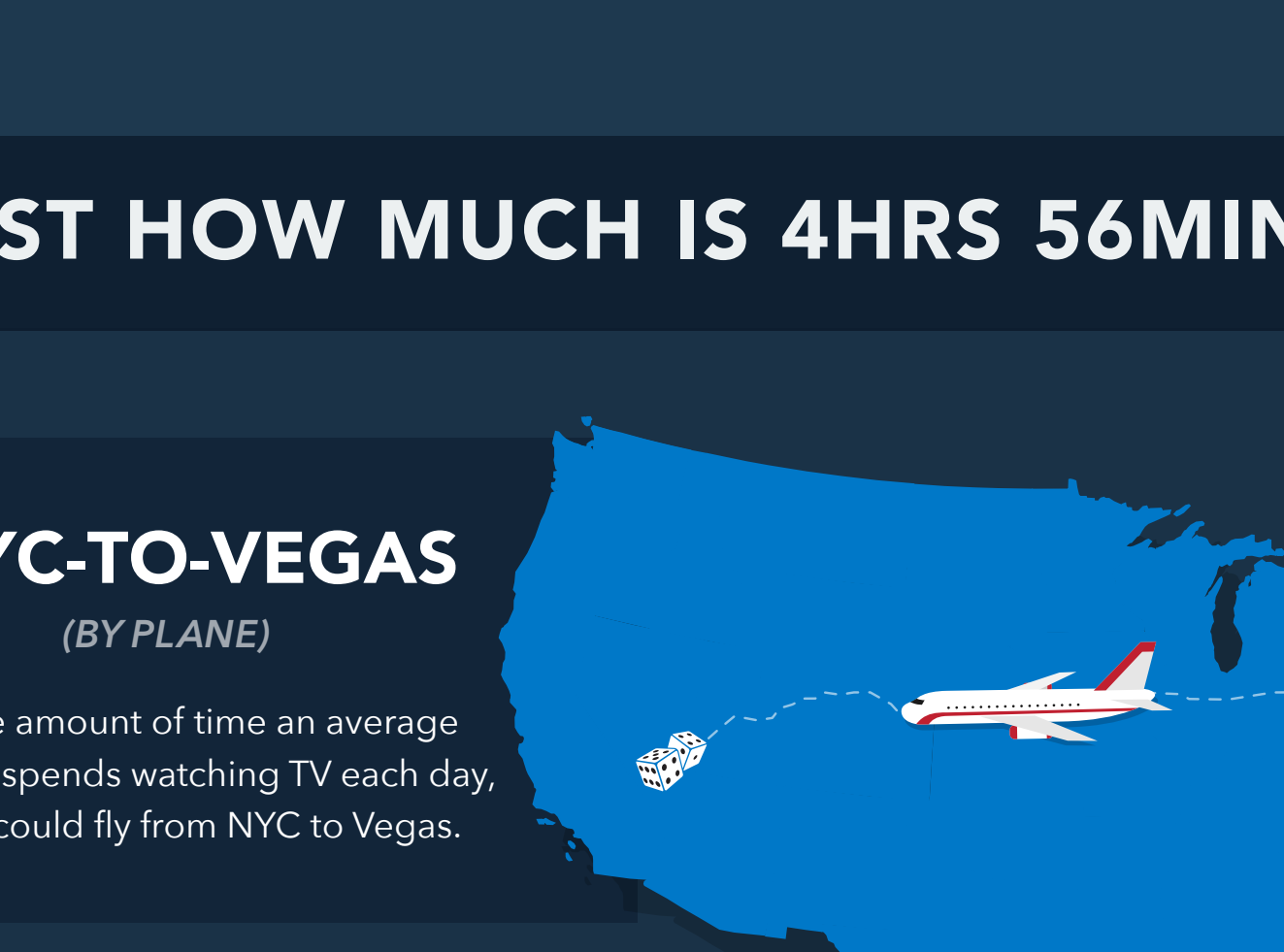
# 5 REASONS WHY TV IS SO EFFECTIVE

PRESENTED BY SIMULMEDIA

Even as new marketing platforms emerge and brands increasingly shift ad dollars toward digital, TV is still a marketer's best tool. It reaches more people, drives more sales, and communicates a brand's message more effectively than any other medium. **Here are five reasons why TV still belongs in your marketing arsenal.**

## 1. ADULTS WATCH A LOT OF TV

ON ANY GIVEN DAY, PEOPLE SPEND 2.5X MORE TIME WITH TV THAN YOUTUBE AND SOCIAL CHANNELS COMBINED.



### JUST HOW MUCH IS 4HRS 56MINS?

#### NYC-TO-VEGAS (BY PLANE)

In the amount of time an average person spends watching TV each day, they could fly from NYC to Vegas.

WHICH IS 2X THE TIME SPENT ON MOBILE DEVICES

#### STRAIGHT TO THE MOON (AND BACK)

In the amount of time an average person spends watching TV each month, they could fly to the moon and back.

WHICH IS 5X THE TIME SPENT ONLINE VIA DESKTOP

SOURCES: <http://www.arkent.com/digital/media-time-spent-social-media-infographic>, Nielsen, Total Audience Report, Q4 2016. Daily viewing derived from reported weekly time spent by A18+ Nielsen, Total Audience Report, Q4 2016.

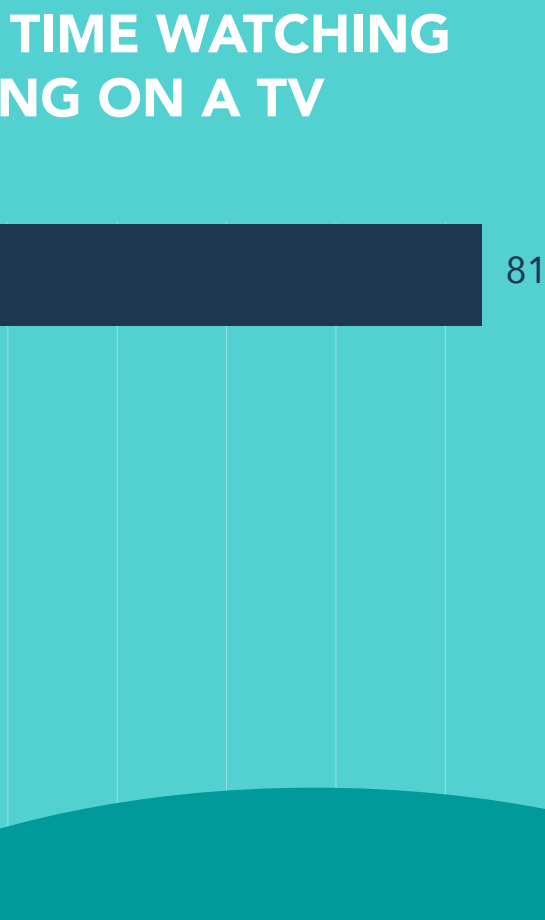
## 2. TV'S REACH IS UNRIVALED

ALMOST EVERYONE HAS AT LEAST ONE TV. TVS ARE NOW IN MORE HOTELS, MORE COLLEGE DORMITORIES, AND MORE RESTAURANTS THAN EVER BEFORE.

94% OF AMERICANS HAVE AT LEAST 1 TV AT HOME

VS.

77% OF AMERICANS WHO HAVE A SMARTPHONE



### JUST HOW ENGAGED ARE THEY?

PEOPLE SPEND MORE TIME WATCHING LIVE PROGRAMMING ON A TV



"TV AS A TRADITIONAL MEDIUM IS STILL IMPORTANT. WHEN WE RUN A HEAVY TV SCHEDULE, WE SEE A LIFT IN SALES AND PRODUCT AWARENESS. WE NEED TO RUN TWO WEEKS OF DIGITAL TO GET THE REACH OF ONE DAY OF BROADCAST."

RICH LEHRFELD, SVP GLOBAL MARKETING & COMMUNICATIONS, AMERICAN EXPRESS (ADAGE, APRIL 2016)

231,084,000 TOTAL NUMBER OF TV VIEWERS REACHED MONTHLY

SOURCES: <http://www.turner.com/turner-media-june-2017-evaluating-tv-ad-effectiveness>, Neustar, Turner, Horizon Media, June 2017. Evaluating TV Ad Effectiveness. <http://www.rapidtvnews.com/overemphasizing-digital-ads-decrease-cross-platform-campaign-effectiveness>, <http://www.pewresearch.org/fact-tank/2017-evolution-of-technology/>, <http://www.mediase.com/us/en/insights/news/2017/over-92-percent-of-all-adult-viewers-give-the-us-as-deep-root-on-the-tv-screen.html>, Nielsen, Total Audience Report, Q4 2016.

## 3. TV IS MOST EFFECTIVE AT DRIVING ROI

TV CONTINUES TO BE A BRAND MARKETER'S BEST TOOL FOR EFFICIENTLY IMPACTING KPIs. COMPARED TO ONLINE, PAID SEARCH, AND RADIO, TV DELIVERS MORE LIFT ACROSS A RANGE OF VERTICALS.

7X

6X

3X



BUSINESS LIFT\* FOR MOVIES



BUSINESS LIFT\* FOR QSR



BUSINESS LIFT\* FOR CPG

\*BUSINESS LIFT IS CALCULATED BY NUMBER OF BUSINESS OUTCOMES GENERATED RELATIVE TO OTHER CHANNELS AT A GIVEN SPEND.

"DIGITAL IS IMPORTANT, OF COURSE, BUT THE EFFECTIVENESS OF TV IS STILL VERY CRITICAL FOR BUSINESS. IT STILL OFFERS THE BEST ROI ACROSS MEDIA CHANNELS."

DAVID CHRISTOPHER, CMO, AT&T MOBILITY (FORTUNE, JAN. 8, 2017)

#### OF SALES ATTRIBUTED TO TV

35% HALO CONTRIBUTION

65% DIRECT CONTRIBUTION

SOURCES: <http://www.thinkwithgoogle.com/advertising-channels/mobile/second-screen-searches>, Neustar, Turner, Horizon Media, June 2017. Evaluating TV Ad Effectiveness. <http://www.rapidtvnews.com/overemphasizing-digital-ads-decrease-cross-platform-campaign-effectiveness>

## 4. REDUCING TV IS RISKY

REMOVING TV MEANS A SIGNIFICANT LOSS IN OVERALL REACH AND PERFORMANCE.

20% REDUCED TV BUDGET

7% DECREASE IN SALES

### MORE SCREENS = MORE OPPORTUNITIES

PEOPLE ARE USING THEIR SECOND SCREENS TO SEARCH FOR INFO ABOUT WHAT THEY'RE WATCHING—COMMERCIALS INCLUDED. TAKING AWAY TV REDUCES THE OPPORTUNITIES FOR BRANDS TO REACH AND ENGAGE WITH VIEWERS.

84%

OF SMARTPHONE AND TABLET OWNERS USE THEIR DEVICES AS A SECOND SCREEN WHILE THEY WATCH TV.



2/3 OF SMARTPHONE OWNERS USE THEIR PHONES TO LEARN MORE ABOUT SOMETHING THEY SAW IN A TV COMMERCIAL.

#### TV BOOSTS YOUR BRAND'S SEARCH VOLUME

● BASELINE SEARCH VOLUME (WITHOUT TV ADS) ● ACTUAL SEARCH VOLUME (WITH TV ADS)



SOURCES: <http://www.thinkwithgoogle.com/advertising-channels/mobile/second-screen-searches>, Facebook Research, 2016. Neustar, Turner, Horizon Media, June 2017. Evaluating TV Ad Effectiveness. <http://www.rapidtvnews.com/overemphasizing-digital-ads-decrease-cross-platform-campaign-effectiveness>, Nest, Google Inc. Google Data, U.S. November 2014.

## 5. TV & DIGITAL CREATE A KICKER EFFECT

TARGETING THE SAME AUDIENCE ON TV AND DIGITAL LETS MARKETERS CREATE A MORE COHESIVE CUSTOMER JOURNEY AND BOOST THEIR OVERALL ROI.



"TV, AT LEAST IN THE FORESEEABLE FUTURE, IS ALWAYS GOING TO HAVE A PLACE IN BIG BRANDS' MEDIA MIXES... EVERY MEDIUM HAS A PLACE IN YOUR MIX."

DAVID CHRISTOPHER, CMO, AT&T MOBILITY (FORTUNE, JAN. 8, 2017)

SO WHAT ?

TIME TO MAKE TV PERFORM. SIMULMEDIA TAKES A DATA-DRIVEN, AUDIENCE-BASED APPROACH TO YOUR TV ADVERTISING. AS A RESULT, WE MAKE IT PERFORM EVEN BETTER. YOU'LL UNDERSTAND WHO YOU REACH, WHAT ACTION THEY TAKE, AND HOW YOU CAN OPTIMIZE TO IMPROVE YOUR OVERALL ROI.

WANT TO LEARN MORE? VISIT US AT // [www.makemytvadsperform.com](http://www.makemytvadsperform.com)

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