



The Global TV Deck 2021

How TV advertising drives business outcomes

PROFITABILITY: THE BUSINESS CASE FOR ADVERTISING, 2018

Examined parameters:

- Database of 50 econometric models spanning 50 clients, 14 categories, 11 media types and £1.4b of media spent over 3 years.
- Variability of returns by media.
- Media multiplier effect.
- Short terms sales effects.
- Sustained sales effects.
- An optimiser tool to help maximise business returns by media mix against the following parameters:
 - Category
 - Niche or mass appeal
 - % of online sales
 - Brand size in £
 - Annual media spend in £
 - Revenue or profit return
 - Level of risk

Remarks:

- This study has won multiple media awards

Helpful links:

- <https://www.thinkbox.tv/research/thinkbox-research/profit-ability-the-business-case-for-advertising/>

For more information please contact

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