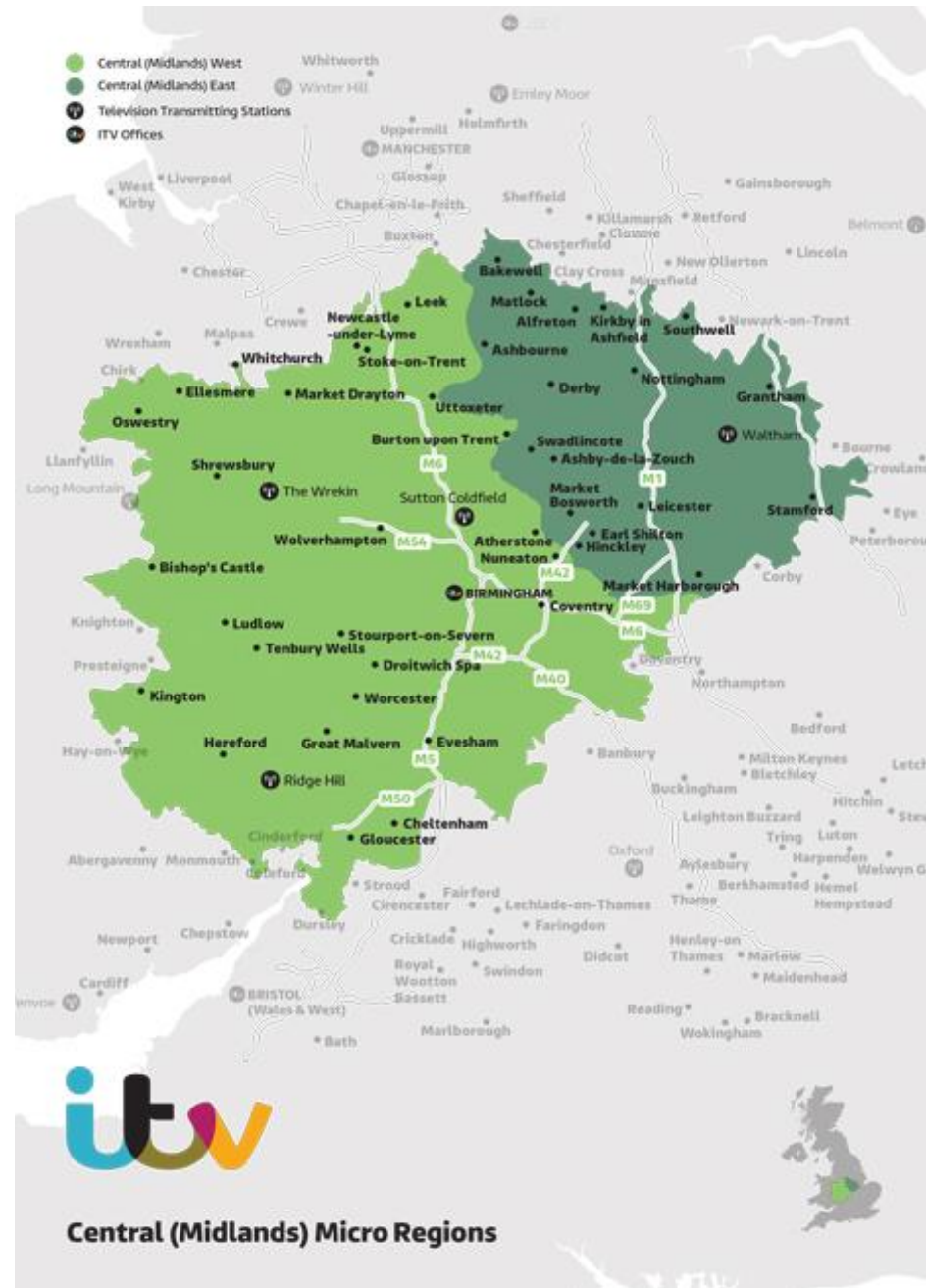
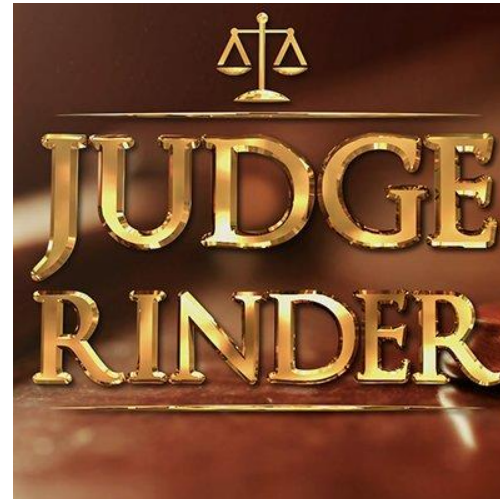
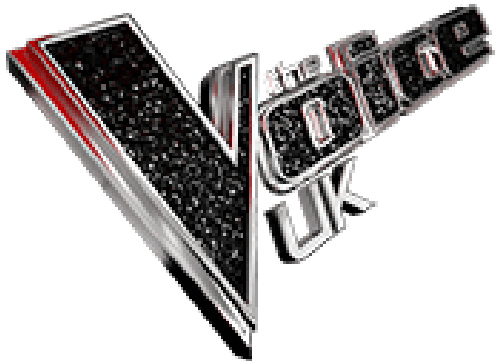




TV Post Campaign Analysis 2019



Central (Midlands) Micro Regions



2019 TV Performance

| | All Adults | | 55+ Adults | |
|-------|-----------------|-----------------|---------------|-----------------|
| | Estimated | Delivered | Estimated | Delivered |
| Spots | 50 | 75 | 50 | 75 |
| Reach | 25% (1,713,500) | 27% (1,850,580) | 25% (667,500) | 38% (1,014,600) |
| Views | 6,844,000 | 7,013,525 | 3,337,500 | 5,073,000 |

2019 TV Performance

ITV CENTRAL DAY TIME: Campaign Ran 9TH MARCH - 7TH APRIL 2019

The campaign over delivered both on reach and impacts

- **Reach (Individuals)**
- **All Adults**
 - **Planned Reach 1,713,500**
 - **Delivered Reached 1,850,580**
- **55+ Adults**
 - **Planned Reach 667,500**
 - **Delivered Reach 1,014,600**
- **Impacts (Cumulative times seen)**
- **All Adults**
 - **Planned Impacts 6,844,000**
 - **Delivered Impacts 1,850,580**
- **55+ Adults**
 - **Planned Impacts 3,337,500**
 - **Delivered Impacts 5,073,000**

2019 TV Performance

ITV CENTRAL DAY TIME: Campaign Ran 9TH MARCH - 7TH APRIL 2019

During the time the campaign ran:

- Key visitor metrics were up compared to the previous for weeks during the ITV campaign
 - Visitors +32%
 - New +35%
 - Direct Traffic +44%
- Key visitor metrics were up compared to the previous period in 2018 during the ITV campaign
 - Visitors +14%
 - New +15%
 - Direct Traffic +47%

2019 TV Performance

ITV CENTRAL DAY TIME: Campaign Ran 9TH MARCH - 7TH APRIL 2019

During the time the campaign ran:

- Birmingham (The heart of ITV Central) metrics were up compared to the previous for weeks during the ITV campaign
 - Visitors +15%
- Birmingham (The heart of ITV Central) visitor metrics were up compared to the previous period in 2018 during the ITV campaign
 - Visitors +58%

2019 TV Performance

ITV CENTRAL DAY TIME: Campaign Ran 9TH MARCH - 7TH APRIL 2019

The Central TV campaign when compared to the web traffic analysis shows huge correlation

Not only does it show the general uplift in web traffic to the site it also shows specifically the uplift in new visitors to the site and the fact that Birmingham also shows a 56% YOY uplift in visitors

These are in direct correlation with the TV campaign as this was the only advertising placed in the central area so without doubt these visits were driven by the TV campaign

Source: Thinkbox

The Power of TV

- TV is the most popular form of video, accounting for 69% of the average person's video diet
- Investing in TV to an existing media campaign increases effectiveness by 40%, making it the most effective medium
- TV is responsible for driving response through online channels, generating 33% of media-driven sales via paid-for or organic online search
- TV drives word of mouth for a number of weeks after initial activity: 85% of week one activity in the second week, and 72% in the third week – much longer than other communication channels
- TV is responsible for 71% of total advertising-generated profit at an average profit ROI over 3 years of £4.20 per £ spent, the highest ROI of any media
- TV is the most effective short-term advertising, responsible for 62% of all advertising-generated profit in the short term at an ROI of £1.73, again the highest of any media