

share

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MARKETERS ARE TALKING ABOUT... **ADVERTISING IN A DOWNTURN IS ESSENTIAL**

// **RIGHT NOW TV VIEWING HAS SKYROCKETED**

In a situation of lockdown TV consumption is at a significant high, while day-time programs become the most affordable access to wider audiences than ever before.

// **DURING THE DOWNTURN ADVERTISING IS ESSENTIAL**

The best way to ensure long term brand growth is to maintain ad spend. Brands that advertise during a crisis come out winners.

Those who stop being active in times of crisis pay a heavy cost when recovery begins. They run the risk of losing brand equity and market share.

// **TV ADVERTISING HAS THE STRONGEST IMPACT RIGHT NOW**

The power of advertising is the result of media's coverage and the impact of the message.

- The premium reach of bTV media has increased over the COVID-19 period.
- The ad impact through the channels of bTV is unsurpassed – on full screen and with HD quality.

**#STAYHOME PERIOD IS WITH EXCEPTIONAL POTENTIAL FOR BRANDS
BRANDS THAT STOP BEING ACTIVE PAY A HEAVY COST**



MARKETERS ARE TALKING ABOUT... RIGHT NOW TV VIEWING SKYROCKETED

TIME SPENT WITH
OUR MEDIA GROWS
DURING THE LOCKDOWN

minutes spent with bTV Media Group

COVID-19 vs -3W: 13.03-03.04 vs 21.02-12.03

change in percentage

201 minutes/day



Source: GARB

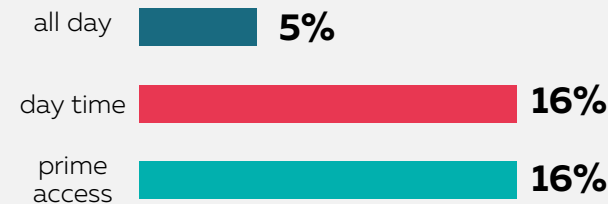
OUR DAILY REACH
INCREASES
SIGNIFICANTLY

AVG daily reach of bTV Media Group

COVID-19 vs -3W: 13.03-03.04 vs 21.02-12.03

change in percentage

**+ 403 000 people/day
DURING DAY TIME**



Source: GARB

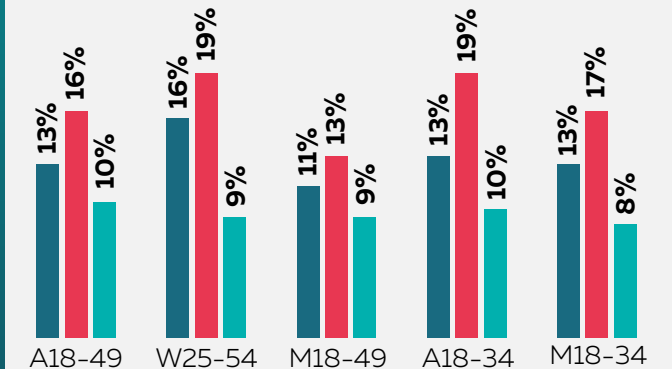
SIGNIFICANT
GROWTH WITHIN
ALL TARGET GROUPS

minutes spent with bTV Media Group

COVID-19 vs -3W: 13.03-03.04 vs 21.02-12.03

change in percentage

Source: GARB



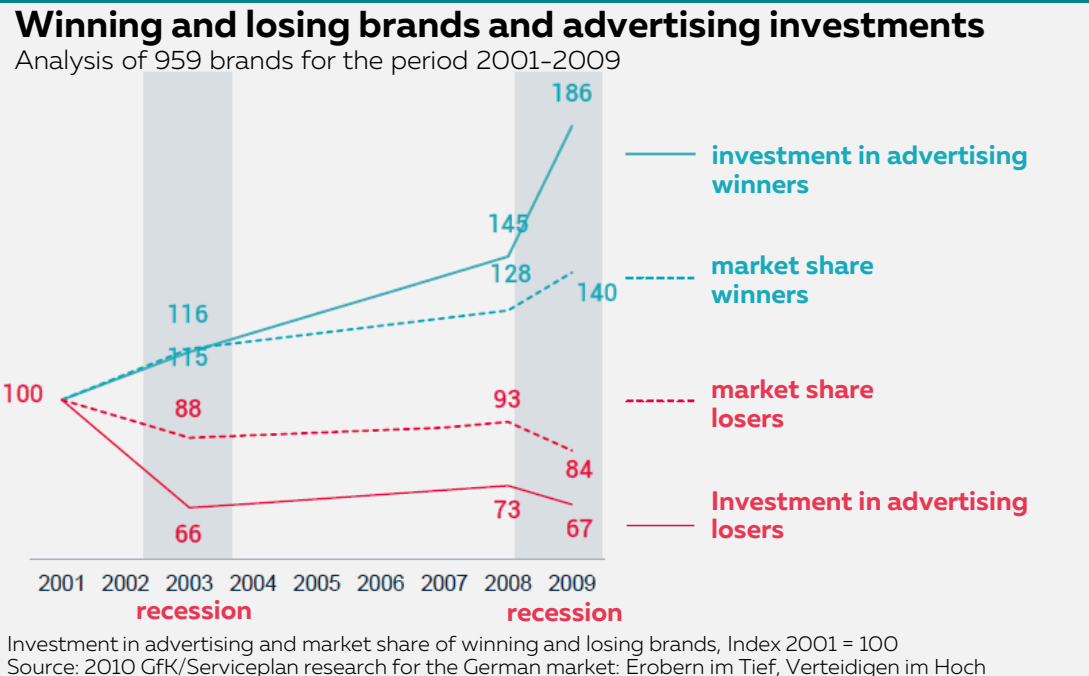
**DURING THE LOCKDOWN TV CONSUMPTION IS AT A SIGNIFICANT HIGH,
WHILE DAY-TIME PROGRAMS HAVE BECOME THE MOST AFFORDABLE
ACCESS TO WIDER AUDIENCES**



RENOWN STUDIES CONFIRM ... DURING THE DOWNTURN, ADVERTISING IS ESSENTIAL

BRANDS THAT ADVERTISE DURING A CRISIS COME OUT WINNERS

BRANDS THAT STOP BEING ACTIVE PAY A HEAVY COST



Advertising during a recession offers exceptional growth potential, and anti-cyclical advertising investment easily achieves higher share of voice (SOV) and correspondingly additional impact.

Successful brands are gaining market share at just such times. The results of targeted advertising investments are over-proportional when it comes to gaining market share, increasing brand value or attracting new customers.

Those who cease to be active in times of crisis pay a high price when recovery begins. They run the risk of losing brand equity and market share.



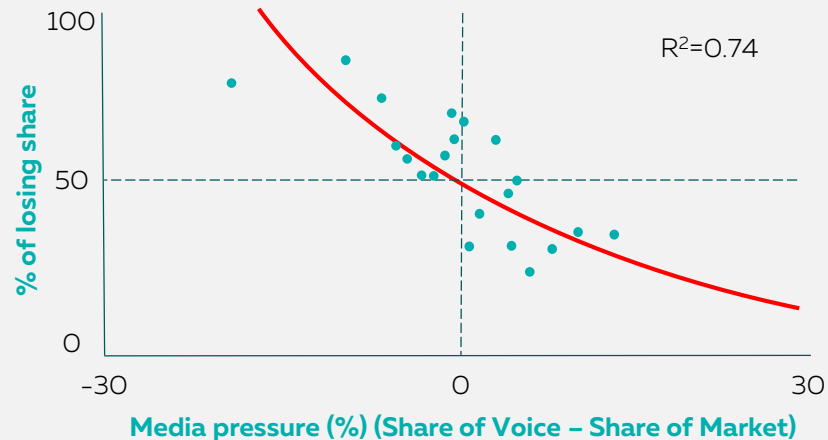
RENOWN STUDIES CONFIRM ... DURING THE DOWNTURN, ADVERTISING IS ESSENTIAL

BRANDS THAT ADVERTISE DURING A CRISIS COME OUT WINNERS

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Advertising investment reduces risk

354 brands grouped based on relative advertising investment



Source: Advertising in a downturn (IPA 2008)

In 2008 IPA formulated key findings about the most profitable marketing response to an economic downturn:

- 1/ Cutting budgets in a downturn will only help defend profits in the very short term.
- 2/ Ultimately the brand will emerge from the downturn weaker and much less profitable.
- 3/ The experts advise to maintain the share of voice (SOV) at or above the market share during the downturn: the longer term improvement in profitability is likely to greatly outweigh the short-term reduction.
- 4/ If other brands are cutting budgets the long-term benefit of maintaining SOV at or above the market share will be even greater.

These conclusions are confirmed by the results of well-established research in different markets such as: Advertising in a downturn (IPA 2008), Erobern im Tief, Verteidigen im Hoch (GfK / Serviceplan 2010); Branding In A Recession - A Survivor's Guide (Forbes 2019) and others








MARKETERS ARE TALKING ABOUT... TV ADVERTISING HAS THE STRONGEST IMPACT RIGHT NOW

// THE POWER OF A MEDIA IS A RESULT OF 1/ ITS REACH AND 2/ ITS CONTRIBUTION TO THE IMPACT OF THE MESSAGE

// IN THE COVID-19 PERIOD, TV CONSUMPTION IS AT A SIGNIFICANT HIGH, WHILE DAY-TIME PROGRAMS HAVE BECOME THE MOST AFFORDABLE ACCESS TO WIDER AUDIENCES

TV advertising: 100% visible, 100% of the time




Most online ads are not viewable when viewed full screen. TV ad is full screen, 100% visible, 100% of the time. The conclusion is important because the audience's attention, in addition to the motion picture and sound, directly correlates with the screen coverage, and the focus of attention results in sales.

			
TV	100%	100%	100%
Facebook		51%	58%
YouTube		66%	82%

Source: The Benchmark Series, (ThinkTV 2019); Viewability Index by platform

TV advertising: greatest sales impact across platforms

Small screens deliver more sales for all platforms, including TV. Even the smallest TV-watching device performs better than the best of the online platforms. TV reigns supreme on ad visibility and outperforms online platforms on sales impact on any device.

			
TV	144	153	161
Facebook		118	121
YouTube		116	137

Source: The Benchmark Series, (ThinkTV 2019); STAS Index by platform

THE PREMIUM REACH OF BTV MEDIA HAS INCREASED OVER THE COVID-19 PERIOD
THE IMPACT THROUGH THE CHANNELS OF bTV IS UNSURPASSED -
ON FULL SCREEN AND WITH HD QUALITY.

LET'S DISCUSS ALL THE VARIOUS OPTIONS TOGETHER



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