

AS SEEN ON TVNZ

Find out how to get seen by millions
of New Zealanders.

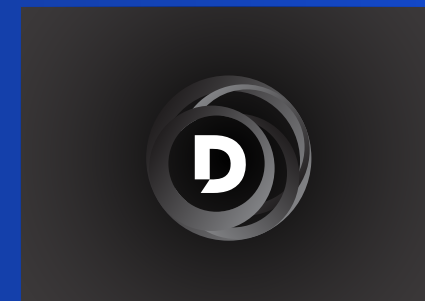


The **POWER** of TVNZ platforms

Contents

- 1 Navigating the post-Covid media landscape and the strength of TVNZ for advertisers
- 2 Building a brand: achieving long-term business success with video advertising
- 3 How advertising on TVNZ is more effective
- 4 Advertising with TVNZ is more affordable than you might think

Our platforms...



Now is not the time to be quiet.

Peter Field's guidance
in a Covid-19 landscape.



Source: ThinkBox UK April 2020, 'Advertising in Recession – Long, Short or Dark? A Guide to Advertising Best Practice in Recession', Peter Field. <https://business.linkedin.com/marketing-solutions/blog/linkedin-news/2020/advertising-in-recession-long-short-or-dark>

- ▶ **Do not withdraw brand advertising**, unless short-term survival depends on it
- ▶ **Resist the pressure to switch spend from brand** solely to activation
- ▶ If the resources can be found, aim to **maintain your share of voice**, ideally at least at the level of your market share
- ▶ Consider the opportunity to invest in lower-cost long-term growth by **increasing share of voice** during this time
- ▶ **Do not abandon your existing brand campaign** unless it is clearly unsympathetic to the mood of customers
- ▶ Do not be frightened to **use emotional brand advertising** during these changing times – but ensure it is appropriate to the mood of customers
- ▶ Look for tactical opportunities to **create goodwill** through acts of humanity and generosity

Our breadth and depth of content attracts all sorts of people so our platforms are the perfect places for your brand to be seen.

12,515
episodes
of content

1,274
show titles

13,700
hours of
broadcast time

6,040
hours of family
entertainment

18
genres

Over
3,000
hours of local
content

Source: Nielsen TAM, TVNZ Network, 1 Jan 19-31 Dec 19. Excludes repeat and filler programming, duplicate titles and infomercials. Local defined as NZ/NZ Te Reo excluding international movies set/filmed in NZ. Family Entertainment defined as comedy, reality, quiz, movie, soap, documentary, drama, mini-series, variety and mag/info. Consolidated.

Our daily reach is unmatched with

OVER 2 MILLION VIEWERS

across all our platforms.



Source: based on data from Nielsen CMI, Nielsen TAM & Google Analytics.



The more people
your brand is
seen by (reach),
the more it impacts
your business.

“ Reach is the primary driver of media effectiveness. Our research shows that about 91% of media effectiveness can be explained just by reach alone. ”

Les Binet, TVNZ Speaker Series 2018



Video ads evoke **emotion** more than ads in any other media.

Why?

- “ There is nothing like video for manipulating people's emotions. The combination of moving pictures with audio, in particular, is amazingly powerful for getting people to feel things. ”

Les Binet, TVNZ Speaker Series 2018



The effectiveness is about the combination of



REACH



EMOTION



TIME



Building a brand over time is a crucial component of achieving long-term business success.

It's also incredibly beneficial to your ability to drive short-term sales.

Why is it important to build a brand over time?

- ▶ Not all potential customers are ready to purchase at a specific point in time.
- ▶ Brand building aims to prime people to prefer your brand so that when they are in the market, they choose to buy from you.

Using TVNZ platforms is a powerful way to create brand associations that last for decades.

Video advertising on TVNZ is the best way to create consistent emotional messaging that sticks in people's minds over time.

The big question:
why is TV advertising
more effective?



It's more effective because ads in a TV environment get **NOTICED.**

An ad needs to be paid attention to in order to be effective.

When people pay attention to an ad, they're more likely to remember it – and the brand – at the time they purchase.

But when it comes to video advertising, attention varies greatly across different platforms.

	OVERALL AVERAGE	Active Viewing	Passive Viewing	NON-Viewing
Seen on TV	58%	58%	40%	2%
You Tube	45%	31%	37%	32%
facebook	20%	4%	94%	2%

People are more likely to actively watch TV: in an average second, TV gets almost twice the active viewing as YouTube and 15x that of Facebook.

Source: Not all reach is equal, Professor Karen Nelson-Field, ThinkTV.





It's more effective because ads in a TV environment are **REMEMBERED.**

The length of time that an ad on TV continues to impact sales far exceeds that of either Facebook or YouTube. In fact, TV advertising has been shown to continue to impact sales for 109 days or more than 100 days longer than ads on Facebook or YouTube.

Where ad is viewed	Days to zero impact on sales
TV on TV screen	109
TV on mobile	66
Facebook on mobile	6
YouTube mobile	8

Source: Professor Karen Nelson-Field, The Benchmark Series, Decay, 2018.

It's more effective because brands that **combine broadcast TV + BVOD** see **MORE THAN TWICE THE** **SALES IMPACT** than campaigns that combine TV and social video platforms.

First view		Second view	Short-term advertising strength
		BVOD on mobile	172
		Facebook on mobile	135
		YouTube on mobile	130

A combination of TV + BVOD provides 100% visibility and highest combined sales impact

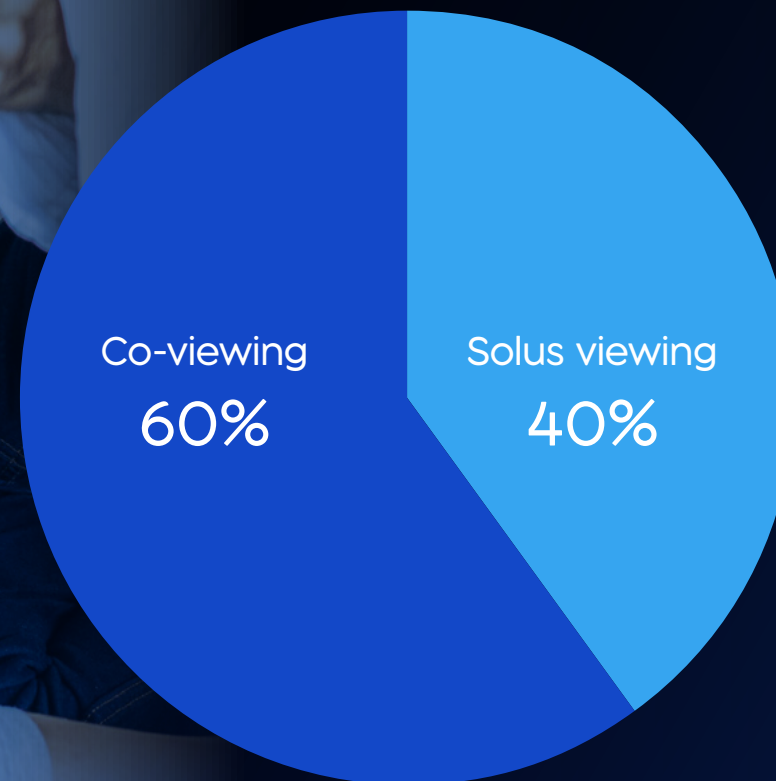
STAS = Short Term Advertising Strength. An index representing the difference in purchase behavior between those exposed to TV advertising and those not exposed to TV advertising (in this study measured by how often brands were picked out by viewers in an online supermarket after watching TV ads).

Source: Professor Karen Nelson-Field, The Benchmark Series, Cross-Platform Effects, 2018.



It's more effective because watching **TV AND BVOD DRIVES A SHARED 'CO-VIEWING' EXPERIENCE.**

TV viewing has always been a social activity. And it still is.



Unlike social online video like YouTube and Facebook, TV has the power to bring people together for a shared experience. This isn't going to change as more and more online TV is accessed through connected TV.

Source: Nielsen Television Audience Measurement, 19.04.2020 - 25.04.2020: 60% of All People All Day Co-viewing.

Co-viewing behaviour creates an opportunity for brands to increase share of voice **WITHOUT SPENDING** an extra cent.

It means you can speak to multiple generations at once, sparking conversations that influence purchase decisions and driving behaviour change.

On average TVNZ OnDemand delivers
1.4 viewers per
ad impression.

The Smart TV connection delivers
1.6 viewers per
ad impression.

Observational reality shows increase to
1.7 viewers per
ad impression.

Note: research commissioned with Kantar NZ and produced in collaboration with Telaria.

It's more effective because ads that fill the entire screen generate

TWICE the sales impact

as ads that only cover half of it.



The key is **completion**

People actually watching your ad
makes all the difference!



Source: Professor Karen Nelson-Field, Benchmark Series – Viewability: 3 important questions to ask that will change the way you buy media.

Being behind the skip button is not
where you want your brand to be.



Advertising on TVNZ broadcast TV and TVNZ OnDemand is the most-effective way to deliver a truly successful campaign.

We've got plenty of evidence. Analysing data from 11 studies completed over the past 5 years and covering a range of sectors, the AdEffect Series measures the impact of both media planning and creative execution on a brand's campaign.

- > Financial Services
- > Consumer Electronics
- > FMCG
- > Targeted FMCG
- > Retail
- > QSR
- > Automotive
- > Not Beersies
- > Telecommunications
- > AdEffect Series summary
- > TVNZ OnDemand summary

PLUS, a new banking case study is coming soon!

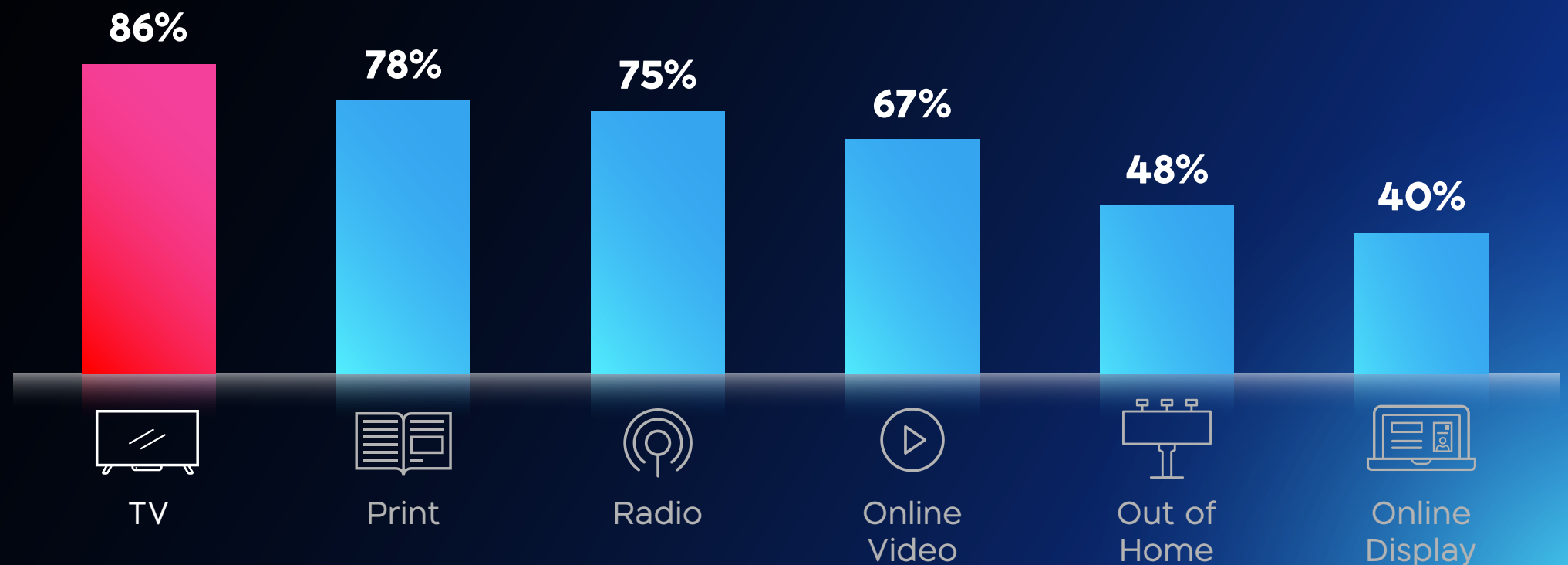
Check out the case studies at **tvnz.co.nz/sales**

TV is also the lowest-risk form of advertising.

As one UK study showed:

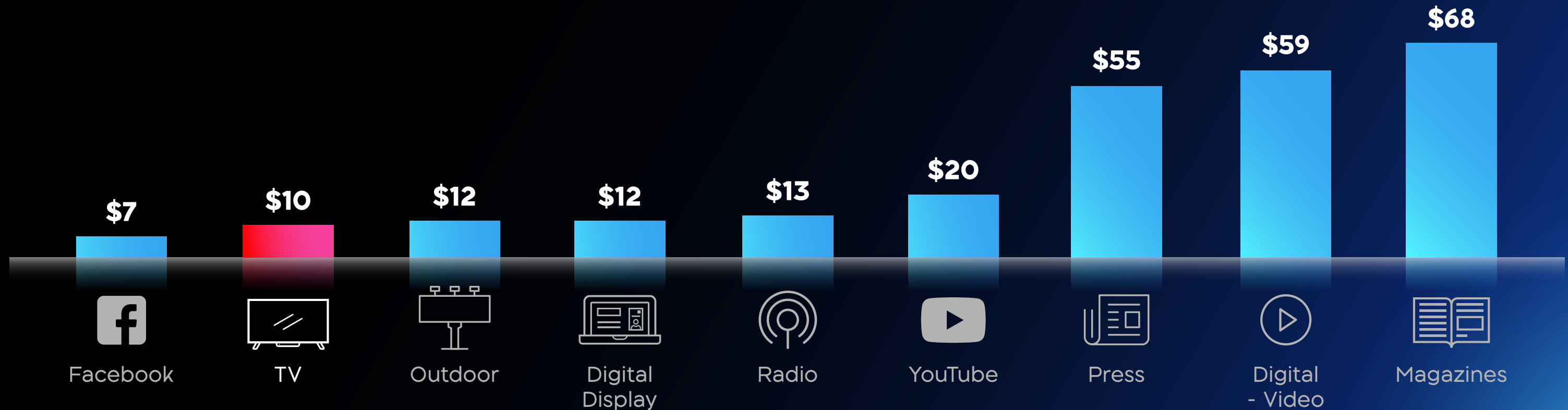
70% of TV campaigns delivered profitable return in the short-term (3-6 months), more than any other medium.

Total profit success during the 3 years after ad campaigns finished, **86% of TV advertising campaigns delivered a profitable return**, compared with:



Source: Ebiquity and Gain Theory 'Profit Ability' study.

Don't think that TV is unattainable within your budget. The cost of TV compares well with other media and is just half the CPM of YouTube.



Source: NZ Advertising Agency, Market data – average of 4 Agencies (2018) plus WARC (2016) – based on All People 18+, Broadcast TV = \$10 CPM, YouTube = \$20 CPM



Producing video ads isn't as expensive as you might think either.

Our in-house agency Blacksand can help with cost-effective creative and production from as little as \$5k.

- > Full production and creative capabilities under one roof from conception and production through to delivery.
- > Can build your entire campaign: any scale, for any platform and channel: TV ads, digital, social, outdoor, radio – even sky writing!



Creative guidance for clients and agencies in a Covid-19 landscape from System1's Orlando Wood.



- ▶ There has been **no reduction** in advertising's ability to connect with people
- ▶ Certain advertising characteristics are **connecting slightly better** today, e.g. ads using established brand characters or campaign scenarios
- ▶ Certain advertising characteristics are **connecting slightly less well at this point in the crisis**, e.g. 'hard sell' ads directly focusing on price
- ▶ Companies should embrace **generosity of spirit, humour, humility and spontaneity** in their communications and working practices

Source: ThinkBox UK April 2020, 'What Should Ads Look Like in the Time of Recession?', Orlando Wood.
<https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2020/what-should-ads-look-like-in-the-time-of-recession->

At TVNZ we also offer so much more...

Blacksand

TVNZ
OnDemand

Sponsorships

Production
funding

Trailers
and TVCs

Strategy

Production
partnerships

Branded
content

Integration

Creative
and design

With over 2 million viewers a day, TVNZ's depth of platforms and the ability to connect emotionally with audiences through video storytelling, your brand can achieve long-term brand fame and drive sales at the till!



Talk to us today. Our team is here to help.

Most-trusted media company in NZ
Colmar Brunton Corporate Rep
Survey 2018 and 2019

Most-trusted news source
TVNZ/Kantar Market Tracker
2018, 2019