

**Broadcast TV and TVNZ OnDemand:**

# **The proven way to achieve fame for your brand**

**tvnz**  
OnDemand



**NZ's most effective  
video advertising platform**



# Successful businesses become entrenched in their customers' minds through effective brand building.

In a review of more than 1,000 case studies, brands that achieved the best business outcomes balanced rational activation advertising with emotive brand advertising.

Interestingly, these case studies revealed the perfect balance of brand vs activation advertising across all categories is proven to be 60:40.

**Source:** Peter Field and Les Binet, Media in Focus and Effectiveness in Context



Peter Field



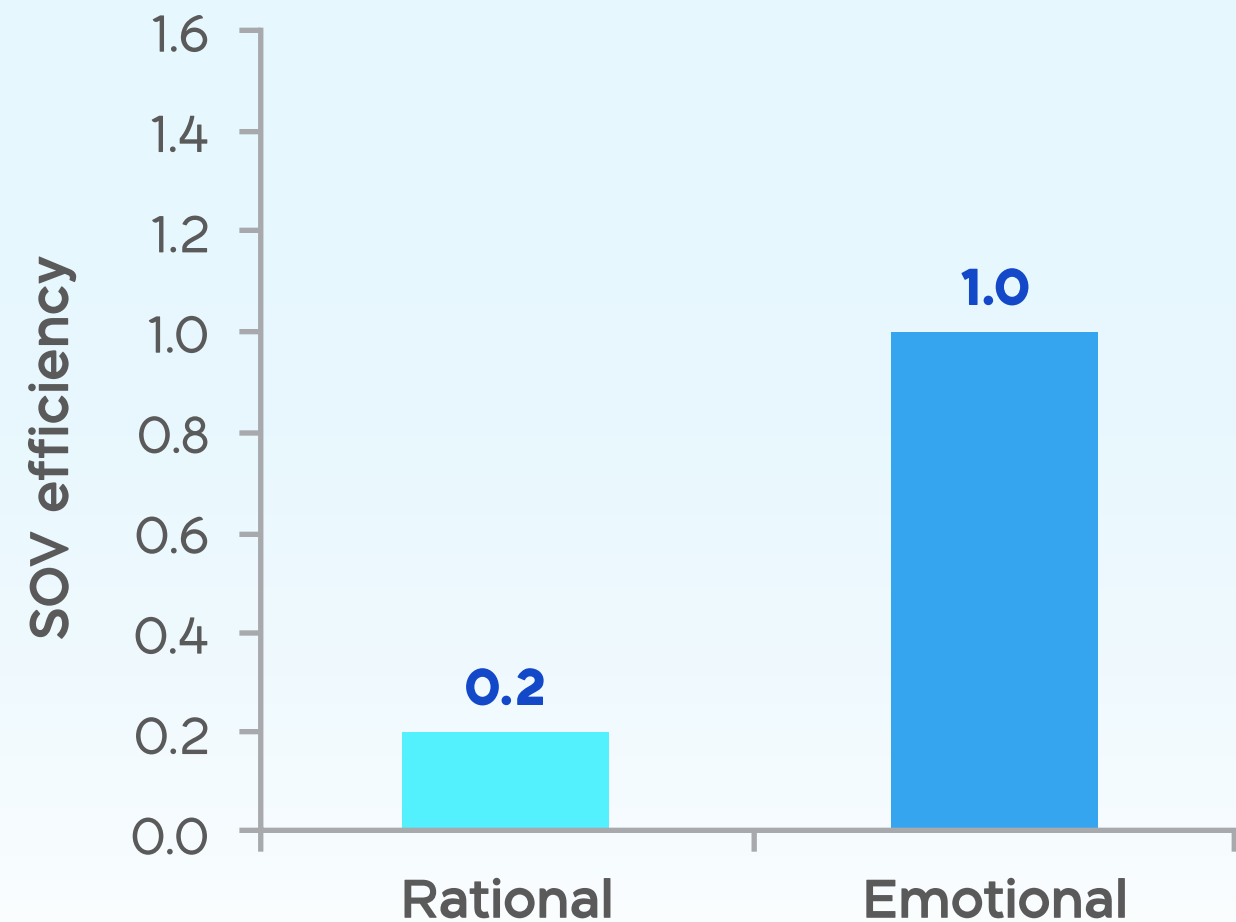
Les Binet





# Emotion is crucial for brand building.

Emotional long-form advertising is proven to be far more effective over time than rational activation advertising.



Source: IPA Databank, 2004-16 cases



# And video works best to do this.

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

**Les Binet**, TVNZ Speaker Series 2018

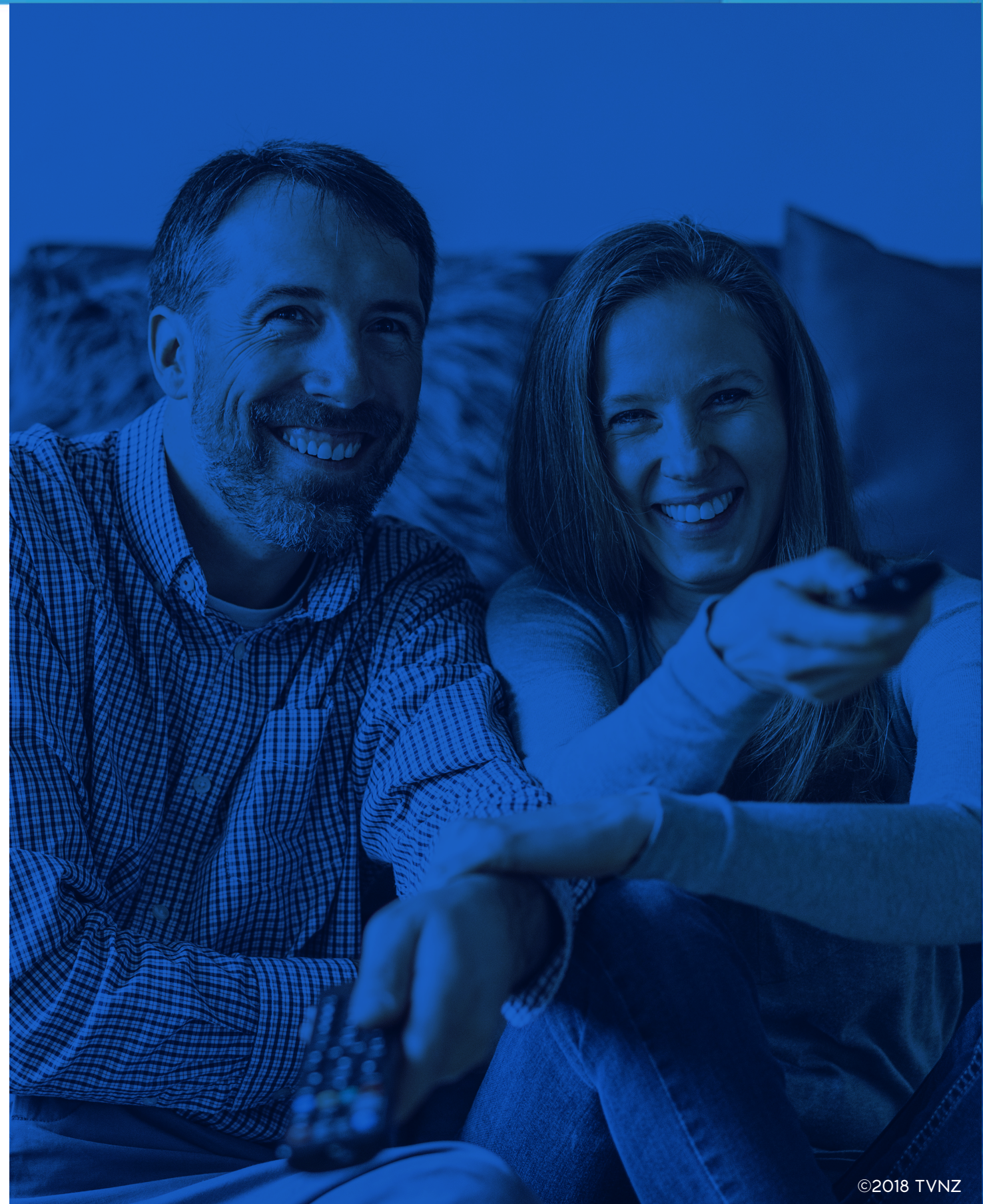




# **In the Forecast Series, research showed that Broadcast TV and TVNZ OnDemand are the video platforms that get the most active attention to advertising.**

This is because we accept a value exchange of advertising for free programme content, unlike other video platforms where we can choose to skip or fast forward.

**Source:** TVNZ Forecast 5





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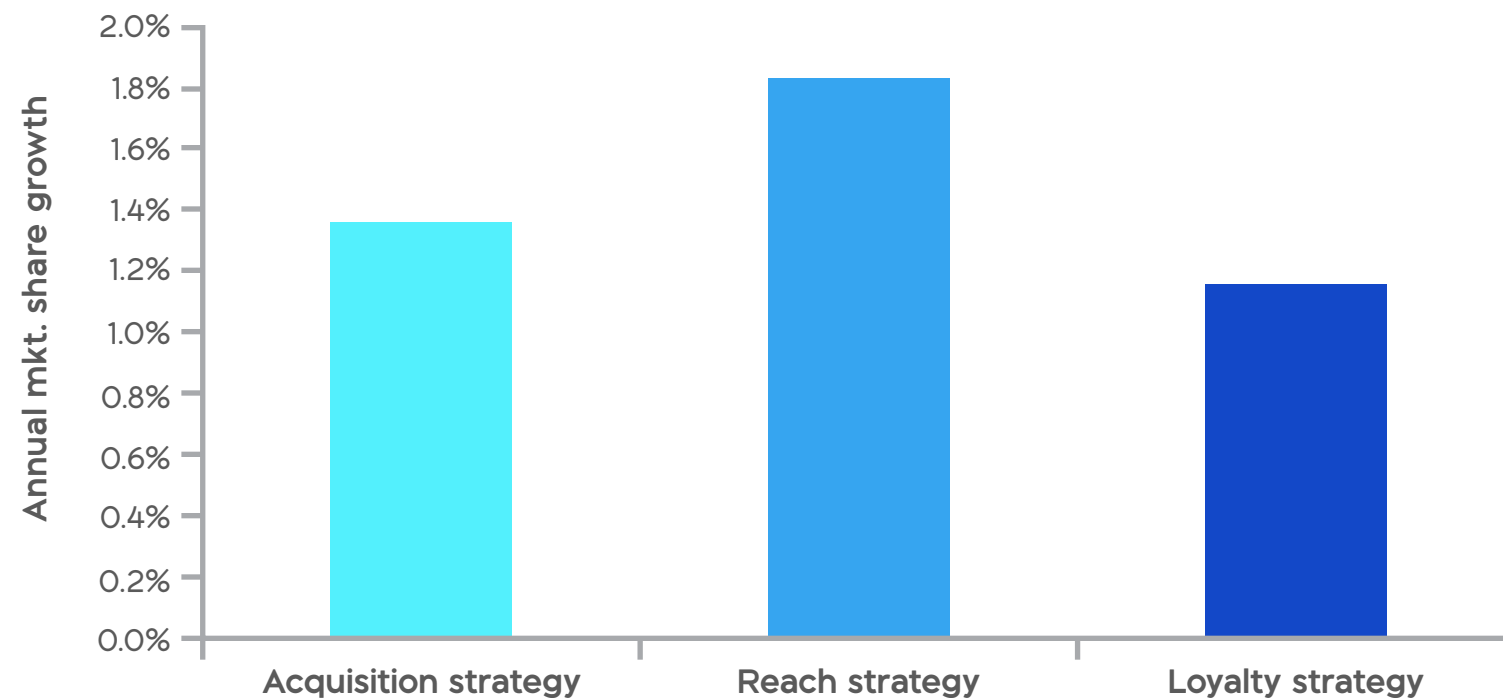


**“The platform that commands the greatest active attention gets the sale.”**

Professor Karen Nelson-Field  
The Benchmark Series



# The best way to make your brand grow is to talk to everyone in the category through reach.



“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

**Base:** 2008-16 IPA cases

**Source:** Peter Field and Les Binet, *Media in Focus* and *Effectiveness in Context*





# Broadcast TV and TVNZ OnDemand are a proven powerful combination of media to achieve reach.

Broadcast TV gives you large numbers of eyeballs.

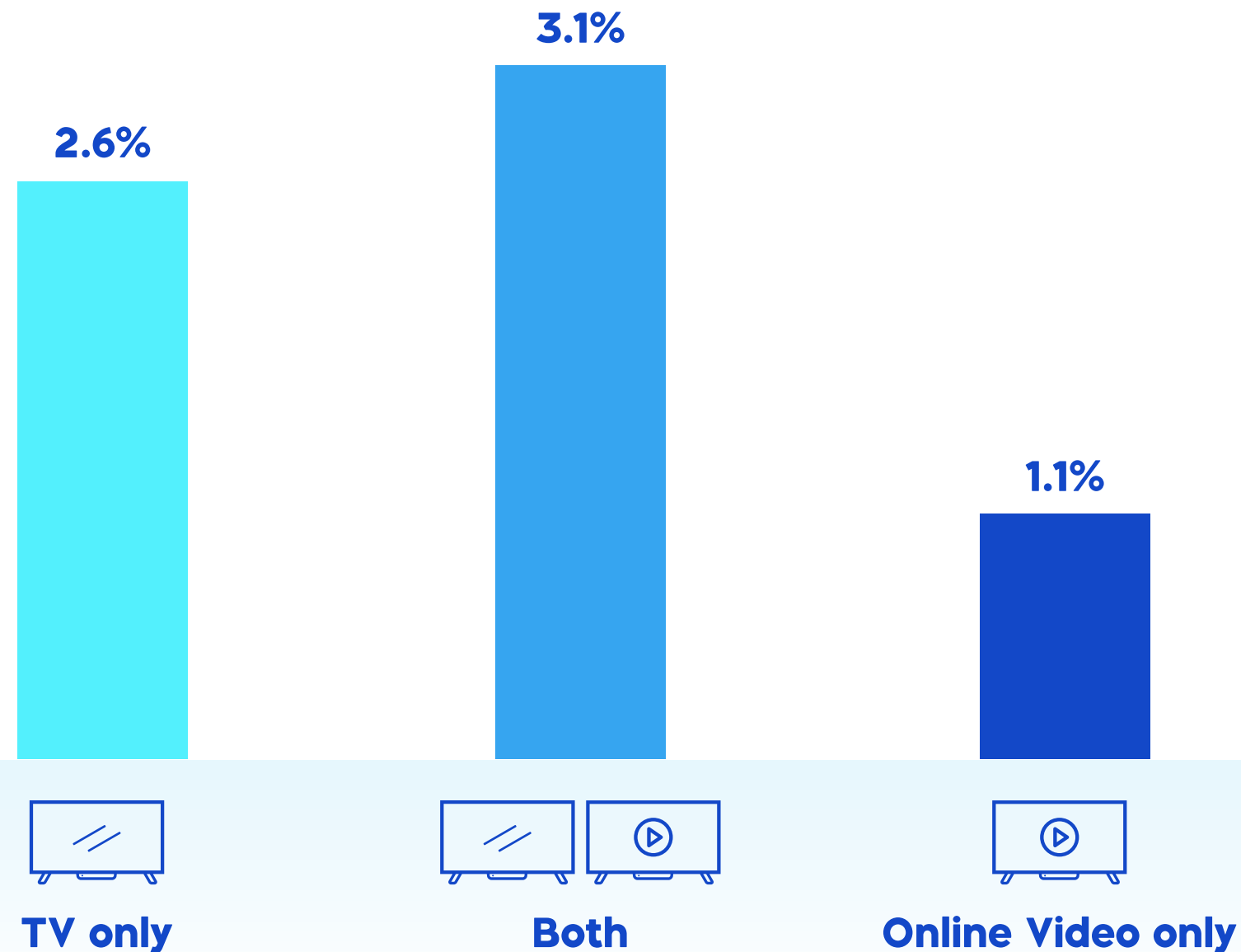
TVNZ OnDemand gives you the greatest incremental  
video reach to TV than any other media.

Use them together, and you get  
**the biggest effects of all.**



# Peter Field and Les Binet revealed the same findings in their extensive UK research.

Avg. market share  
gain per annum



Source: IPA Databank, 2014-16 cases

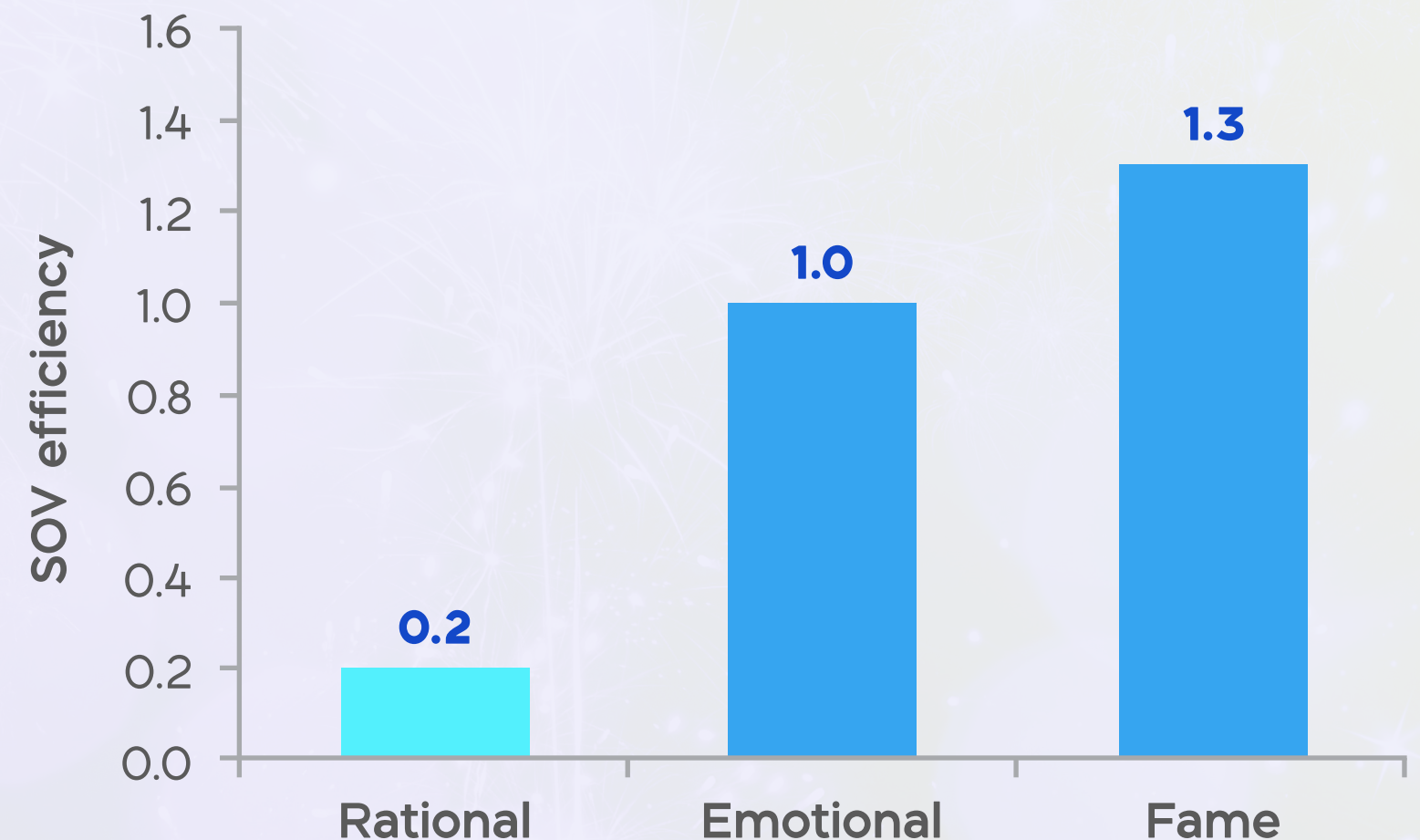


# When you add emotions and reach together, you get fame.

“

When you get emotions at scale, where you move people on mass emotionally, that's when you get fame, that's when you get people talking, that's when you get people sharing, that's when you get herd behaviour, and that is a tremendously powerful amplifier of the effects of paid communication spend.”

**Les Binet**, TVNZ Speaker Series 2018



Source: IPA Databank, 2004-16 cases



# Use Broadcast TV and TVNZ OnDemand together to make your brand famous:

Tell emotive stories through long-form video:  
a proven way to build successful brands



Use the video platforms that capture the most active attention



Achieve the greatest reach for maximum effectiveness



## Fame



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