

I'm not here to sell TV but...

1. TV has unbeatable scale and reach
2. We're watching more TV than ever before
3. TV is the most talked about medium
4. TV is the emotional medium
5. TV is the catalyst for other media
6. TV builds brand fame
7. The best profit generator

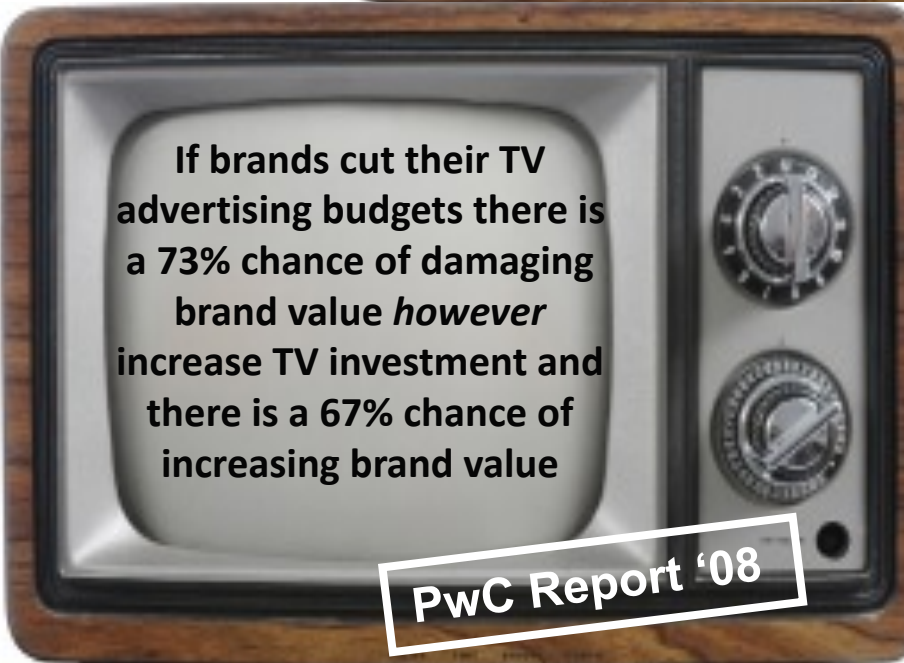


TV is a profit generator




TV pays back 4.55 times
in increased sales & 30%
more than Press

PwC Report '07



If brands cut their TV
advertising budgets there is
a 73% chance of damaging
brand value *however*
increase TV investment and
there is a 67% chance of
increasing brand value

PwC Report '08



66% of campaigns using
TV as a lead medium
reported very large
business effects
compared to 49% for
campaigns that didn't

The IPA study
Marketing and The Era of
Accountability

Our own experiences



Lurpak Sponsorship

Delivered £2.63 in sales for every
£1 invested



Ben & Jerry campaign

Delivered £2.21 in sales for every
£1 invested



A single £10,000 spot
generated over £200,000
ticket sales



Maybelline – Talent ad innovation

Over 40% growth in sales of featured
products



Old Speckled Hen

Experienced sales increases of 12%
as a result of Sponsorship



Kopparberg

First Time on TV in 2011. Sales up
67% year on year even with a lousy
summer !

You don't have to spend a fortune...



ABC1Adults target with a focus on food and property programmes

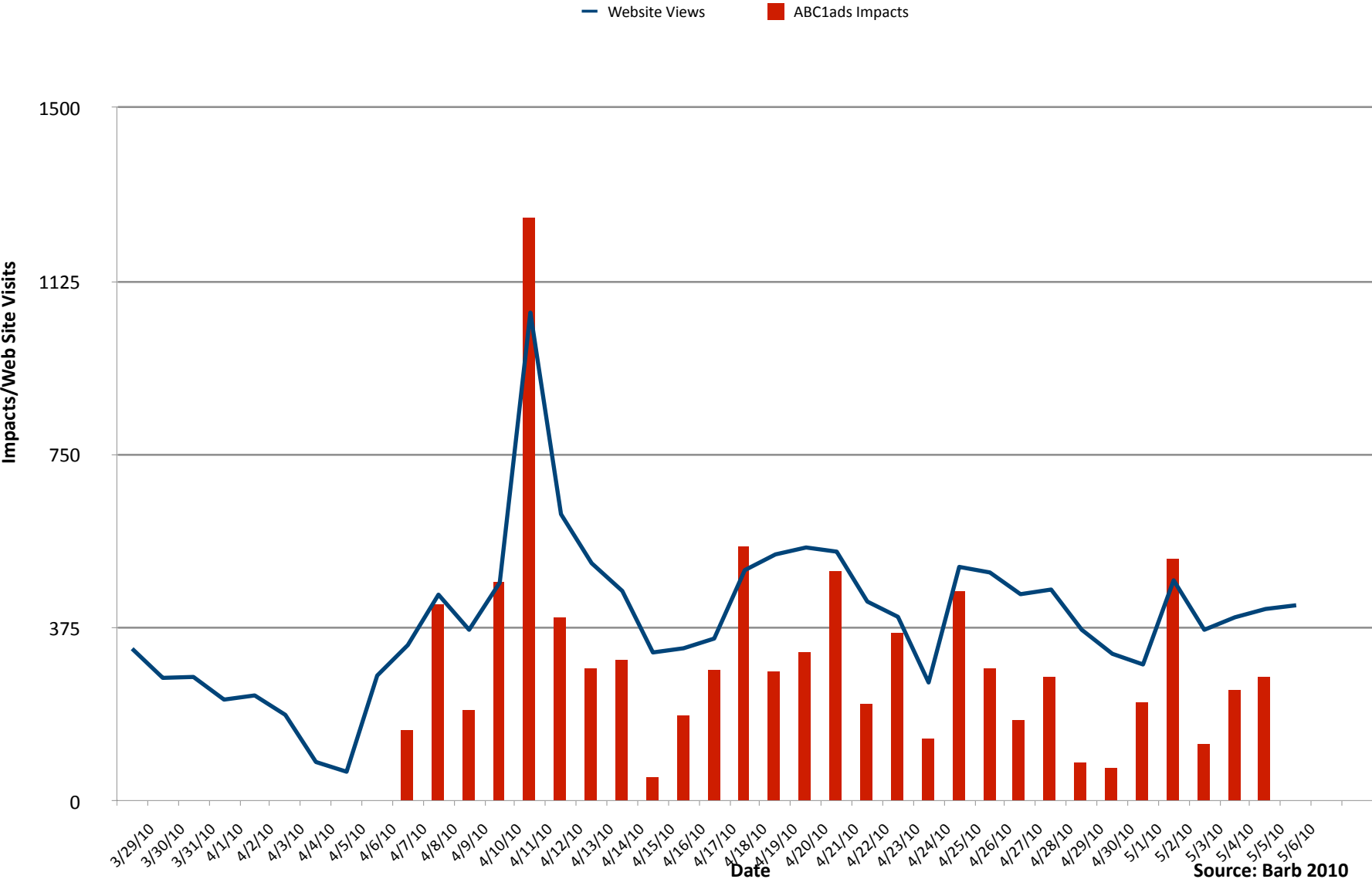
Only £80k budget including production



4.6m ABC1Adults
20% reach



INSINKERATOR IMPACTS VS. WEB IMPRESSIONS



Source: Barb 2010

Do something different



Putting Our Money where our
mouth is...



The Opportunity

- Selected ABTA travel companies can advertise with Channel 4 on a 'shared revenue' or 'cost per acquisition' basis.
- Rather than paying 100% of the airtime costs up front, you pay according to the number of customers or sales generated from the campaign.

Typical Deal

- ✓ **50% discount** on normal C4 rates.
- ✓ **'Cost Per X' payment model**

Campaign Requirements

- ✓ **Broad schedule**
- ✓ **Unique phone number, SMS or webpage**
- ✓ **Strong offer/incentive**
- ✓ **Data capture at first response .**

Data Requirements

- Advertiser to provide basic sales data to C4
- E.g. times of brochure requests, customer numbers, holidays booked.
- C4 can see which parts of the schedule are working best
- Open and transparent trading relationship.
- No commercially sensitive data required.
- No changes to advertiser's IT systems
- once a week

campaign structure

TRACKABLE CHANNELS: CALL 0800 1234 5678 or TEXT [keyword] or VISIT www.XXX.com.
STRONG INCENTIVE: free info/brochure, upgrade, discount, freebie, competition entry, etc.
DATA CAPTURE AT FIRST RESPONSE: data is captured when brochure is requested by PHONE or SMS or WEB FORM.
IMMEDIATE RESPONSE: you must register TODAY by requesting a brochure... but you can book LATER.

customer journey

See advert...



Make inquiry...



Request a brochure...
(at first response)



Book a holiday.
(days or weeks later)



data trail

media schedule of adverts
(media owner)

response databases
(various 3rd parties)

brochure database
(Virgin)

holiday sales database
(Virgin)

connecting data using Exaqt™

times, dates, stations,
dayparts, creatives, etc

times and volume of:
phone calls
text messages
web forms

times and volume of:
brochures requested

times, volume, £s of:
holidays booked

analysis and optimization

1. Exaqt™ shows the best (and worst) performing parts of the schedule.
2. Exaqt™ shows the overall brochures and holidays (in £s) i.e. advertiser's ROI.
3. Exaqt™ helps C4 re-plan the schedule i.e. to generate more response/sales.