



Not all Reach is Equal

DACH-Edition

Professor Karen Nelson Field

1.

Key Findings



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What is this study?



Ad Cut Through

via Attention and Recall



Sales Uplift

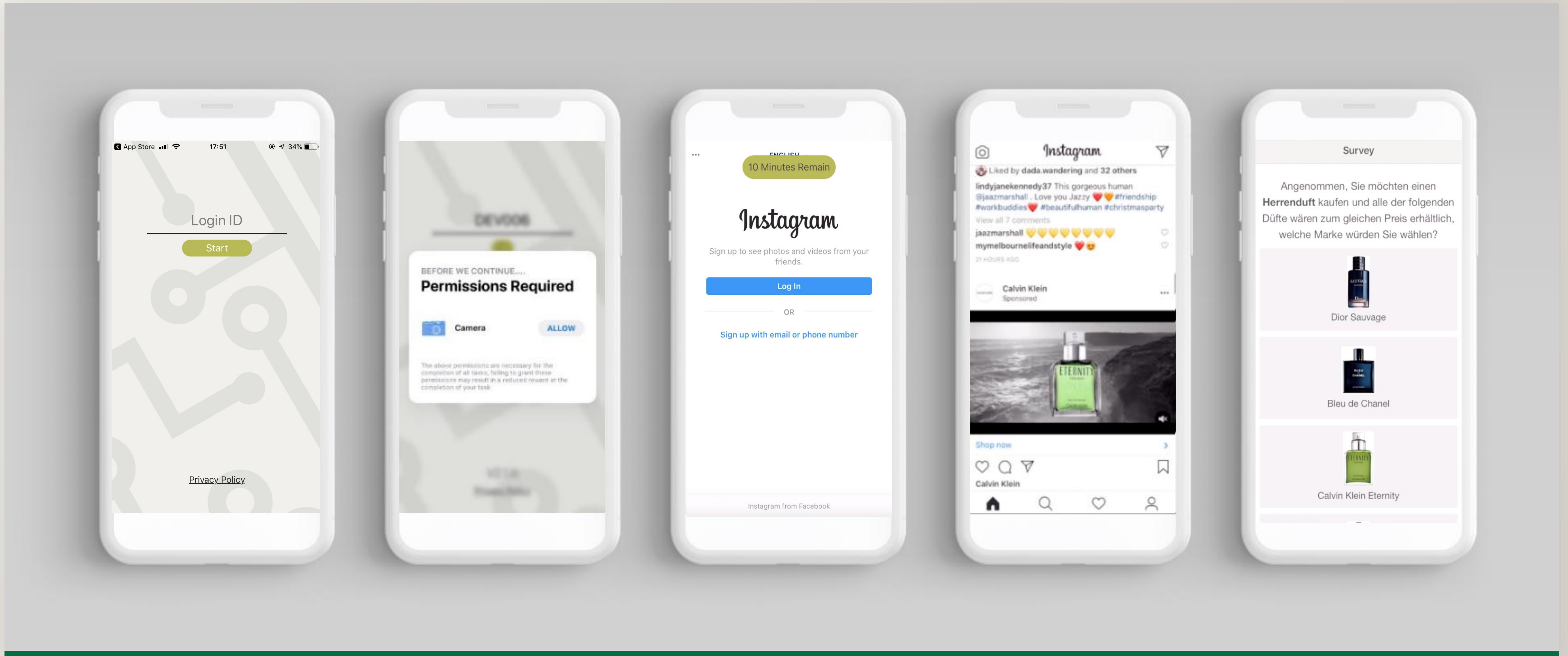
via Product Choice

Multi country
considering
cross-platform
performance against
attributes that
matter.



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Innovative, rigorous and agile methodology




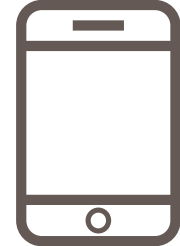
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Key Findings

TV generates **more attention** and **sales uplift**.



For example...

STAS Index		
TV	129	-
BVOD	-	138
YouTube	-	112
Instagram	-	105
Facebook	-	100

TV, regardless of device,
drives **more sales uplift**
than any other platform.



Key Findings

TV generates more attention and sales uplift.

Length of time that a TV ad impacts sales far exceeds any other platform.

TV ads are up to 3x longer in view.

And these are not once-off findings, these results are generalisable across many countries.



Top Line Summary

The strength of TV was found to be stable over many sets of data and across many conditions.

The power of TV is enduring.



Thank you!



MARS



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