



REVIEW 2018

WELCOME

Who is TAM Ireland

TAM Ireland strive, through best practice, to drive TV audience measurement forward. Our ambition is to measure all video content and provide precise viewership data on broadcast content across all platforms and we are committed to excellence in vision and adaptability.

The members of TAM Ireland are RTE, Virgin Media Solutions, TG4, Eir Sport, Sky Ireland, Channel 4, Viacom and the main Irish media buying agencies. We commission Nielsen to carry out the actual measurement service.

Our mission is:

To provide precise viewership data and promote the power of television with a commitment to excellence, vision and adaptability.



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groupm



HAVAS
M E D I A

Javelin | Group



VIACOM
INTERNATIONAL
MEDIA NETWORKS

dentsu
ÆGIS
network



coreTM

OmnicomMediaGroup

RTÉ

Welcome to the TAM Review of TV for 2018.

In 2018, quality TV content was enjoyed by hundreds of thousands of people in Ireland every day. It was powered by new technologies to make TV available anywhere, any time, on any screen to the Irish viewing public. Our Annual Review aims to help you understand how TV evolved over the last year. We have plenty of data here to share with you-all the TV facts and figures that you need to know. If you want some clever opinions alongside your cold hard facts and stats, we have Matt Hill from Thinkbox writing about effectiveness in media and Alain Beerens from EGTA taking stock of another great year in TV.

In 2018 TAM Ireland continued to work with Nielsen to provide TV viewership data and to support the TV advertising industry through research, education and industry development:

Industry Development:

Our Industry committees worked hard in 2018 overseeing the trading currency and ensuring the Gold Standard measurement is maintained and continues to be reliable and transparent. We formed a new BVOD industry committee this year and launched the updated A/V Data Solution in the first week of January 2019

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Education and Events:

2018 was also a very busy year for us with Industry events - from running our TAM TV Training, to launching Ireland's first TV Planning Awards, to hosting the enlightening and highly entertaining Mark Ritson for the TAM Long Lunch in October. 2019 looks to be even busier, kicking off with Plannervision on January 29th, followed by The TAMs Planning Awards on March 28th. Our TV Training (in association with IAPI), will run throughout the year with the first session taking place on February 13th. There will also be a Broadcaster Town Hall event in May and the TAM Long Lunch will be back again in October!

Research:

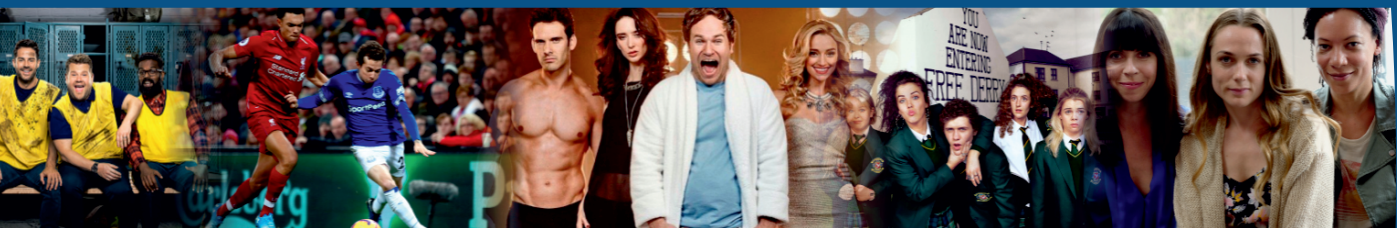
In 2018 TAM undertook a number of research projects to underline the power of TV in the Irish market. The fruits of one of these research projects will be presented at Plannervision 2019 (January 29th)

Before I finish I'd like to thank the Broadcasters who kept TV in Ireland at the top of its game in 2018 with amazing content and also to all the advertisers who invested in TV during the year.

There is no doubt that TV in Ireland has a powerful story to tell and TAM is proud to be able to tell it. We look forward to another exciting year in 2019.



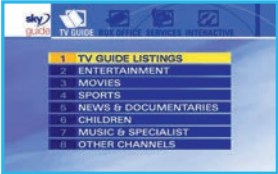

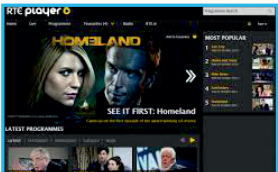
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TV IN NUMBERS

The TV Market Place

Big, Small, Mobile, Smart, Connected, Time-shifted, Streamed... In Ireland in 2018, the TV has been as central to our entertainment as it has ever been. The myriad of accessible technology makes TV available everywhere and at any time. Irish people use a number of devices to experience TV in and outside the home. This new media has grown total media time and occasions.

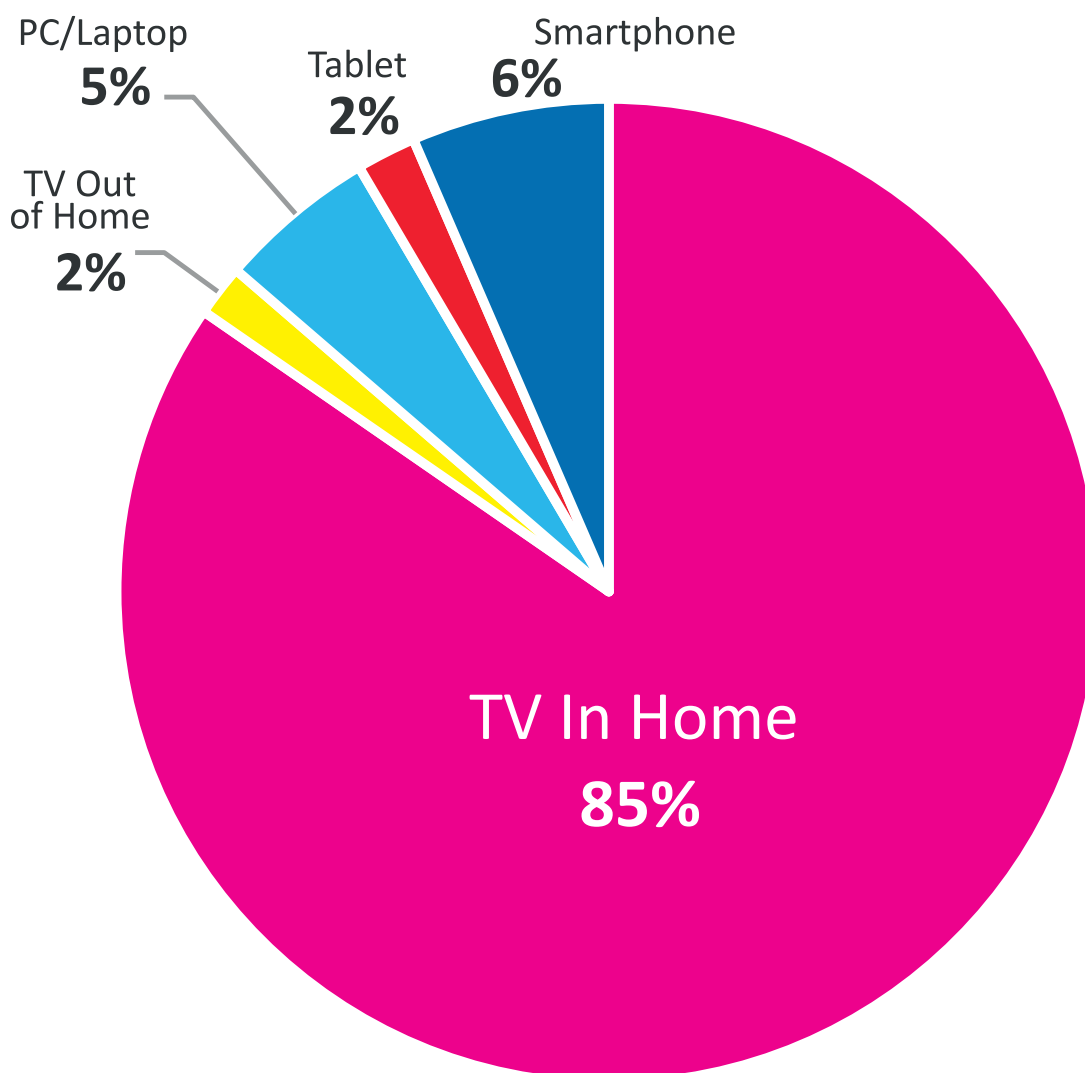
		2008	2013	2018
	No. of TAM Ireland reported Channels	20	33	52
	% of homes with TV Recorder / PVR	5%	53%	60%
	% of homes with access to broadband	63%	82%	89%

Source: TAM Ireland Establishment Survey

Despite all the choice, according to the TAM Ireland AV Data Solution 2018, in 2018 85% of an Adults 15+ video viewing was on a TV. Of this viewing, 77% was to broadcast content (live and recorded TV and broadcast players)

There is no doubt that other screens are a brilliant and much appreciated way to watch TV but they are often a compromise - they are there when a big screen isn't. Quite understandably, people will always want to watch on the best screen available!

AV Content Viewed 2018



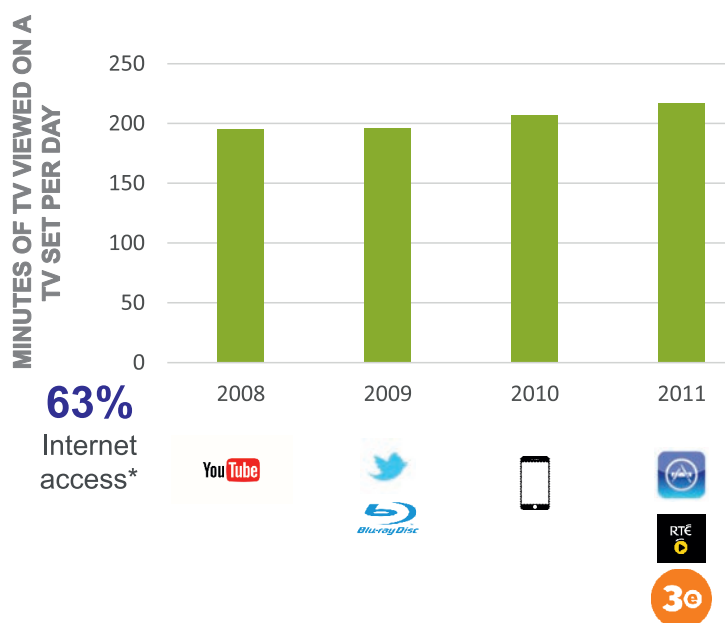
Source: TAM Ireland AV Data Solution 2018 Adults 15+

Viewing to Broadcaster Channels

In the last decade, despite disruption from so many new technologies and video services, TV viewing has remained remarkably resilient and there has been very little change in the amount of time we spend watching Broadcaster content. In Ireland 84% of all video viewing time across all devices remains with broadcaster channels.

Source: TAM Ireland AV Data Solution 2018

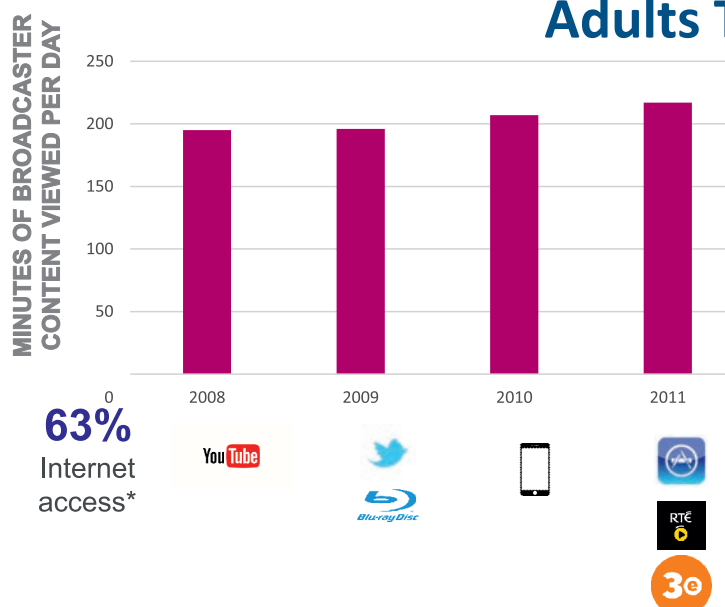
In a decade of disruption on a TV Set



Source: CSO, Nielsen Adults in TV Homes. TV set viewing within 7 days of

And viewing content is

Adults T

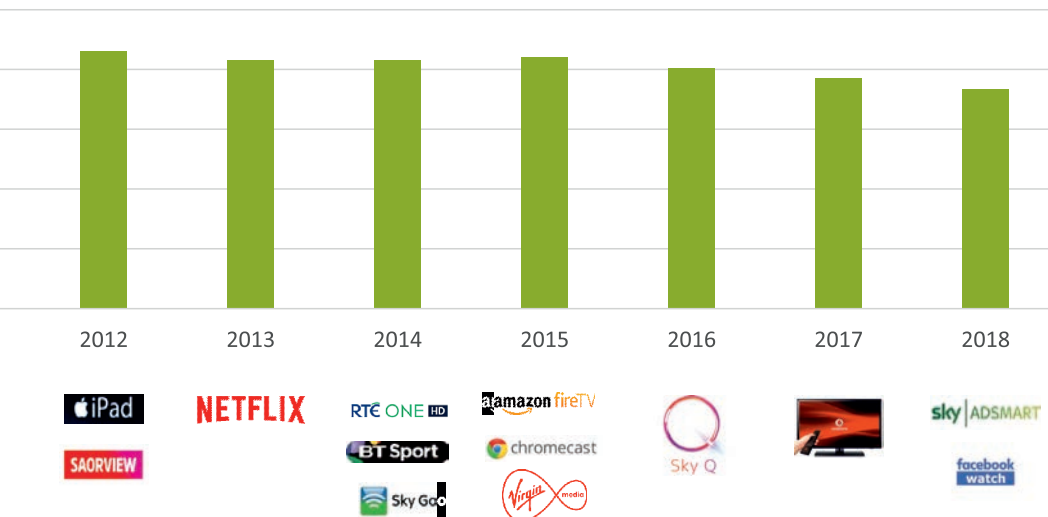


Source: CSO, Nielsen Adults in TV Homes. TV set viewing within 7 days of

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f disruption, viewing to TV
et remains very strong

Adults Total TV

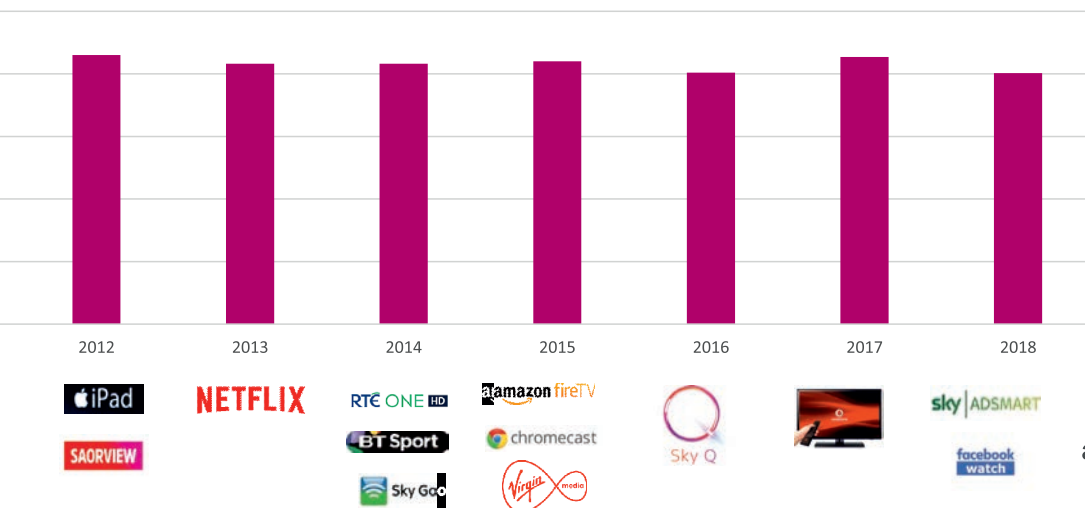


89%
Internet
access*

broadcast

to broadcaster generated
s impressively resilient

Total Broadcaster Content



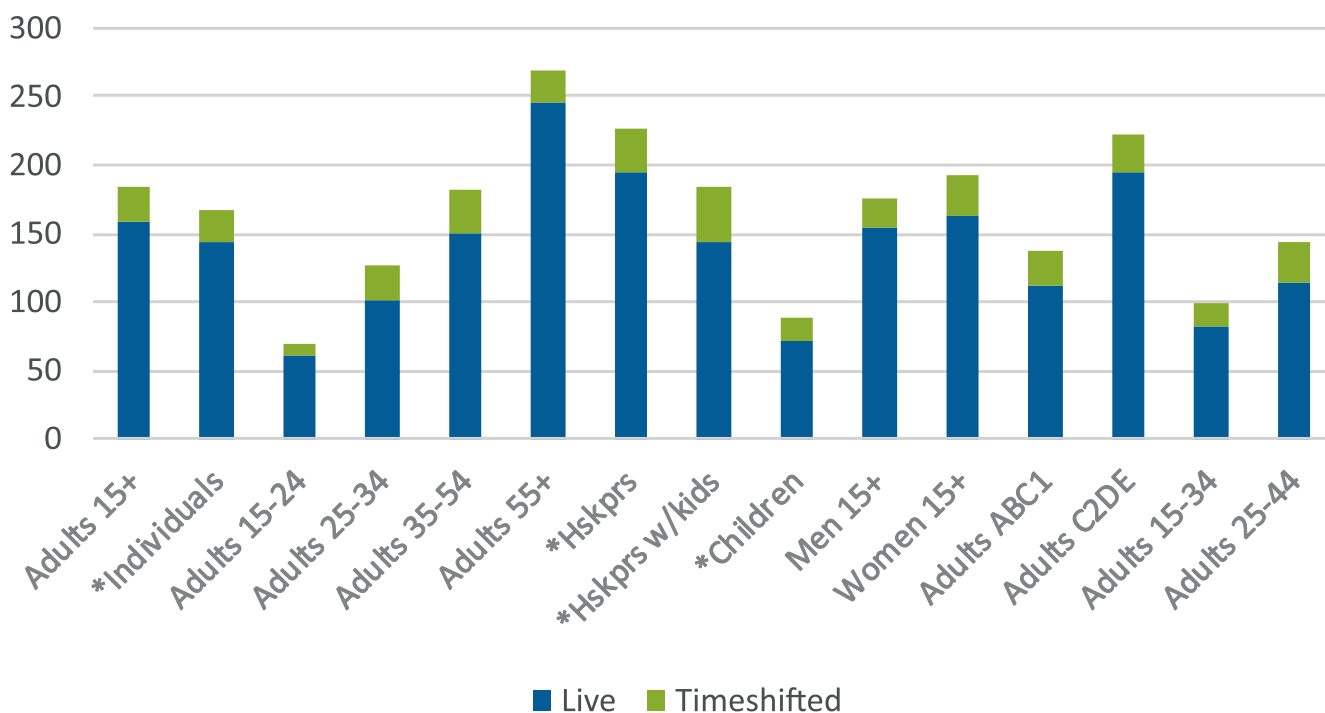
89%
Internet
access*

broadcast and AV Data Solution 2018

Live TV Remains Fundamental to Peoples viewing experience

Live TV remains fundamental to peoples viewing - 86% of TV was watched live in 2018.

TV Viewing 2018

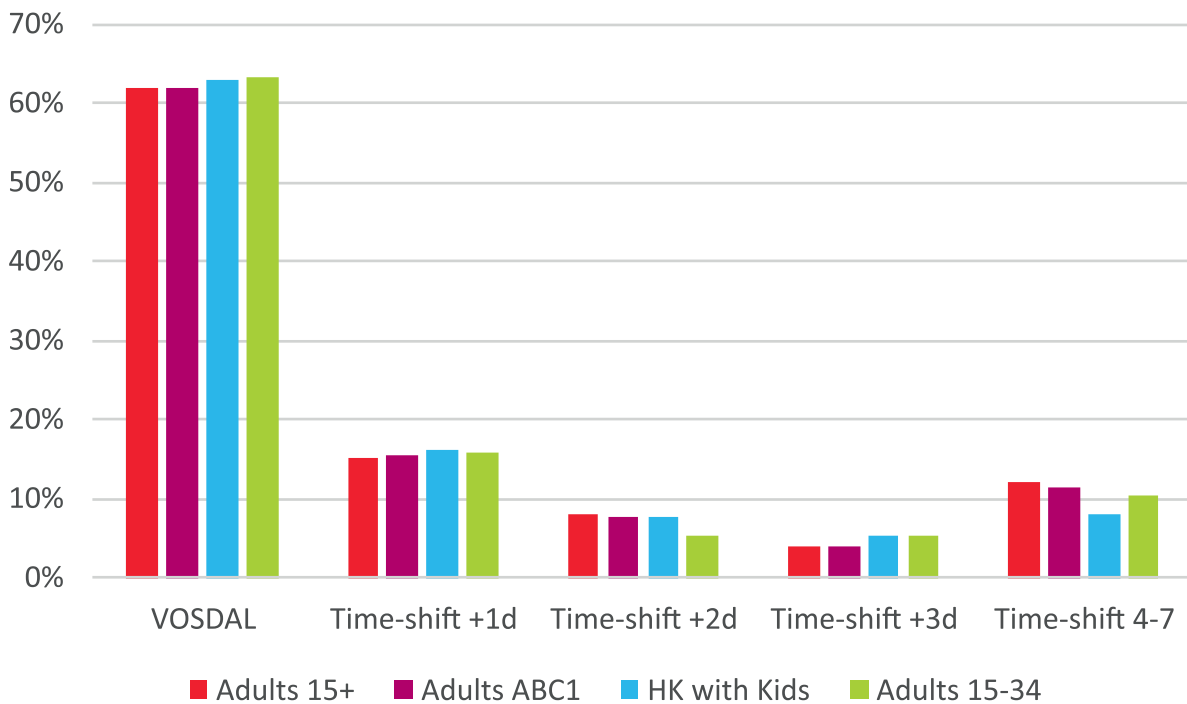


Source: TAM Ireland Ltd. / Nielsen TAM, National, All-Day, Individuals 4+, Average Minutes Per Person

When people were watching time-shifted content in 2018, they played back the content quickly, with 80% of Adults 15+ catching up on the content the same day of broadcast or just one day later. This is true across the vast majority of demographics.

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Day of Viewing Post Broadcast



Source: TAM Ireland Ltd. / Nielsen TAM, National, All Day, Avr Time/Person



How many people in Ireland tune into TV content?

The immense popularity of TV means that no other medium comes close in building reach and scale as quickly and powerfully. In 2018, as in previous years, TV had extremely high daily, weekly and monthly reach.

Total TV in Ireland reaches:



65.4%

of the population in a **day**



86.7%

of the population in a **week**



94.8%

of the population in a **month**

Source TAM Ireland Ltd. / Nielsen TAM, National, All Day, Consolidated, Total TV, Reach 1+%, Adults 15+



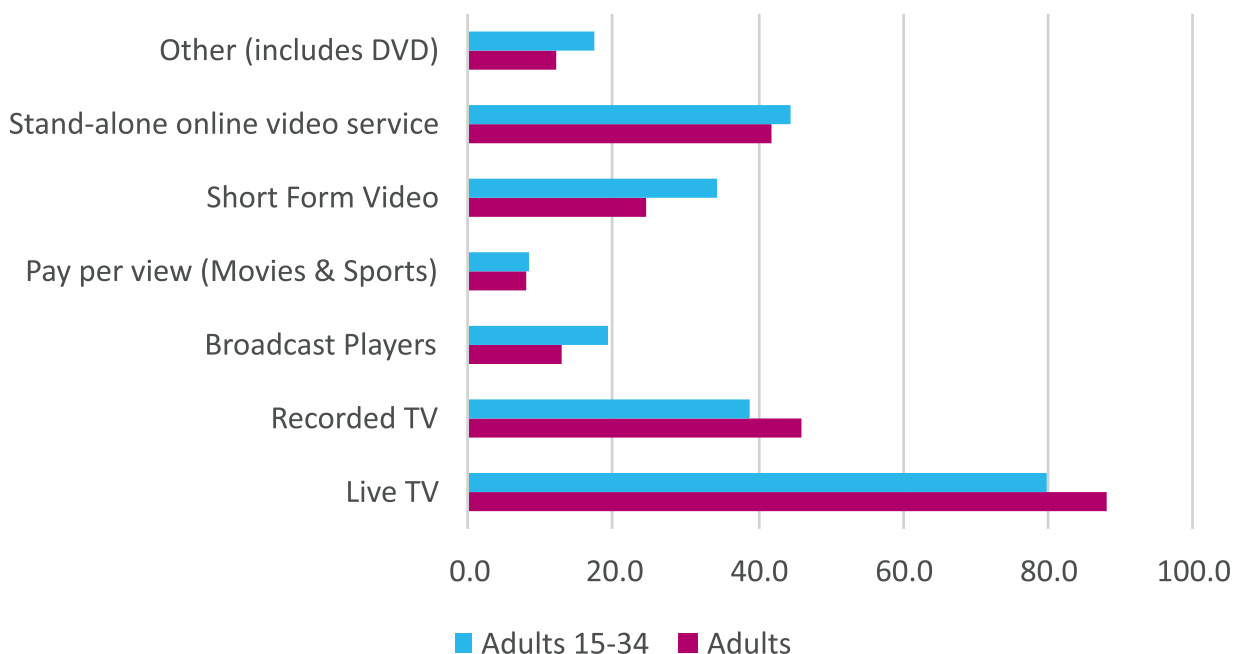
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Live TV remains the key driver of reach but viewing on new platforms are helping to boost reach levels. In home live TV reached over 80% of Irish adults each week in 2018.

Viewing on other platforms boosts reach figures meaning that in 2018 total Broadcast content reached over 91% of all Irish adults weekly.

For younger audiences live TV remained the dominant form of viewing with over 75% weekly reach.

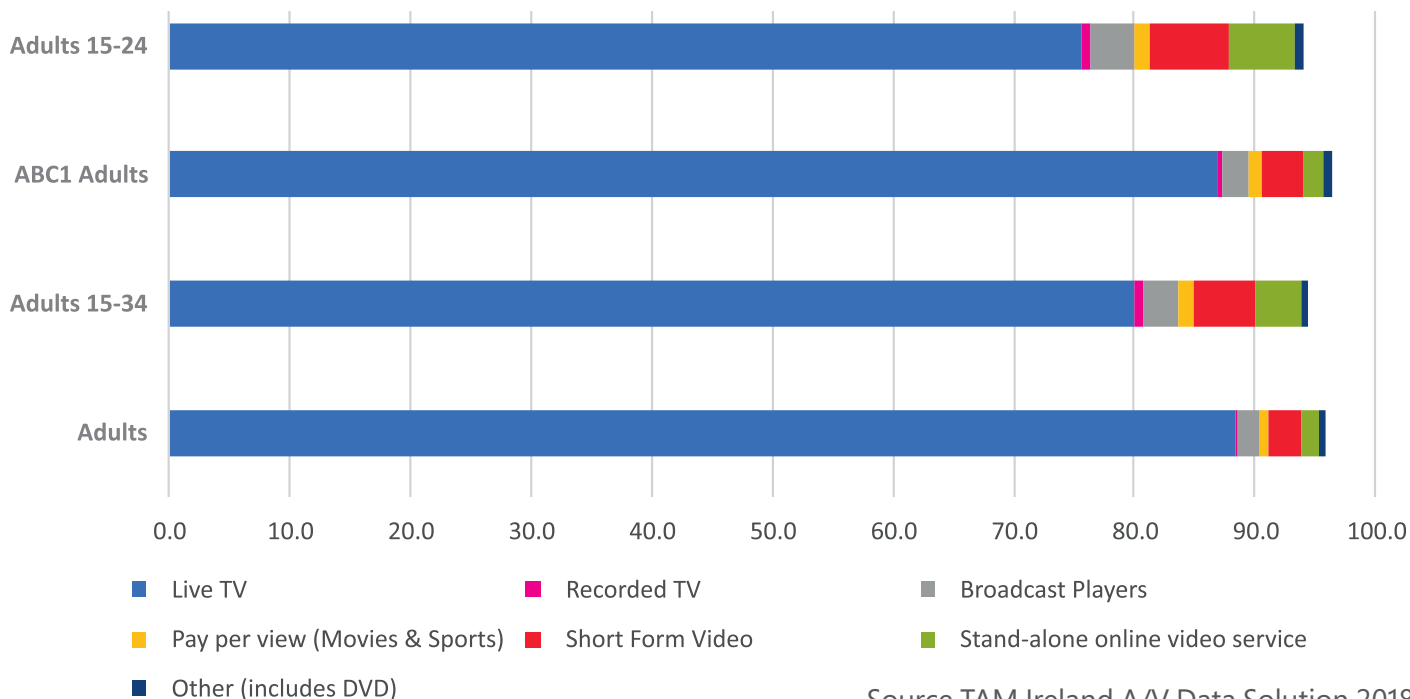
Weekly Reach by Viewing Type



Source TAM Ireland A/V Data Solution 2018

Incremental Reach continued to be driven by live TV

Live TV was also by far the greatest contributor to incremental reach for all demographics in 2018. Using Live TV as a base for weekly incremental reach for Adults, live TV contributed 88%. This holds true even for young audiences where live TV contributed 75% to weekly incremental reach.



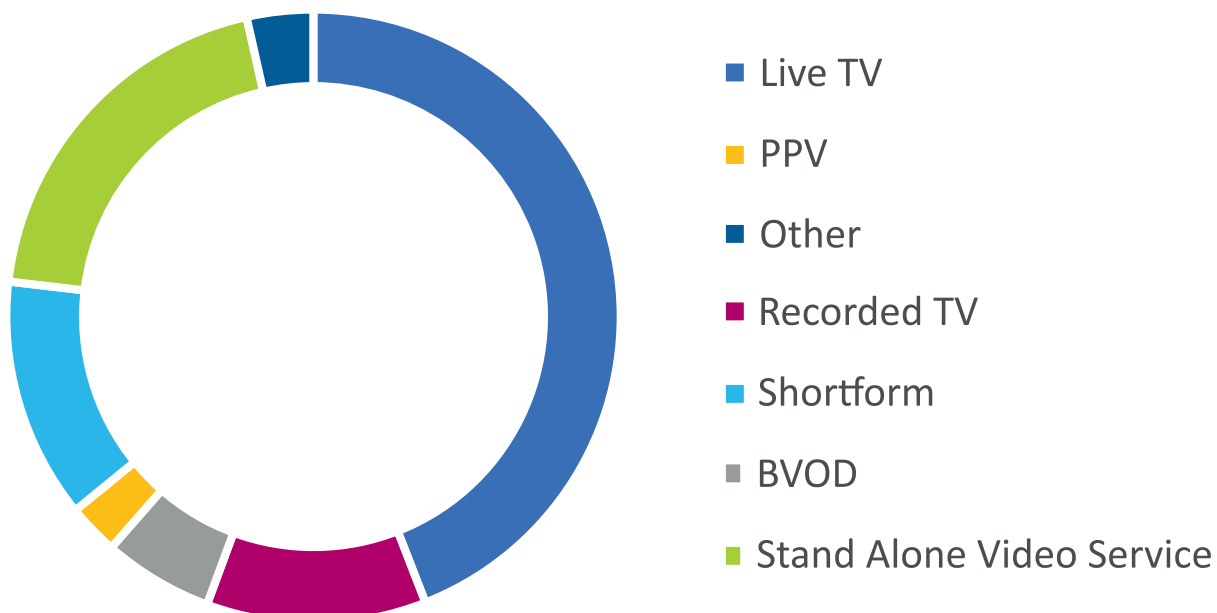
Source TAM Ireland A/V Data Solution 2018



What are Younger viewers watching?

Younger watchers are the most enthusiastic watchers of all new forms of TV and this, of course, has an impact on their TV consumption. That said broadcaster content remains the most important source of video in their lives- it accounts for over 64% of a 15-34 year old's video diet.

15-34 Year Old's Video Diet

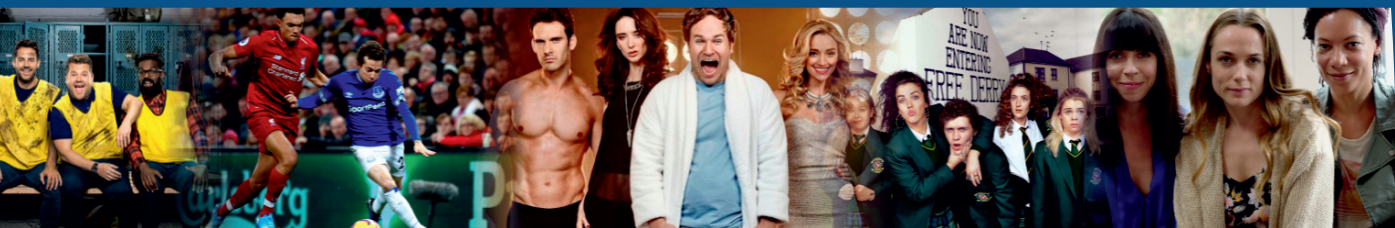


Source TAM Ireland A/V Data Solution 2018





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WHO WAS ADVERTISING IN 2018

Top 20 Products on TV in 2018

1. ALDI PRODUCT RANGE
2. VODAFONE BRAND
3. VIRGIN MEDIA
4. SKY BRAND
5. LIDL PRODUCT RANGE
6. SUPERVALU PRICE & ITEM
7. EIR BUNDLES
8. THREE MOBILE PHONE NETWORK
9. GUINNESS DRAUGHT
10. HARVEY NORMAN STORE
11. ULSTER BANK MORTGAGES
12. SKY BROADBAND
13. ESB ELECTRIC IRELAND
14. NOW TV
15. VIRGIN MOBILE
16. IKEA
17. DFS FURNITURE
18. AIB MORTGAGES
19. CARLSBERG LAGER
20. VHI HEALTHCARE

Source: TAM Ireland Ltd / Nielsen TAM, National, Consolidated,
Individuals 4+, 30" TVRs

Top 20 Advertisers in 2018

1. PROCTER & GAMBLE IRE
2. SKY
3. DIAGEO
4. VODAFONE IRELAND
5. RECKITT BENCKISER
6. VIRGIN MEDIA
7. EIR
8. MCDONALD'S
9. ALDI STORES LTD
10. LOREAL
11. THREE
12. SUPERVALU
13. ALLIED IRISH BANKS
14. LIDL IRELAND GMBH
15. NATIONAL LOTTERY
16. HEINEKEN IRELAND
17. UNILEVER
18. HYUNDAI IRELAND
19. JOHNSON & JOHNSON
20. NESTLE

Top 20 Categories in 2018

1. TELECOM, TV AND ONLINE SERVICES
2. HOUSEHOLD
3. VEHICLES
4. INSURANCE
5. ENTERTAINMENT & LEISURE
6. ALCOHOLIC DRINKS
7. RETAIL GENERAL
8. CONFECTIONERY & SNACKS
9. MEDICATION
10. MORTGAGES & RELATED PRODUCTS
11. PERSONAL HYGIENE & HEALTH
12. ENTERTAINMENT - FILM RELEASES
13. GOVERNMENT DEPARTMENTS/MINISTRIES
14. CLEANING, POLISHING & DYEING
15. UTILITIES RESIDENTIAL
16. LEISURE EQUIP GAMES-RECREATION
17. SOFT DRINKS
18. DAIRY PRODUCTS & SUBSTITUTES
19. PREPARED & CONVENIENCE FOODS
20. HAIR PRODUCTS

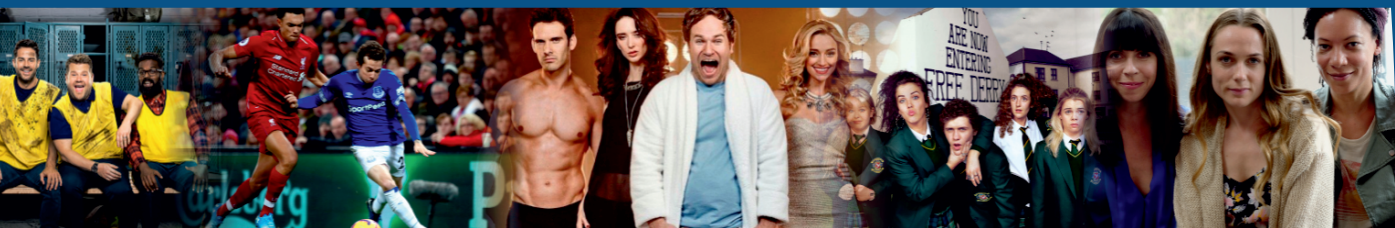
Top 10 Growth Categories

A number of categories greatly increased their TV presence in 2018. These category changes can give us a snap shot into what is happening in the wider economic environment in Ireland

1. ENTERTAINMENT & MEDIA CORPORATIONS
2. HOLIDAYS/OVERSEAS
3. PUBLISHING - BOOKS
4. GOVT,SOC,POLITICAL CORPORATE
5. GENERAL FINANCIAL
6. LEISURE EQUIPMENT PHOTOGRAPHIC
7. AUDIO VISUAL EQUIPMENT & ACCESSORIES
8. AGRICULTURE/LIVESTOCK
9. FINANCE CORPORATE
10. FURNITURE & FITTINGS



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WHAT WERE WE WATCHING THIS YEAR TOP PROGRAMMES 2018

	Programmes	Channel	Date	000s
1	The Late Late Toy Show	RTÉ One	30/11/2018	1550.4
2	Six Nations: England V Ireland	Virgin Media One	17/03/2018	975.6
3	Guinness Series Live: Ireland V New Zealand	RTÉ2	17/11/2018	926.6
4	2018 FIFA World Cup: Croatia V England	RTÉ2	11/07/2018	924.4
5	Room To Improve	RTÉ One	18/02/2018	859.8
6	Sunday Game Live (All Ireland Hurling Final): Galway V Limerick	RTÉ2	19/08/2018	854.4
7	Sunday Game Live (All Ireland Football Final): Dublin V Tyrone	RTÉ2	02/09/2018	841.1
8	RTE News: Six One	RTÉ One	01/03/2018	807.6
9	Six Nations: Ireland V Scotland	Virgin Media One	10/03/2018	729.4
10	RTE News: Nine O'Clock	RTÉ One	01/03/2018	707.4
11	Eurovision Song Contest Final 2018	RTÉ One	12/05/2018	701.9
12	Mrs Brown's Boys - Exotic Mammy	RTÉ One	25/12/2018	688.7
13	I'm a Celebrity...Get Me Out of Here	Virgin Media One	18/11/2018	679.3
14	Six Nations: Ireland V Wales	Virgin Media One	24/02/2018	663.3
15	2018 FIFA World Cup Final: France V Croatia	RTÉ2	15/07/2018	654.4
16	Mrs Brown's Boys - Mammy's Motel	RTÉ One	31/12/2018	650.9
17	The Late Late Show	RTÉ One	12/10/2018	641.6
18	2018 FIFA World Cup: Colombia V England	RTÉ2	03/07/2018	638.6
19	Whistleblower: The Maurice McCabe Story	RTÉ One	13/11/2018	637.3
20	2018 FIFA World Cup: France V Belgium	RTÉ2	10/07/2018	612.4
21	The Young Offenders Christmas Special	RTÉ One	25/12/2018	601.4
22	Dancing With The Stars	RTÉ One	04/03/2018	598.5
23	Six Nations: France V Ireland	Virgin Media One	03/02/2018	586.5
24	Champions League Live: Real Madrid V Liverpool	RTÉ2	26/05/2018	585.1
25	Six Nations: Ireland V Italy	Virgin Media One	10/02/2018	584.8

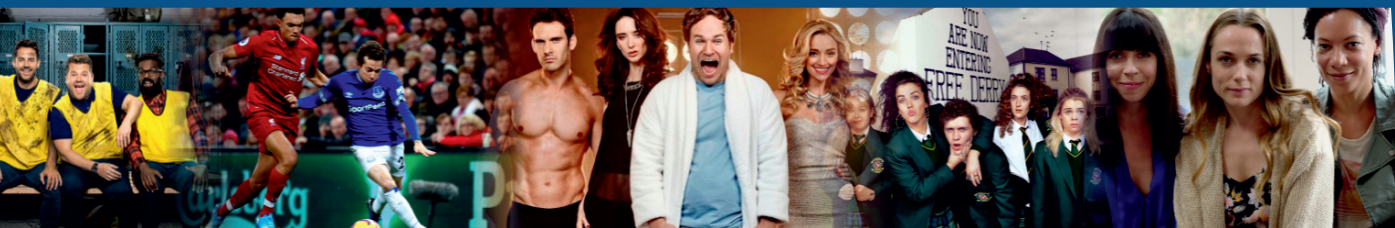
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	Programmes	Channel	Date	000s
26	Guinness Series Live: Ireland V Argentina	RTÉ2	10/11/2018	564.8
27	Sunday Game Live (Semi-Final Hurling): Cork V Limerick	RTÉ2	29/07/2018	548.2
28	Striking Out	RTÉ One	11/02/2018	548
29	Guinness Series Live: Ireland V USA	RTÉ2	24/11/2018	545.3
30	Taken Down	RTÉ One	04/11/2018	538.2
31	Coronation Street	Virgin Media One	08/01/2018	535.3
32	2018 FIFA World Cup: Russia V Croatia	RTÉ2	07/07/2018	529.4
33	2018 FIFA World Cup: Tunisia V England	RTÉ2	18/06/2018	527.5
34	Ireland's Got Talent	Virgin Media One	03/02/2018	521.8
35	Champions League Live: Roma V Liverpool	RTÉ2	02/05/2018	508.1
36	2018 FIFA World Cup: Sweden V England	RTÉ2	07/07/2018	499
37	2018 FIFA World Cup: England V Belgium	RTÉ2	28/06/2018	496.7
38	Six Nations: France V England	Virgin Media One	10/03/2018	493
39	Fair City	RTÉ One	11/02/2018	490.6
40	The Young Offenders	RTÉ2	01/03/2018	486.6
41	Pope Francis In Ireland	RTÉ One	26/08/2018	486.4
42	The Rose Of Tralee International Festival 2018	RTÉ One	21/08/2018	485.9
43	2018 FIFA World Cup: Croatia V Denmark	RTÉ2	01/07/2018	484.7
44	LIVE: Manchester City V Liverpool	Virgin Media One	10/04/2018	482.3
45	We Won The Lotto	RTÉ One	05/02/2018	477.9
46	2018 FIFA World Cup: Brazil V Switzerland	RTÉ2	17/06/2018	477
47	One Day: How Ireland Eats	RTÉ One	22/01/2018	474.4
48	LIVE: Liverpool v Roma	Virgin Media One	24/04/2018	472
49	Operation Transformation	RTÉ One	28/02/2018	470
50	Prime Time	RTÉ One	01/03/2018	463.5

Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+,
All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode,
Minimum Duration 10 Minutes



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KEY TV MOMENTS IN 2018

RTE TWO **World Cup**

On average 317,000 individuals tuned into the 57 live matches. The England v Croatia Semi-Final was the most watched match with 924,000 viewers. It was the best ever World Cup on the RTÉ Player.



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RTE ONE

The Late Late Toy Show

The Greatest Showman themed show was celebrated on social media with #LateLateToyShow trending worldwide. It was once again the biggest show of the year with an average audience of 1.3 million viewers (live + VOSDAL). Over 116,000 live streams making it the biggest year for the Late Late Toy Show on the RTÉ Player.



RTÉ ONE

RTE ONE

Whistleblower: The Maurice McCabe Story

This was a deeply personal and important story about an intensely private family that were thrust into the limelight. An average of 620,000 viewed the documentary over the two nights. It was the strongest ever documentary performance on RTÉ Player.



RTÉ ONE

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RTE ONE RTE News

During Storm Emma in March Six One News had an average of 808,000 viewers. The Nine News averaged 707,000 the same day.



RTE ONE

VIRGIN MEDIA ONE **Ireland's Got Talent**

Ireland's Got Talent launched on Saturday 3rd February and was watched by an average audience of 522,000 viewers, increasing to over 620,000 when +1 channel, linear repeat, catch up and live streams were included.



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VIRGIN MEDIA ONE Six Nations

On Grand Slam Saturday, March 17th, Virgin Media Television (formally TV3 Group) enjoyed record breaking daily average share performance of 35.4%, thanks to the strong performance of Ireland's Grand Slam win over England at Twickenham, which averaged 976,00 viewers and a 71% share of viewing. This game was the highest viewed sporting event in Ireland in 2018.



VIRIGN MEDIA TWO

Love Island

Love Island was the hit of the Summer. During its run, 3e, now Virgin Media Two, delivered its record daily average share performance for Adult 15-44's. The show delivered an average of almost 400,000 viewers daily across main broadcast, live streams, catch up and on demand. Incredibly popular with the 15-24 yr olds, the series delivered an average share of 37% and smashed player records with over 10.5 million streams.



VIRGIN MEDIA ONE Virgin Media News

Across the five main days of Storm Emma, 1.9 million viewers tuned into News bulletins and Storm Specials on Virgin Media. Virgin Media News performance in 2018 saw a growth of +17% on the average number of Individuals tuning in daily.



SKY ONE

A Discovery of Witches

2018 saw a raft of Sky Original's air including Patrick Melrose, Save Me, A Discovery of Witches and Bulletproof. These all reflect Sky's dedication to high quality original programming which committed to 50 original series on air in 2018, as part of a 25% increase in investment. A Discovery of Witches" on Sky One reached over a quarter of a million people. The Sky production of Deborah Harkness's tale of demons, vampires, witches and forbidden love. The show has been recommissioned for a 2nd and 3rd season.



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SKY SPORTS PREMIER LEAGUE Premier League

The new Premier League season on Sky Sports returned in August as big as ever. With exclusive 3pm Kick Off Premier League games, the average match audience is already +24% on last season. A Super Sunday of football on December 2nd saw three back-to-back matches deliver a total reach of 300,000 viewers.



SKY SPORTS GOLF The Ryder Cup

The 2018 Ryder Cup thrilled golf fans as Tiger Woods returned to Team USA . Viewing averages were +15% on 2016 and peak audience exceeded 118,000 on the final day, delivering the best Ryder Cup viewing numbers since 2012.



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NICKELODEON

Peppa Pig

Peppa Pig was the most viewed kids programme on Nickelodeon channels in 2018. The show reached almost half (47%) of the Kids TV population in Ireland this year.



nickjr™

EIR SPORT PRO 14

Leinster v Munster game from the Aviva Stadium in the PRO14 on the 6th October was the biggest game of the season in front of a sold-out Aviva Stadium. eir sport are proud to be the main broadcaster for PRO14 in Ireland.



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TG4

Ros na Run

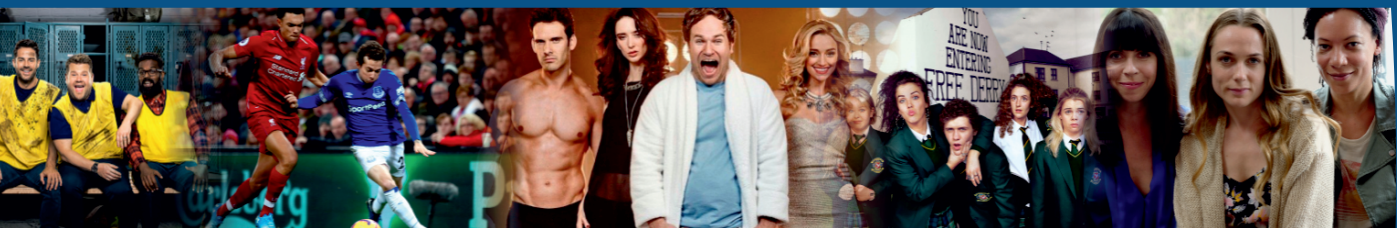
XL became the broadcast Sponsors of Ros na Run, tying in with the product placement of the convenience shop previously, which then went onto win the best low budget sponsorship at the sponsorship awards 2018.



TG4



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A YEAR IN TV

Hindsight is the best insight to foresight **Alain Beerens from EGTA** takes stock of another important year in TV

Hindsight is the best insight to foresight – so an ancient Irish seanfhocal or proverb tell us.

As we take stock of another momentous year gone by and eagerly look forward to a crisp new beginning, brimming with opportunities, the words ring true.

While we're often more prone to gazing ahead, ever searching for the next game-changer in the TV industry, we now look back at 2018 with a profound sense of accomplishment as a year well-spent advancing our proven medium.

egta and the members of The Global TV Group continued this past year to promote television and remind advertisers, journalists, tech gurus, agencies and industry peers about the outstanding quality of television programmes and show how TV – as in Total Video – builds brands and drives business results. But there also remain plenty of myths to be countered if we aim to promote the narrative of TV even more in 2019.

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As one of the strongest advocates for the medium, The Global TV Group, the informal grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia and Latin America, gathered and analysed figures from over 24 countries in the second edition of its Global TV Deck. The figures yielded compelling results, indicating the good health of television.

- TV is (a)live and well in Europe, with 93,3% of the adult population watching live and another 6,7% time-shifted viewing/ VOD (excluding online).
- TV represents a steady and healthy 84,7% of all video consumption time in Europe for all individuals and 67,1% for young people.
- TV's reach and scale across Europe remain unbeatable (with a monthly reach of 95,4%). On average, a 400 GRP TV campaign gets 2,2 billion views.
- People trust news on TV the most in Europe – it remains the No.1 medium of choice surpassing other media on average by 41%.



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- TV is the safest choice for advertising, and systematically outperforms other media on criteria such as most trusted for advertising, gets most attention, best for brand-recall, drives sales.

Even more telling than these highlights from the collected data are the investments made by the major established digital brands. Convinced of the effectiveness of TV, the FANG brands have nearly tripled their TV ad spend in the US in 6 years (+183%). Within this time span (2011-2017), these digital players have collectively increased their annual TV spend by more than 1 billion dollars.



While egta and The Global TV Group members are thrilled and grateful for the many lessons the past year has brought us, we remain aware that the future holds plenty of challenges for us. We move forward and build bridges between industry partners, and help them on the path towards collective insights, technology and measurement systems as expectations grow and change among advertisers.

Without the gift of foresight, but with a great 2018 in hindsight, there is at least one certainty for this upcoming year: nothing will beat the mix of premium, brand safe and soundly measured content, nor the unique combination of sight, sound and (e) motion.

The future is bright for TV.

*Sources: data gathered from Global TV Group members.

Access The Global TV Deck at <http://www.theglobaltvgroup.com/> and <http://bit.ly/GTVD2018>



Will all these effectiveness studies be effective?

Adland has broken out in a rash of effectiveness studies recently, and they all point in a similar direction. Will they be listened to, asks Thinkbox's Matt Hill

I have a bit of a problem with the term "brand-building media". This is annoying because I use it a lot. Use it and most people will think of TV advertising, so inextricably linked they are, alongside other established media like radio, press and outdoor.



My problem is that TV's strong relationship with being a long-term brand-builder obscures its equal strength as a short-term sales driver. In fact, one is usually a natural by-product of the other. You might come for the brand-building and sustained profitability, but you will get the huge short-term sales effects thrown in. Or you might come to drive sales, but you'll become a household name as well. Either way, you get yin and yang.

This isn't the case for all advertising. As Peter Field says, you can't have long-term brand effects from advertising without creating short-term effects first. But there are short-term approaches that don't have long-term effects.



So, “brand-building media” is an unhelpful label for TV. One that hides as much as it reveals – like pigeonholing Justin Rose as having a great long game, but forgetting his short game is incredible too.

I mention this because short-term sales tactics vs. long-term brand building has been a consistent theme in all recent effectiveness studies, our own included. The IPA, Ebiquity, Gain Theory, Enders Analysis ... the last 18 months or so have seen an armada of advertising effectiveness studies, all carried out independently by impartial researchers using robust methodologies.

And they all say very similar things.

The most recent effectiveness ship that sailed into harbour arrived from JCDecaux and Work Research. It identified what they called a “brand gap”. They found that marketers are spending too much on short-term activation like social media and online search and not enough on brand-building media like OOH and TV.

This wasn't a shock finding. All the other effectiveness studies are in furious agreement. Here are some excerpts:

Magnetic's 'Mounting risks to marketing effectiveness' by Enders Analysis:

"A growing focus on short-term returns, paired with a digital media landscape which can deliver metrics that show short-term success, risks leading to a drop in long term ROI, brand equity and consumer satisfaction."

Radiocentre's 'Re-evaluating Media' by Ebiquity:

"The evidence showed that TV and radio are the top media for return on investment. But advertisers and media agencies heavily overestimate the value of online video and social media for ROI."

The IPA's 'Media in focus' by Les Binet and Peter Field (jointly sponsored by Google and Thinkbox):

"We have all become so obsessed with our real-time dashboards and short-term measures of success, that marketing overall is becoming less effective."

Thinkbox's 'Profit Ability' by Ebiquity and Gain Theory:

"Less than half of advertising's profit impact happens in the short term. Businesses optimising their advertising investment based solely on these more easily visible short-term returns are hugely undervaluing the total profit ability driven by advertising".

Even if you cynically dismiss these studies because of the

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organisations that commissioned them, you can't avoid the fact that everyone – including the IPA, which has no media-specific axe to grind – is on the same page. Even Google.

So, the effectiveness band is playing the same song on repeat. But is the audience listening?

Well, Binet and Field have shown that effectiveness is nose-diving because of an over-emphasis on short termism and chasing easy to measure metrics. And a glance at ad spend forecasts and Facebook's ever-swelling profits doesn't fill one with hope.



The issue isn't that advertisers shouldn't do short-term, of course; it is that they are doing too much. And it isn't hard to understand how this has happened. Quarterly sales targets, the short tenure of CMOs, the incredible economic pressure of recent years – these and other factors have combined to narrow horizons and thereby dampen potential effectiveness.

But, despite the recent direction of travel, there are reasons to be optimistic. One is that ISBA has formed a strategic partnership with Ebiquity to offer its members more insight into effectiveness – and Ebiquity talk impartial, evidence-based sense.

Another is that initiatives like the IPA's EffWeek are dragging effectiveness – proper effectiveness, not just nice-looking ROI ratios – centre stage. They are building greater understanding of what it means and how to achieve it. You can't ignore effectiveness.

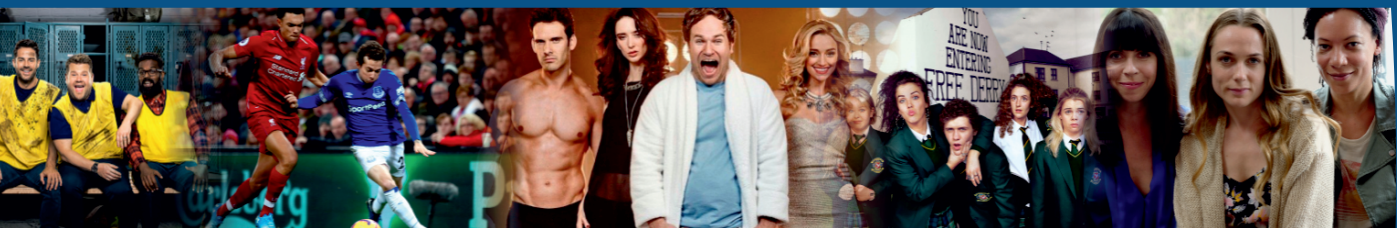
So, I think we can turn the advertising ship around. We can stop it plunging on towards the short-term-only cliffs. Across the industry we're throwing out enough anchors of evidence that we should be able to slow it down and steer it back towards the sunlit shores of effectiveness where brand-building and short-term sales live in harmony (much like they do on TV).

REVIEW 2018





REVIEW 2018



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