Television is vital for long term success

TV advertising has many short-term effects, such as driving sales, creating spikes in online search and creating word of mouth on and offline. It works and it works fast. However, immediate success is only one part of TV's power. The effects of TV advertising accumulate over time; the longer you advertise, the bigger the effect. It is vital for long-term success.

Ebiquity and Gain Theory's 'Profit Ability: the business case for advertising' (2017 UK Study) found that:
58% of advertising's profit return is overlooked when ignoring the long term
Businesses optimising their advertising investment based solely on more easily visible short-term returns are hugely undervaluing the total profitability driven by advertising and not maximising the growth and value of the company

TV is the 'safest' advertising medium. It is most likely to create advertising-generated profit, both in the short and long term. In the short term, 70% of TV advertising campaigns deliver a profitable return. During the 3 years after ad campaigns finish, this increases to 86% of TV advertising campaigns delivering a profitable return.

In the short term, TV is responsible for 62% of all advertising-generated profit at an ROI of £1.73 for every pound spent, the highest of any media. In the longer term, TV advertising creates 71% of total advertising-generated profit at an ROI over 3 years of £4.20 for every pound spent, also the highest of any media.

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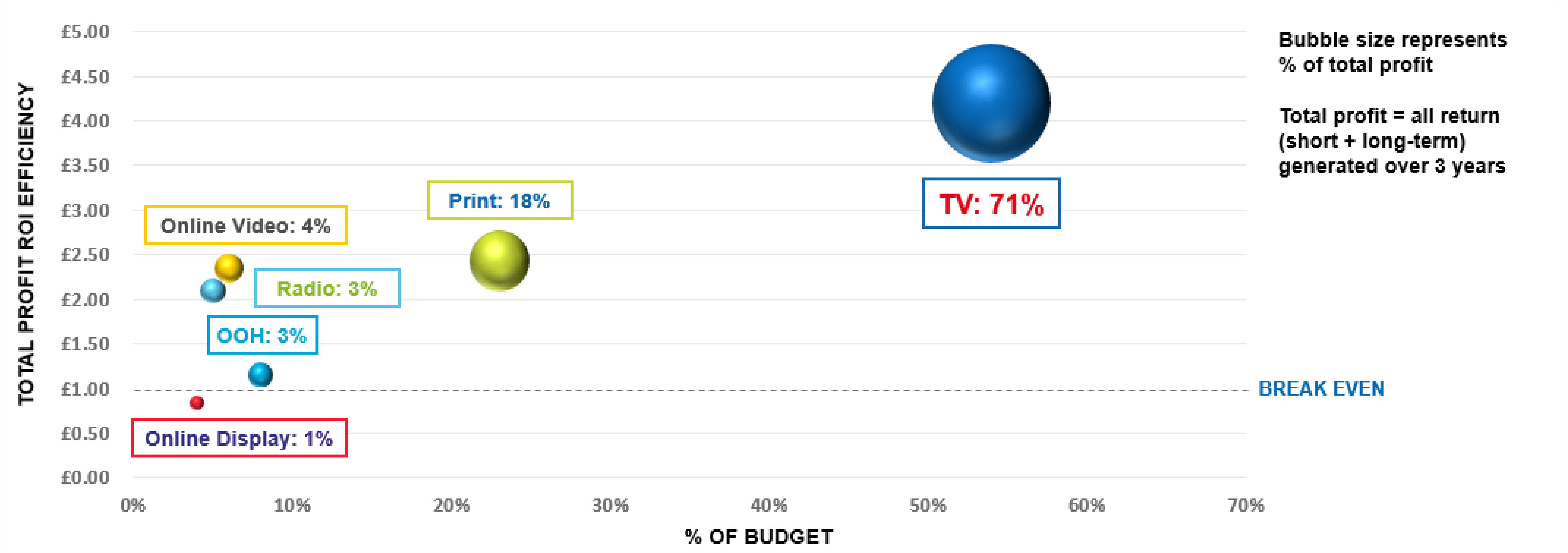

NB: Online Video includes Broadcaster VOD, YouTube, Facebook video & online programmatic video

Only by looking at the combined short and long-term effects of advertising can you see the entirety of what each medium provides in profitable return. To do this we combine the results of the short and long-term section of the Profit Ability study to report total efficiency and profit volume returned by media channel.

TV delivers 71% of total advertising-generated profit over 3 years despite TV currently commanding 54% of average advertising budget.