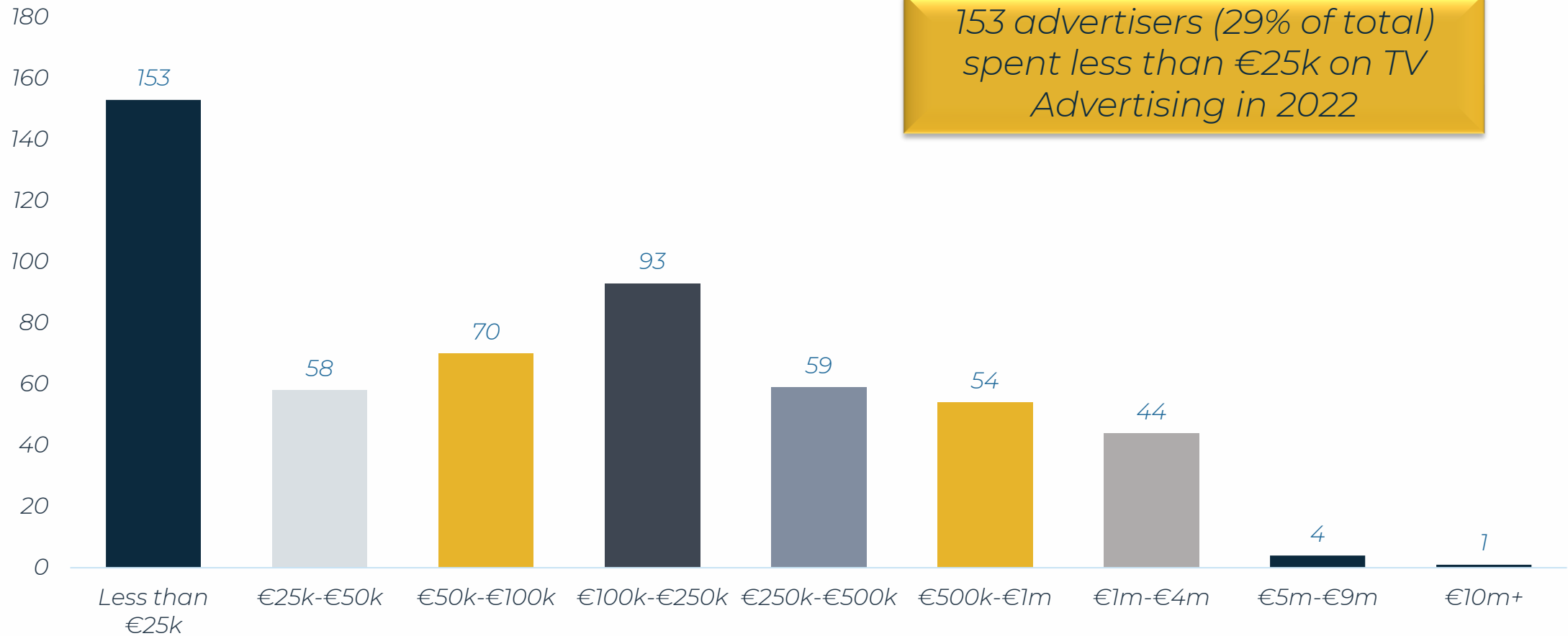




TV can be perceived as the exclusive domain of big brands with big budgets. This is a myth, fuelled by the fact that just being on TV makes brands *appear* big. When you look at the make-up of TV advertisers across 2022 in terms of spend, 29% fall within the <€25,000 spend bracket.

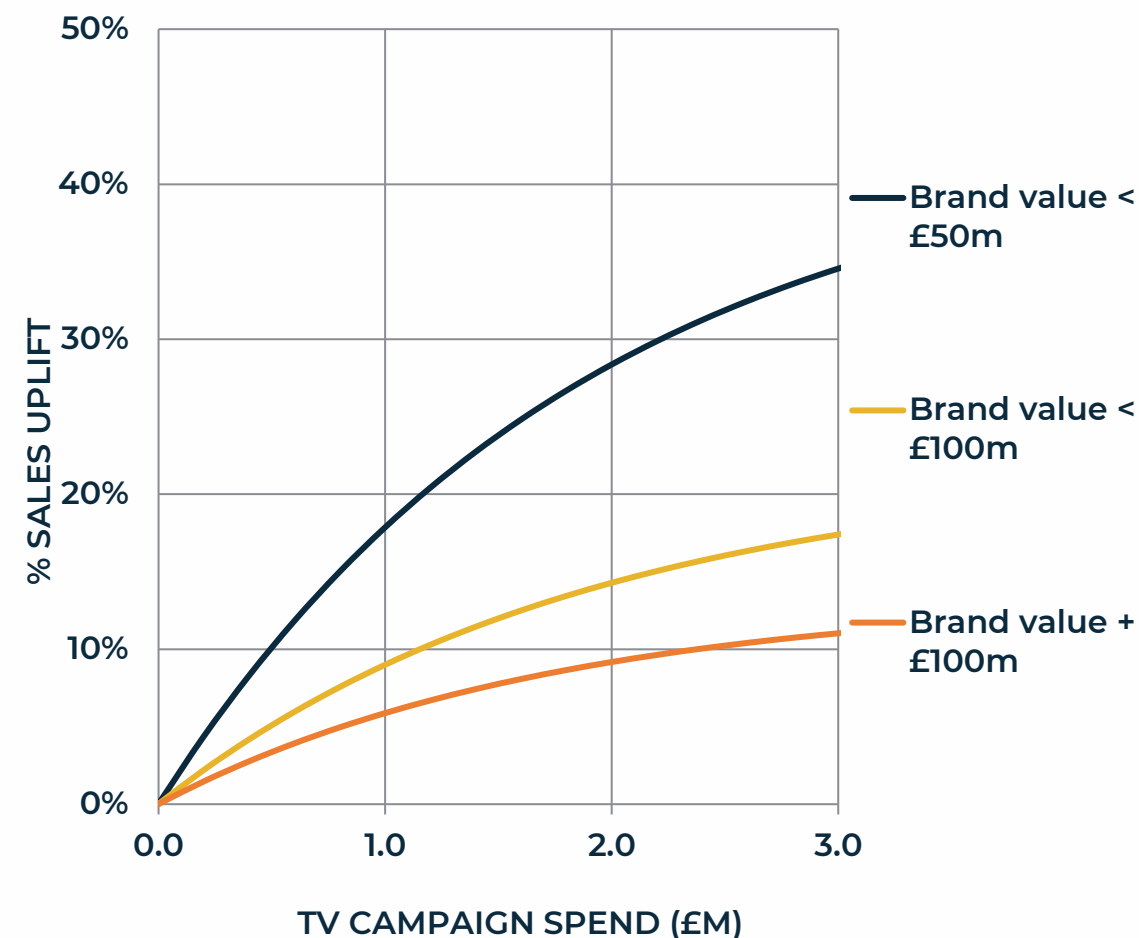


Number of Advertisers by TV Spend: Ireland 2022

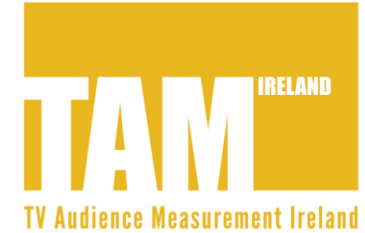


Smaller brands see the biggest uplifts in sales

- Research from Thinkbox shows that for a small brand with <£50m brand value a £0.5m TV campaign can **drive sales by 10%**
- TV is highly responsive across all brand sizes and can efficiently create sales uplifts at even low investment levels.
- But TV has a stronger proportional effect for smaller brands – showing the power of TV to help build the brand. This is because small brands are working from a lower base and are often new brands where they are communicating new news.
- TV efficiently creates **sales uplifts** even at **low levels of investment**



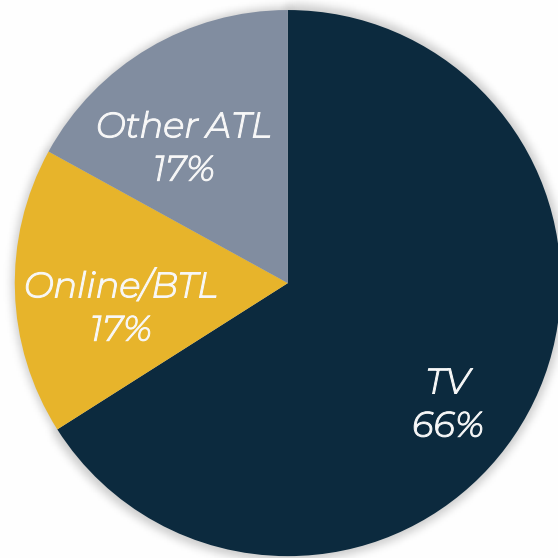
TV punches above its weight in terms of sales versus spend



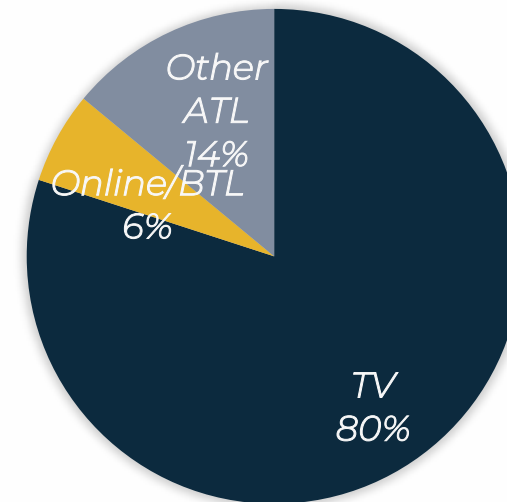
Further research from Thinkbox shows that TV has a 66% share of spend but drives 80% of the advertising generated revenue.

This is due to two factors – the high ROI for TV and the fact that it can deliver scale without saturating.

SHARE OF SPEND



SHARE OF ADVERTISING GENERATED SALES



A limited budget does not mean a limited TV campaign



Focus Your Efforts

- Specific time of day
- Target a very niche audience



Explore non-spot options

- Sponsorship
- Branded Content
- Product Placement



Make your money go further

- Shorter time-lengths
- Cheaper day parts
- Time of year



Investigate Incentives

- New advertiser discounts
- Help with creative

Making a great and effective TV ad doesn't have to cost the earth

One of the most common misconceptions about TV is that producing a TV ad is expensive, but this need not be the case. A great and effective TV ad is possible to make, even on a smaller budget.

Contact any creative agency or broadcaster to discuss your production needs



Come up with a great idea

Be brave! If a creative idea is very strong, it is often simpler and less costly to bring to life than its inferior counterpart.



Plan ahead

The turnaround of producing an advert is now very quick due to technological advances but allowing as much time as possible will help produce the best piece of creative often at a lower cost.



Re-use content

Consider re-using or adapting content the you may already own or making use of library footage in a creative way. Or you can consider using animation. Library footage used in a creative way will also reduce your production costs.