

TV can be perceived as the exclusive domain of big brands with big budgets.

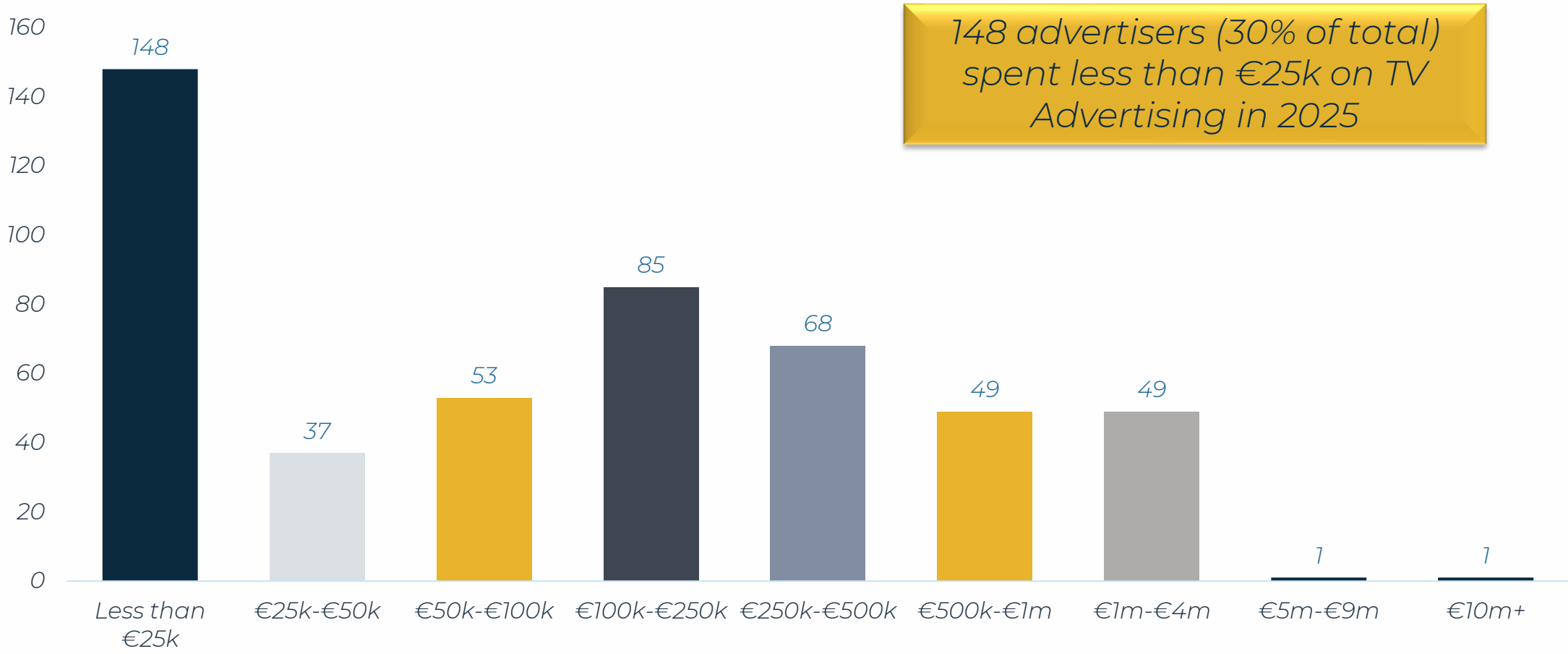
This is a myth, fuelled by the fact that just being on TV makes brands *appear* big.

When you look at the make-up of TV advertisers across 2025 in terms of spend, 30% fall within the <€25,000 spend bracket.

TAM IRELAND
TV Audience Measurement Ireland

Source: Nielsen. Data Based on TV Spend Jan-Dec2025 by Advertiser.
Please note, the Advertising Spend figures are not actual revenue figures. They are based on Nielsen Media Ireland's coverage and a defined methodology .

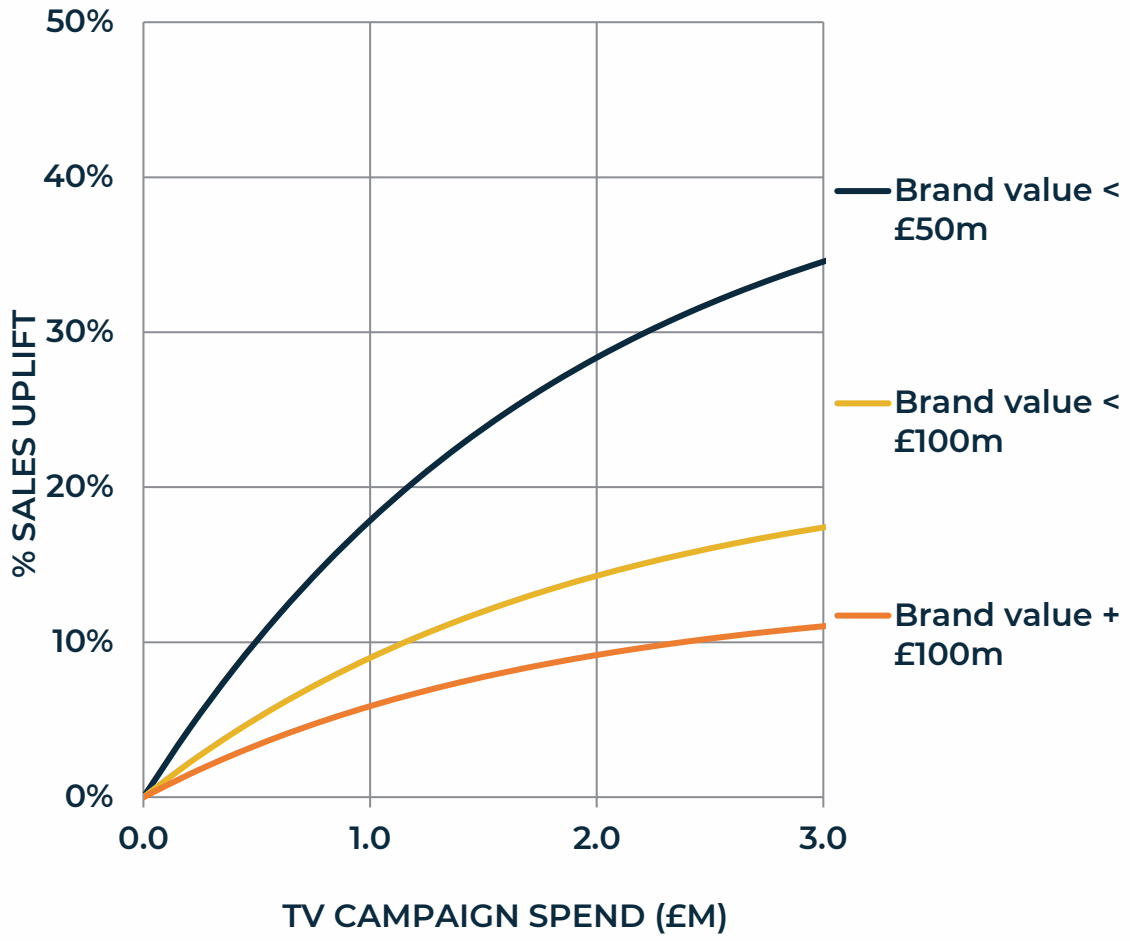
Number of Advertisers by TV Spend: Ireland 2025



Source: Nielsen. Data Based on TV Spend Jan-Dec 2025 by Advertiser.
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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**



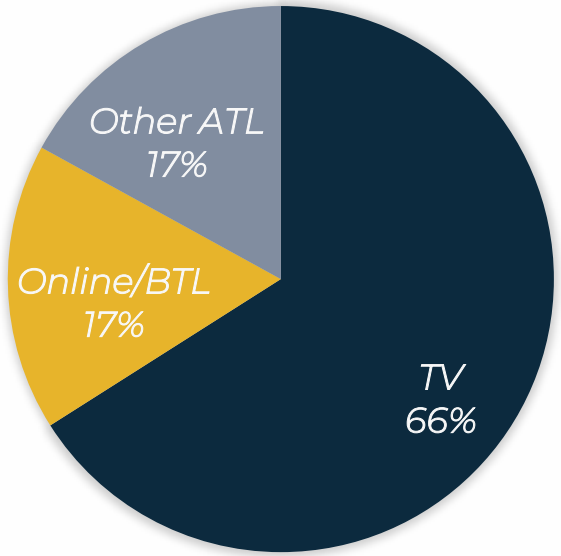
Source: Thinkbox UK'As Seen on TV: supercharging your small business', May 2019, Data2Decisions/Work/Thinkbox. Data2Decisions database of smaller brands. All categories.

TV punches above its weight in terms of sales versus spend

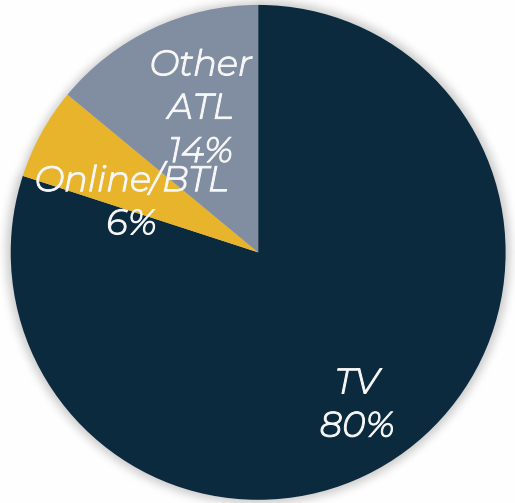
Further research from Thinkbox shows that TV has a 66% share of spend but drives 80% of the advertising generated revenue.

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



Source: Thinkbox UK'As Seen on TV: supercharging your small business', May 2019, Data2Decisions/Work/Thinkbox. Data2Decisions database of smaller brands. All categories.

When TV is on air, digital channel performance is uplifted

A 10% cut in TV budget leads to a 3% drop in the effectiveness of paid search after 1 year,

A 20% cut to TV can be expected to lead to a 7% decline in PPC effectiveness,

And the model suggests a 40% cut in TV spend result in a 13% hit to PPC conversion rates after 12 months.

TV's structural boost to PPC

51% Paid search converted around 51% more web visits when TV ads were running

33% If TV is cut to zero, PPC's conversion rate would fall by 33% after 1 year

Brand 11 (Online): What happens to the number of **web visits** PPC can convert **one year** after TV is cut

TV spend reduction	Year 1 fall in PPC conversion rate
10% budget cut	-3.3%
20% budget cut	-6.6%
40% budget cut	-13.2%
100% budget withdrawal	-33.1%

TAM Ireland & Colourtext: The Google Tax 2026
Data Sources & Periods for Econometric Models: TAM Ireland, Similarweb, Nielsen Ad Intel | 31 Jul 2023 – 25 Aug 2025

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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

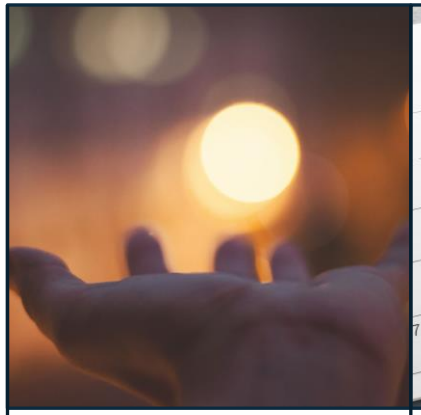
- *New advertiser discounts*
- *Help with creative*

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

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TV Audience Measurement Ireland

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



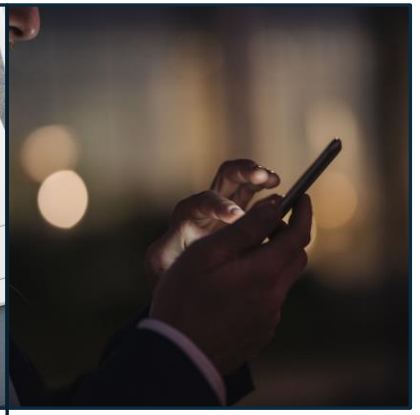
Come up with a great idea

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.