



What a TV magazine adds to TV advertising



Marion Sperlich
TV Spielfilm Verlag

Florian Thielecke
Nielsen

12 spots
per block

CPG:
13 spots
per block

every
2. block
with
competitor

CPG:
54%
of blocks

Nearly every
2. spot
in middle of
block

CPG:
50%
of spots

How does my spot break through?



1.600

different spots every
day on air...



...within 680 categories



What makes TV Guides unique?

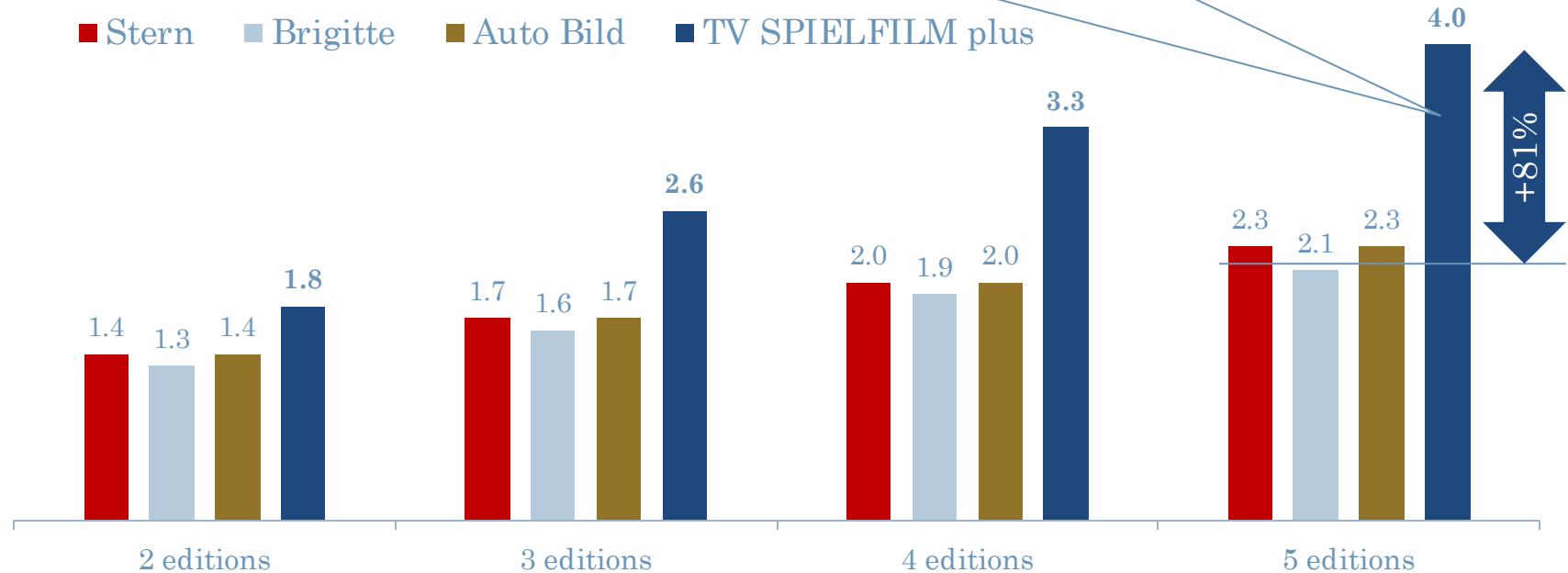
Usage in **relaxed** atmosphere...

...parallel to TV consumption

Highly **loyal** readers



TV Spielfilm-readers nearly
twice as loyal
compared to other titles



Source: MA 2013 Pressemedien II.

our hypothesis

The extension into **TV Guides** has a significant
impact on the **TV campaign...**

...and has a **deeper** impact on
consumers awareness



But HOW?

Did you watch TV yesterday?

What shows did you watch

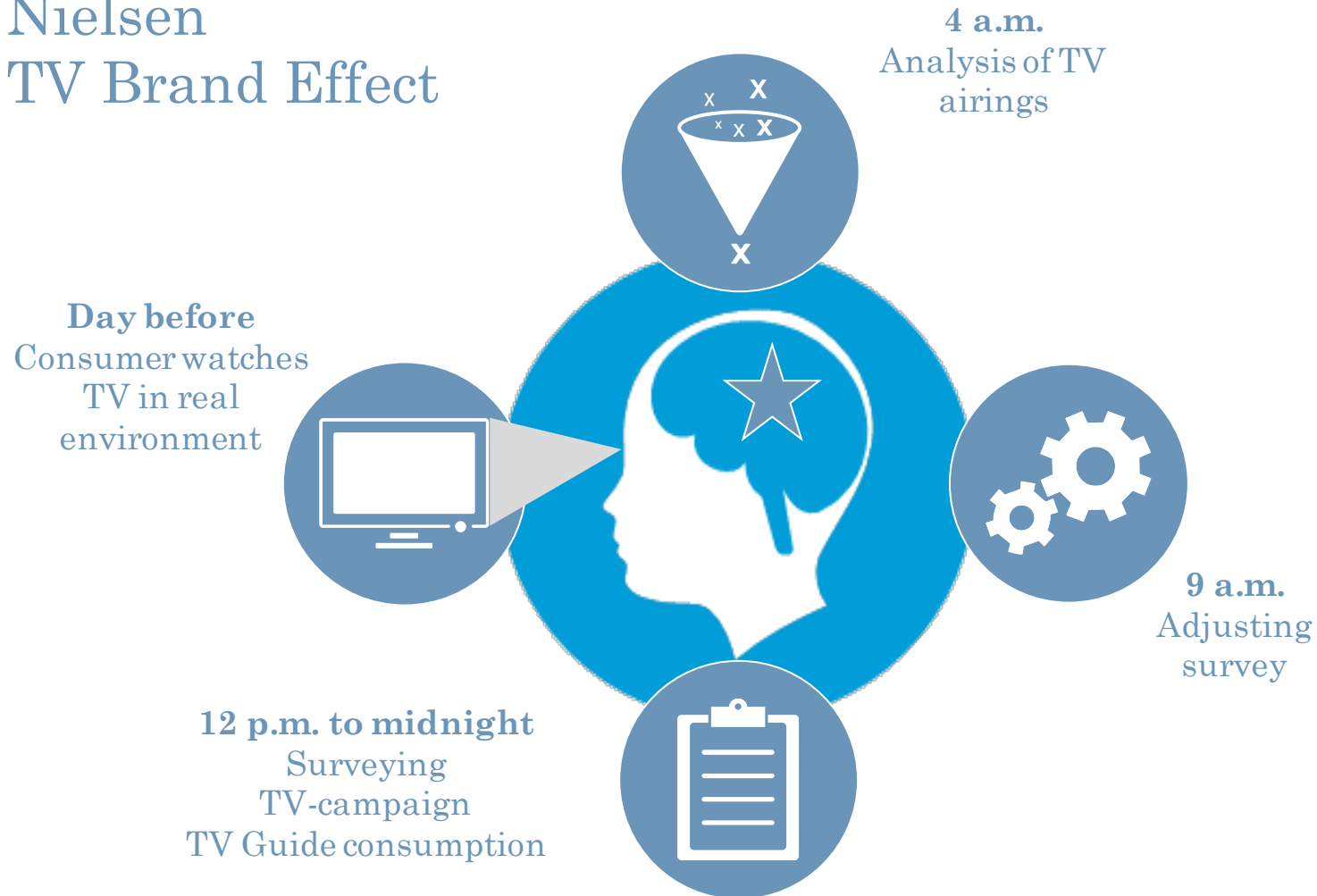
In a TV ad you watched a **yesterday** where did people – as a women with a white hat – enjoy sweets?

- a. On a wooden bridge at the beach with palm trees when a men jumped into the sea
- b. In a huge park where some families were laying on towels under the trees and relaxing
- c. At a carneval festival while a parade of good looking samba dancers were dancing along the streets
- d. On a camping ground while a group of campers were sitting around a fire telling themselves scary stories



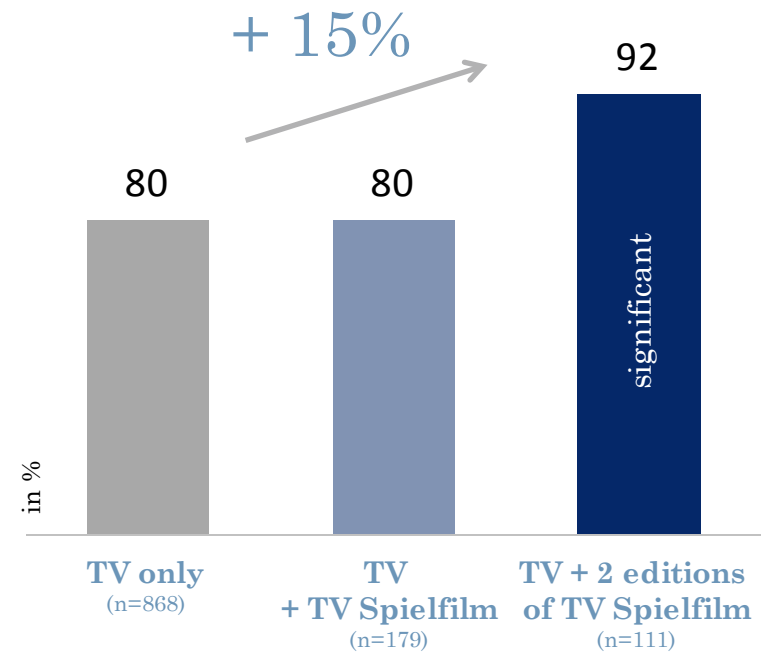
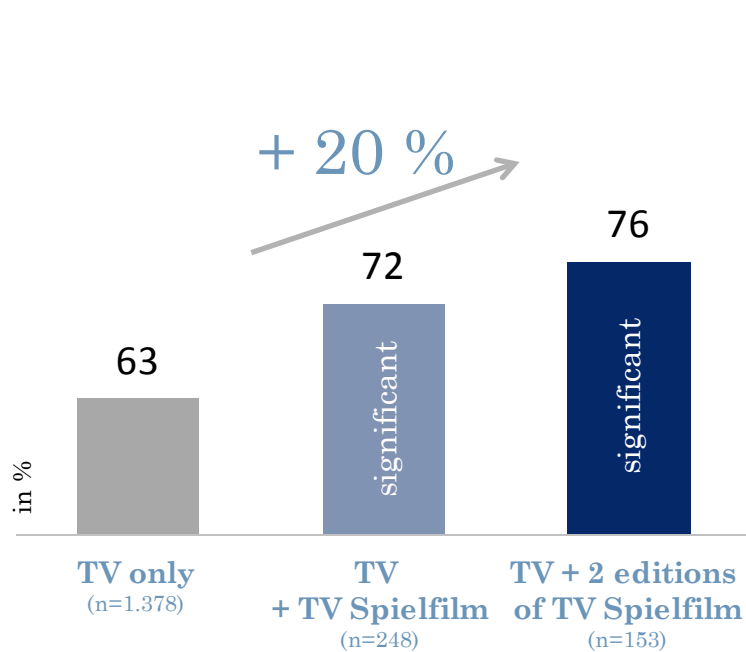
Branding, Messaging and Likeability ... AND... **USAGE OF TV GUIDES**

Nielsen TV Brand Effect



Did the consumer
recall the spot?

Did the consumer
link the brand to the spot?

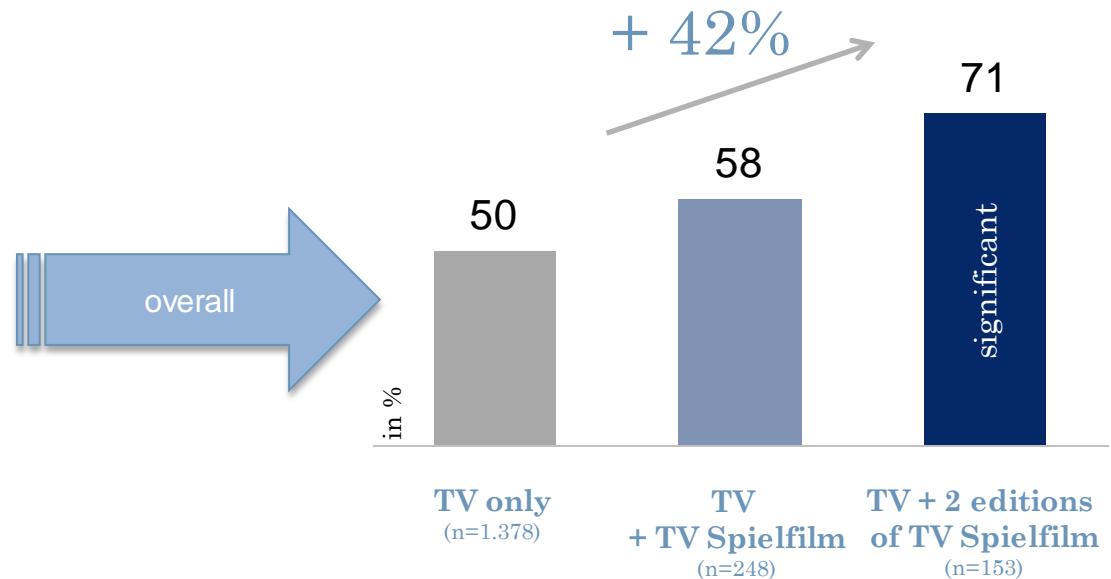


Source: Nielsen TV Brand Effect, level of significance: 90%

TV-campaign's efficiency increased by 42%
if consumer has parallel contact
to ads in 2 TV Spielfilm editions

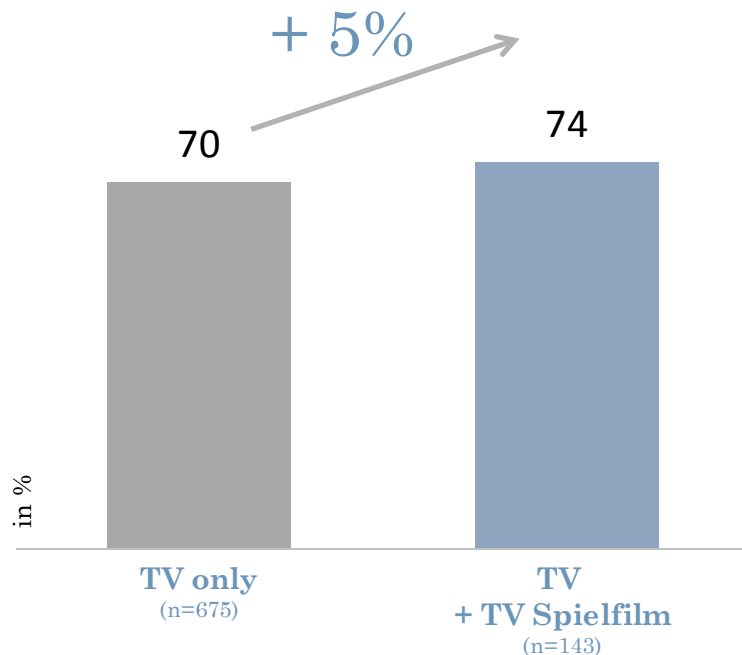
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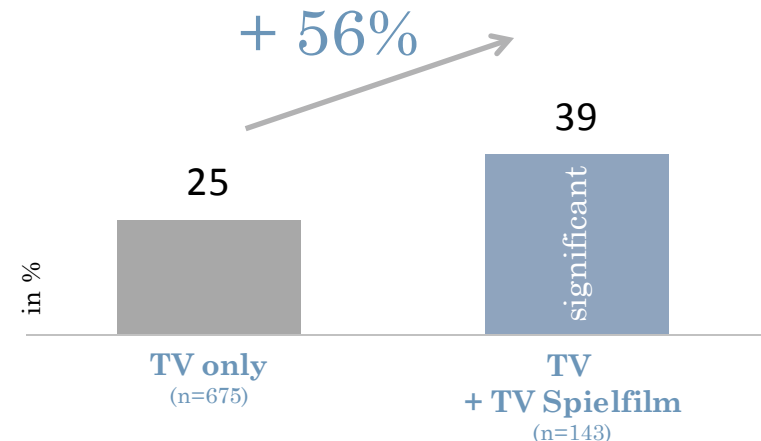


Source: Nielsen TV Brand Effect, level of significance: 90%

Did the consumer
recall the
message?

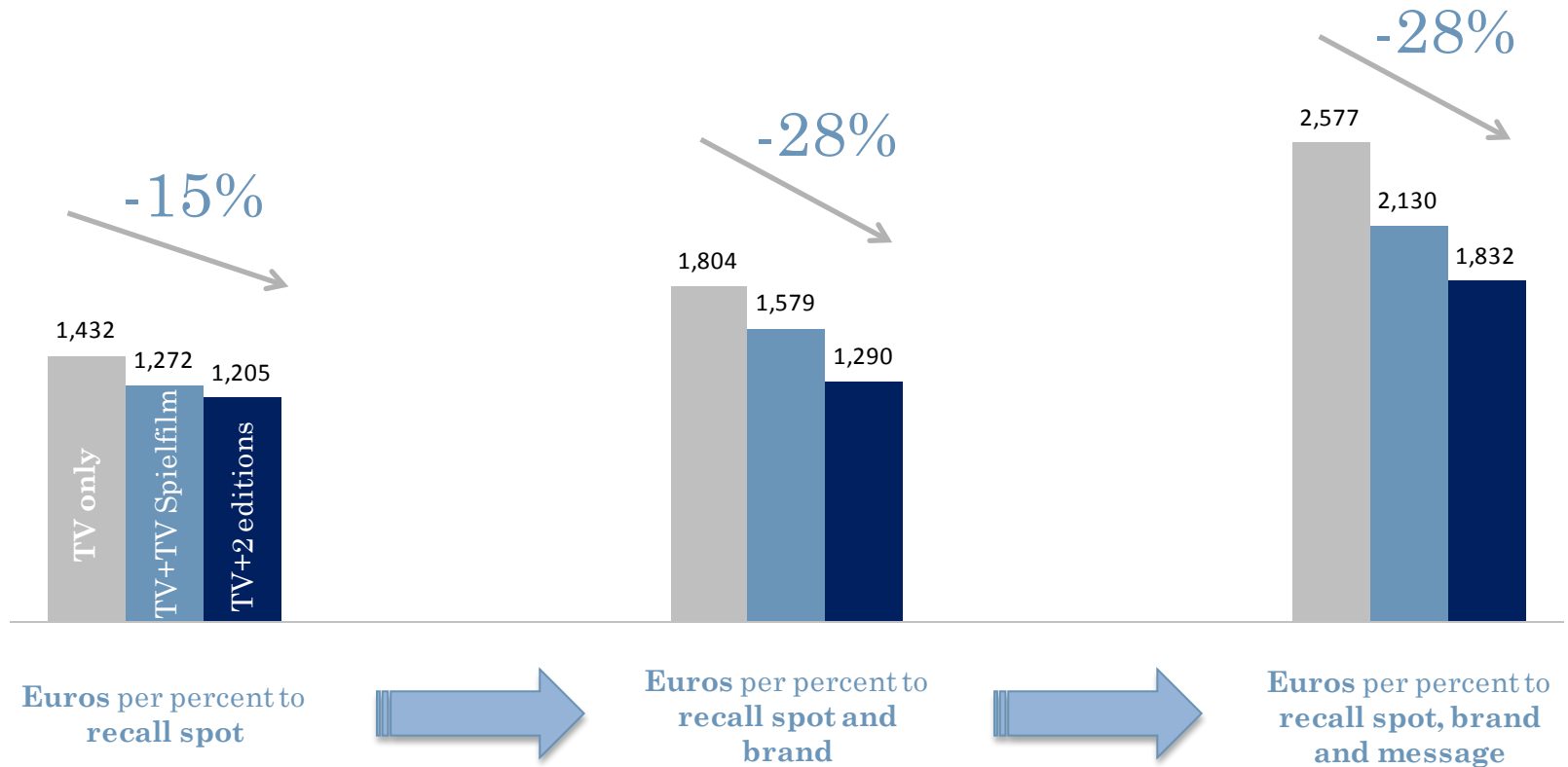


Did the consumer
like the spot?



Source: Nielsen TV Brand Effect, level of significance: 90%

How much did an advertising company
need to spend per percent of recall?



Source: Nielsen TV Brand Effect, level of significance: 90%

What do I take out of the last 20 minutes...

Intense
and
parallel usage
of TV and TV Guides
increases
campaigns
efficiency
significantly

On top the
likability increases
significantly

Shifting
small budgets towards
crossmedia
has
strong impact
on campaigns
efficiency

Thank you

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