



**IS ITV HUB FOR YOU?**

**Redwood**  
advertising

Specialist Media Buyers for TV, Radio & Print

**IT IS NOW WITH  
AUDIENCE PLUS**



COME ON IN



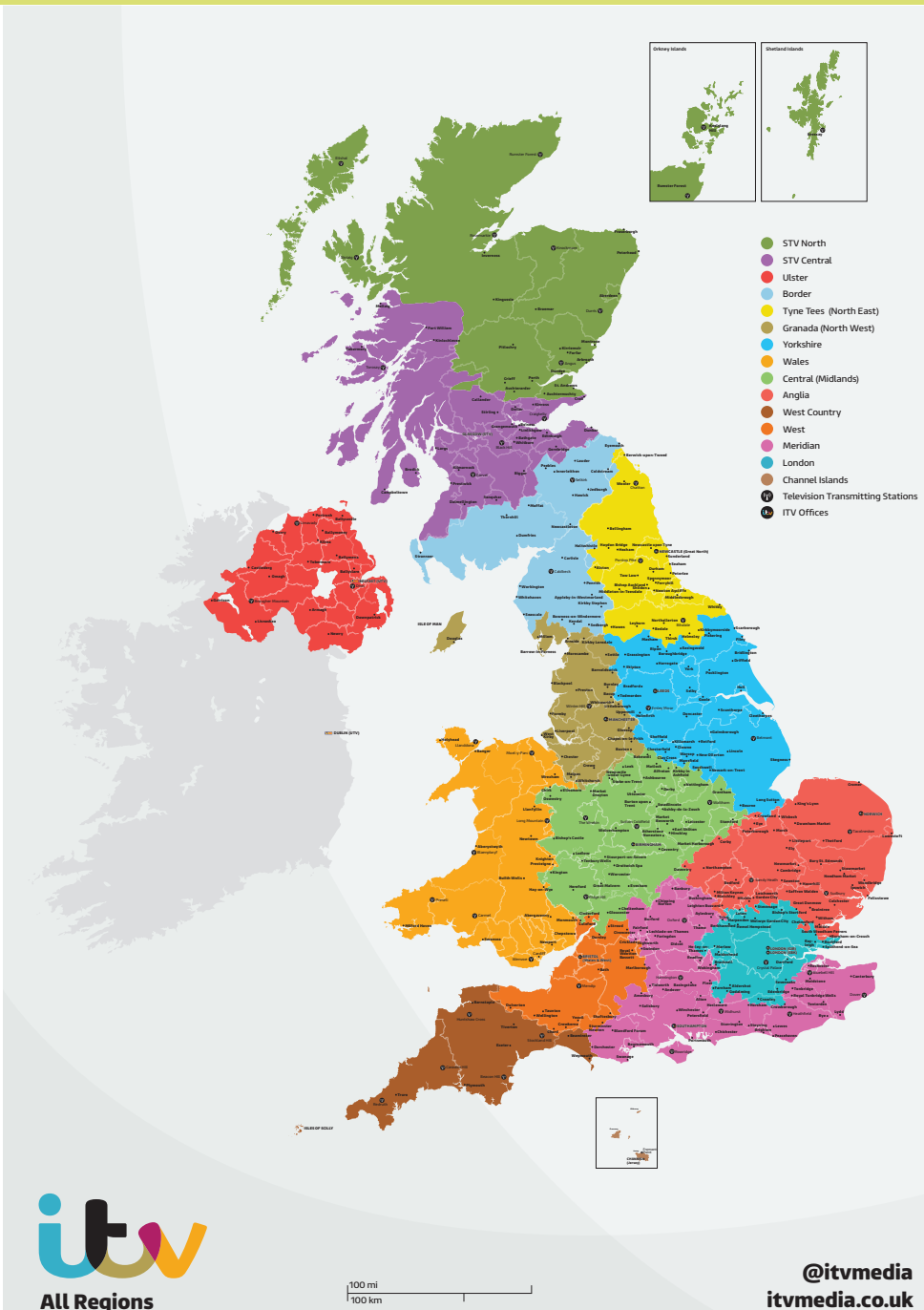
# WHY CHOOSE THE ITV HUB?

*VOD platforms ACHIEVE as Ant & Dec say:*

- Allows access to highly demanded programmes
- Extends reach to standard broadcast
- Access to Key Programmes
- Adverts can be clickable
- National and Regional targeting
- Viewers are more engaged
- You Can't skip the Ads

# ANY TIME ANY PLACE

*For the first time ITV audiences can now download their favourite shows and take them with them wherever they go with the ITV Hub+, the ad-free subscription service. The ITV Hub mobile app has been downloaded on over 23 million devices across the country.*



# ITV “AUDIENCE PLUS” ADVERTISING

For the first time, ITV audiences can now download their favourite shows and take them with them wherever they go with the ITV Hub+, the ad-free subscription service. The ITV Hub mobile app has been downloaded on over **23 million devices** across the country.

By gathering this data from the app download, ITV now has the information required to serve commercials to a target audience.

ITV Hub Audience Plus uses **targeting technology** to offer advertisers a unique ability to deliver commercials to a precise audience. Linking data with Experian ITV can now offer options across a range of demographic profiles. From Mosaic, Finance, Location, Lifestyle, Composition, House, Vehicle, and Custom, with over 400 combinations available ITV Hub allows precise audience targeting.

The ability to talk directly to our audience has reached new heights - with over **17 million people registered to the ITV Hub**, including more than half of Britain's 16-24s. ITV now routinely speak directly to individual viewers using both email and mobile push notifications.

*Another record breaking year*

*Over 1 billion requests for shows.*

*The number of platforms ITV Hub grew too, with X-Box, Amazon tv and fire stick, viewers with Google Chrome Cast now access all of the ITV hub programming through their big screen too.*



# THE POWER OF CATCH UP

Come On In - The ITV Hub breaks down TV advertising for the advantage of smaller businesses. Greater effects can be achieved by advertisers, while TV advertising is suddenly accessible for the first time to niche brands, small & medium business (SMEs) and location-specific advertisers.

For many advertisers who previously deemed TV as out of their reach, due to its mass market approach or cost, TV advertising can now be blended into their marketing mix or replace their traditional methods of direct advertising altogether.

So if you've never used TV before or made an ad – and you want help along the way, we're here to help.

THE JOURNEY FROM TV TO  
PURCHASE IS NOW MUCH  
SHORTER – EVEN IMMEDIATE –  
THANKS TO THE INTERNET.

Typical queries we get from new TV advertisers:

## **We've never made a TV ad before and don't know where to start?**

As a creative agency with trusted partners in commercial production company with previous TV experience, we can guide you through the process of what needs to happen and when. We will write the script, produce and shoot the advert for you. We research the best channels, demographics, and audience types to ensure your message reaches the most relevant potential customers

## **Making a TV ad is too expensive though**

Historically TV advertising production was expensive, however, new technologies can deliver quality at a fraction of the cost to meet your budget. We work with a range of high quality, low-cost production companies, so you always have a choice.

## **Making a TV ad takes too long**

We have clients currently using The ITV Hub who took just 6-8 weeks from briefing a production company to getting on the air.

## **The lead time between a TV ad and sale is too long for my business**

Thinkbox's TV + Online study, with the IAB (TV & Online: Better together), demonstrated that, for the most digitally enabled people, TV is often concurrently consumed with the laptop open or smartphone online. People are increasingly ready and able to use it to find out more or communicate about the content they are watching on TV, both programming or advertising content. There are many examples of TV leading directly to online search, comparison and purchase and strong evidence that, without TV, the online activity would be less effective.





*TV is enormous and by far the most popular medium across all age groups. The average person in the UK watched 650 hours of TV in the first half of 2015.*

*This popularity means that no other form of advertising can build scale as quickly or as powerfully.*

*It is TV's unique ability to deliver huge audience figures in a short space of time that is part of the reason it is the most effective type of advertising around.*

# THE ARGUMENT **FOR** ITV HUB

## **Targeting**

The ITV Hub now allows advertisers to target post code regions, age, lifestyle, demography, and gender as well as key programmes. They can be sure that their intended audience has viewed their adverts with the added value of a click to the website.

## **Seamless Integration**

The viewer won't notice anything different when watching, and adverts are served and slotted into breaks without altering viewing experience.

## **Guaranteed Impacts**

Adverts are served when the intended audience is watching, high-end programmes that attract mass audiences on the Hub Meaning an advertiser can select ITV channels or programmes relevant to their product or service. We can interrogate the data, profile, and TGI the information and present an informed answer to advertising requirements.

## **Fewer interruptions**

With shorter ad breaks in general people are suffering less advertising fatigue, the Hub only displays a maximum of 5 thirty-second ads.

## *The Argument Against ITV HUB*

### **Cost**

ITV Hub is sold on cost per impression which changes based on the audience profiles selected, as a result costs can be higher however you have to weigh this up against possible better engagement

### **No Positive Wastage**

ITV Hub is a superb medium because of how it broadcasts messages to the masses and can influence audiences that you might not have initially identified as the target for your brand.

### **Live Broadcasts Only**

There's a shift in viewing towards VoD and catch-up TV, ITV Hub has identified this shift and over 17million have already downloaded or signed up to the ITV Hub.

# SENSIBLE QUESTIONS TO ASK

## **How is ITV Hub traded?**

ITV Hub is traded on a cost per impression (CPM) basis.

## **People never watch the ads, they just grab the remote and skip right past them.**

With ITV Hub the ads cannot be skipped. However, evidence shows how the audience engages with catchup as they have chosen this time to especially watch the programme and with a maximum of 5 ads means a maximum of 150 seconds.

## **How much is ITV Hub?**

The cost of a campaign depends on the number of impressions you buy. The minimum spend for a campaign is upwards from £500.

## **How can we select our advert to link to our ideal customers?**

We can profile customer data to identify the ideal target audience and create heat maps to show the ideal areas to reach those additional targets.

## **Can we select the channels and programmes that I buy?**

ITV Hub is an audience based platform thus the ad will only be served when your audience is watching, no matter which channel or programme they are viewing. This means that you don't need to select a channel or programme, the profile dictates this.

## **How do we know the selected data is accurate?**

To ensure the data is robust we have engaged RSMB to perform an independent audit of the measurement methodology. RSMB are the market leaders in television audience measurement design, operation, and quality control. They are responsible for auditing BARB, the organisation that measures linear TV viewing in the UK.

## **What are some examples of audience selection?**

These may include:

Finance related attributes:

Experian financial strategy, affluence, senior decision makers

Location:

regions, cities, postcode areas

Vehicle-related attributes:

age of vehicles, the number of vehicles, car insurance renewal dates

Lifestyle attributes:

newspaper readership, early tech adopters, fashion, mobile phone provider, mobile contract type

household attributes:

Lifestage, household composition, second mortgage, home movers, house type, south facing garden!

THERE ARE THOUSANDS OF WAYS  
YOU CAN MIX THE ATTRIBUTES TO  
MAKE SURE YOU REACH YOUR IDEAL CUSTOMERS  
GET TO SEE YOUR TV AD.

IN ADDITION TO THE FIXED  
ATTRIBUTES DETAILED, WE ALSO  
OFFER ADVERTISERS THE OPTION  
TO CREATE CUSTOM SEGMENTS  
USING YOUR OWN CUSTOMER  
DATA.



# HOW TO GET THE BEST RESULTS

## **Ensure your campaign is profiled correctly**

Understand your customer data so that you can pull this criteria into your search selection. Mosaic Profiles from £1000 upwards to £6000 depending on volumes.

## **Ensure you have a robust follow-up strategy**

Ensure campaigns are underpinned by:

- Links to website landing pages which have the same look and feel as the advert
- Strong calls to action
- Links to downloads to apps and newsletter signups
- A robust follow-up campaign such as email offers and shoutouts or links to greater information
- A targeted telephone campaign to follow-up on interest
- An organised customer relationship management database which will collect, store and profile the incoming activity
- Use social media activity to undermine your campaign, share hashtags and relate these to your activity
- Underpin campaigns with a like-minded Facebook Advertising and Google Adwords campaigns.



# NEXT STEPS - LETS GET CREATIVE

Choose the supporting creative production house, and let us make a commercial/s.

Book the channels for airtime shown above. The time of year plays an important role choosing the campaign time.

Programming and research dictate the months to choose to advertise so we can effectively reach the all important target audiences. The amount of channel cross over for audiences vary from channel to channel, and in fact, each channel has its core audience but then spills over into varying age ranges.

## GET SMART

Before we get into the creative detail, we need to consider using the TV commercial on Catchup platforms and add click to website options.

Think of this as your digital advertising on a TV Platform. We can take **your company data** and convert that into look a likes and market to that audience in other local regions. The data is King, and we need to set up evaluating the data to reach those targeted audiences.



*Start your campaign before  
your competitors do!*

# TV CREATIVE

While radio, in theory, is a quicker turnaround, with TV we have to consider the two-month league time with TV bookings. We also need to ensure the music, and voice overs lend themselves to both TV and Radio when making these decisions. This is also where the buy out royalties on the music make economic sense, as licensing music across national channels is very expensive. With this time scale in mind we need to carefully choose our creative partner and work with production houses that clearly listen to the brief, prepare scripts for approval, storyboard the commercial and obtain Clear Cast provisional clearance prior to commencement.

Over the years Redwood have been supported by two or more excellent creative production companies which come highly recommended.

*We list a few below:*

**Love Love Film** - Contact Georgina Hurcombe

<http://lovelovefilms.com>

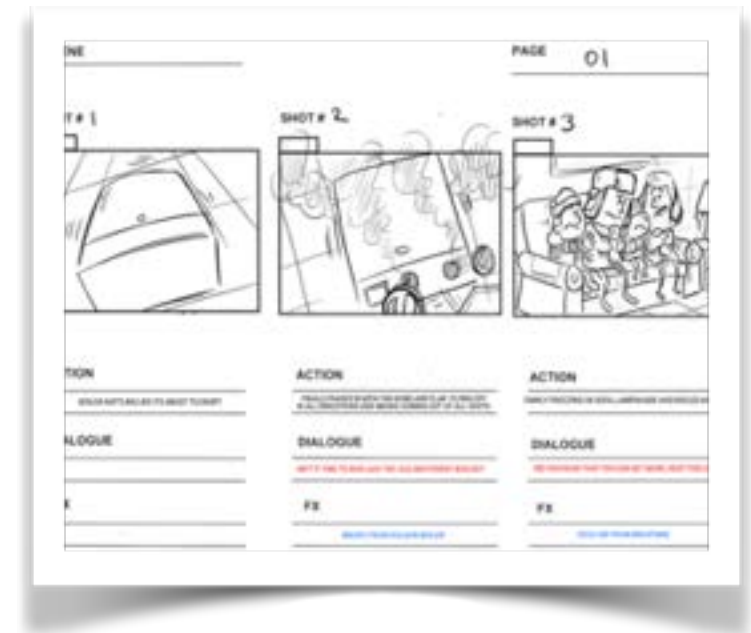
Commercials start from £5k upwards dependant on many factors.

**Orange Planet Productions** - Contact Andrew Telling

<http://www.orangeplanetpictures.com/>

Commercials start from £5k upwards dependant on many factors.

Show reels can be found on our website [www.redwoodadvertising.co.uk](http://www.redwoodadvertising.co.uk)



These are more technical and creative but that comes with a higher price tag and out of area.

**Want Some TV Ltd** - Contact Des Paul

<https://www.youtube.com/user/wantsomemedia>

Commercials costs start from £15K upwards dependant on many factors.

**Future & Co Ltd** - Contact Jonny Swales

<https://vimeo.com/futureandcofilms>

Commercials costs start from £15k upwards dependant on many factors which need to be discussed.



# THANKS FOR READING LET'S TALK



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