



# MORE EFFECTIVE CAMPAIGNS WITH ADS ON DAS ERSTE

# INVESTING IN TV ADVERTISING IS WORTH IT

On the monetary level, the medium of television provides the advertising market with an unbeatable advantage: a basic study by the Screenforce initiative with more than 200 brands resulted in a short-term return on investment (ROI) of around € 1.15, and in a long-term ROI of around 2.65 €. The share of brands with a long-term ROI of >1 was 65%. In other words, every single Euro invested in TV advertising is worth it.

# REACH BEATS AVERAGE CONTACTS

Since 2007, ARD MEDIA has been using the instrument TV-Tracking to monitor the impact of television campaigns. In an analysis we carried out, the results of 127 tracking studies from 2007 to 2019 were aggregated in order to examine the relationship between advertising pressure and campaign success. Result: For the improvement of advertising recall, relevant set and activation, the combination “high reach & few contacts” shows better results than the combination “low reach & many contacts”. Campaigns with a high reach but few average contacts were able to increase spontaneous advertising recall by 4.3 percentage points. You can find out more about the analysis [here](#).

# PRE-PRIME AND DAS ERSTE

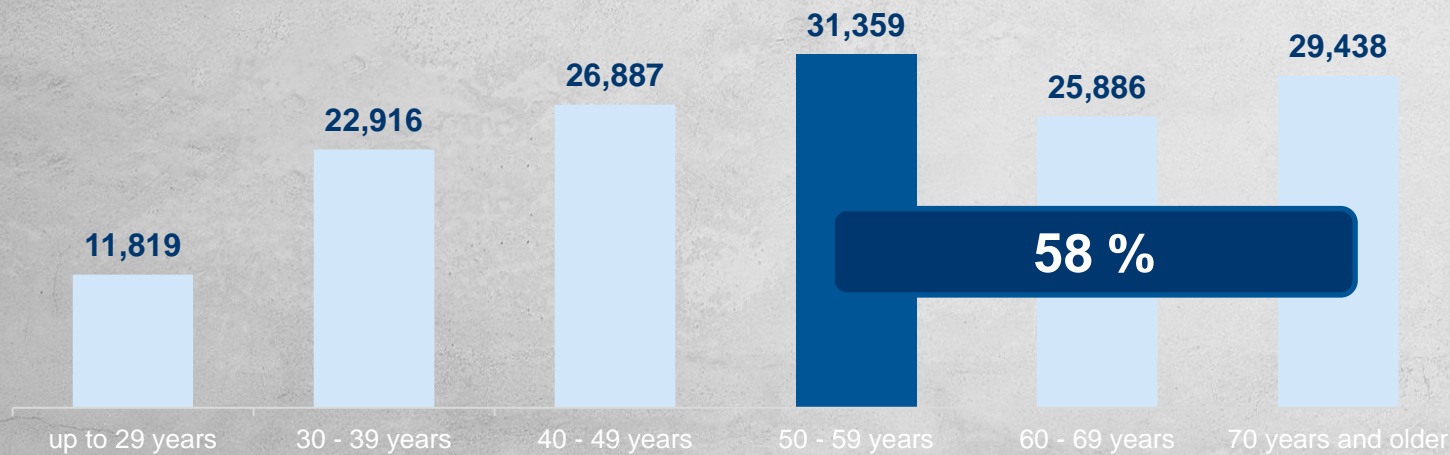
Valuable net reach for your media plan

In the time before 8 p.m. most viewers are reached with advertising, which makes the pre-prime an indispensable basis for planning. After 8 p.m. you will no longer be able to reach the viewers of Das Erste for advertising purposes. Das Erste provides you with valuable reach that you should definitely not leave out when optimizing net reach. A comparison of planning scenarios shows that with a 20% share at Das Erste, increases in reach (net reach and advertising reach) of up to 4% can be achieved.



# WHERE SPENDING POWER IS LOCATED

**Annual consumer spending in the FMCG sector in billions €**  
according to age groups



Basis: HHF; Total year 2019  
Source: GfK Consumer Panel

The average household income of adults 30-69 years is almost the same as other age groups, such as 14-49 years or 20-59 years. The personal net income of adults 30-69 years has around 330 euros more at their disposal than 14-49-year-olds. Older target groups are by no means to be neglected - and at Das Erste they can be reached very easily and very economically.