



SOLUTIONS FOR SMALLER BUDGETS

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Small and medium-sized businesses may think that a TV campaign is not affordable or cannot be done with smaller budgets, or that it might not be worth it.

Of course, all options must be strongly considered, taking into account both budgetary restrictions as well as the desired goal (e.g. building awareness quickly, changing brand perception, generating sales, etc.).

In order to achieve an effect with an advertising campaign at Das Erste, the spot should be broadcasted 15 to 20 times in an appropriate environment - the costs for this depend on the environment and time of day. With the help of our rate calculator, you can roughly estimate the necessary budget in the first step. You are welcome to ask our New Business Manager for specific offers.