

Advertising Through Adversity



Welcome

Elliott Millard, Chief Strategy Officer, Thinkbox



The world
feels tough
right now

Smart Energy, 'Flexibility'

thinkbox 

-14

Deloitte consumer
confidence index

vs

£50bn

Record ad-spend
forecast for 2026

48%

Of parents have skipped a meal to ensure their families can be fed

vs

£11

Pint of Moretti at Stanley's Rooftop Bar

-\$2tn

Wiped off the S&P 500
in one day

vs

+18%

Overall increase in the
S&P 500 in 2025

**“Branding is the top
priority for 2026”**

McKinsey

vs

“Brand is dead”

Scott Galloway

Advertising through adversity

Choose effectiveness

Choose trust

Choose culture

The Growth Gap

Dominic Charles, Head of Applied Analytics, WPP Media

Olga Zaitseva, Managing Partner Analytics, WPP Media

Rupen Shah, Head of Client Services, Thinkbox



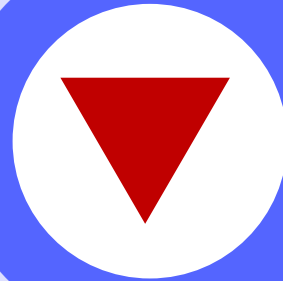
In an era of persistent economic uncertainty, budgets are only now beginning to recover — from a base that is still nearly **30% lower as a share of revenue** than pre-pandemic levels. The industry has lost ground it has not yet recovered and the conditions that caused it have not yet stabilised

When conditions feel unstable, 'do more with less' becomes the default. That's the **efficiency trap**



+4%

ROI improvement



-11%

Incremental profit generated

There continues to be a **disconnect** between **marketing & the boardroom**

70%

Of CEOs measure marketing's impact through YoY revenue growth & margin

35%

Of CMOs prioritise the same metrics

27%

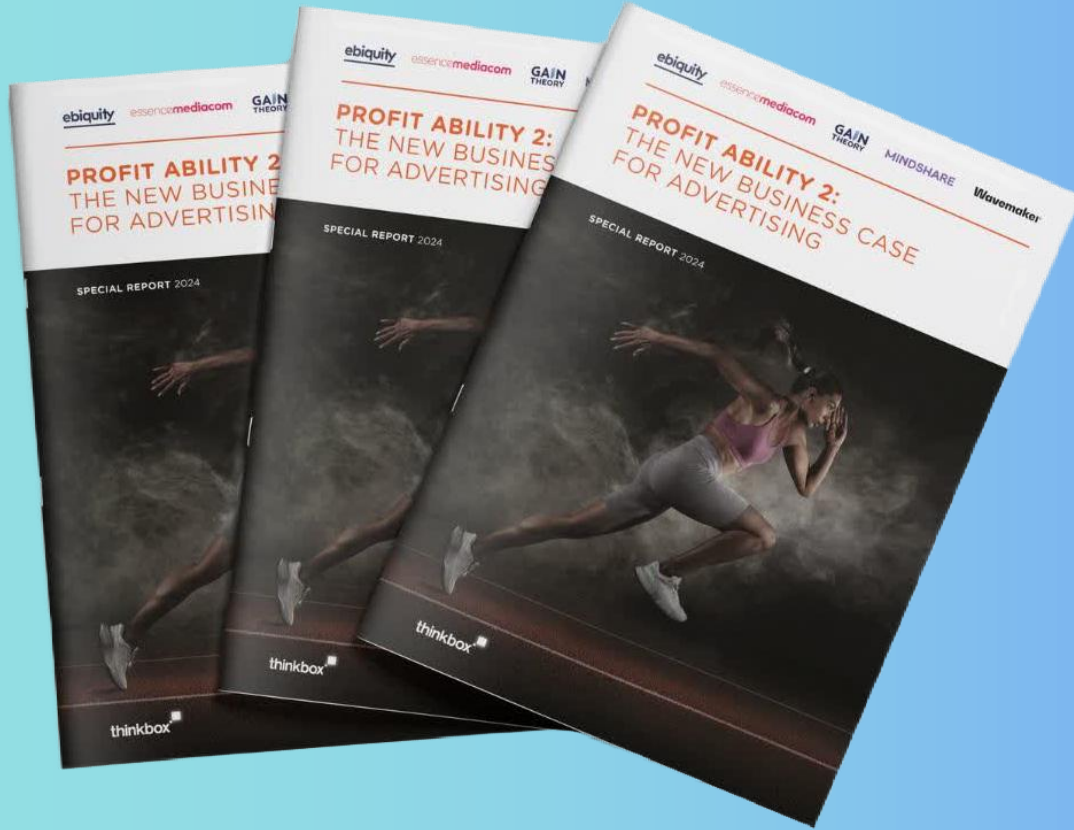
Of CEOs/CFOs believe their CMO's performance exceeds expectations

60%

Of CMOs believe their budget is sufficient (down from 64%)

Profit Ability 2

The data that makes marketing's case in the boardroom



141

Brands

£1.8bn

Media spend
analysed*

10

Media channels

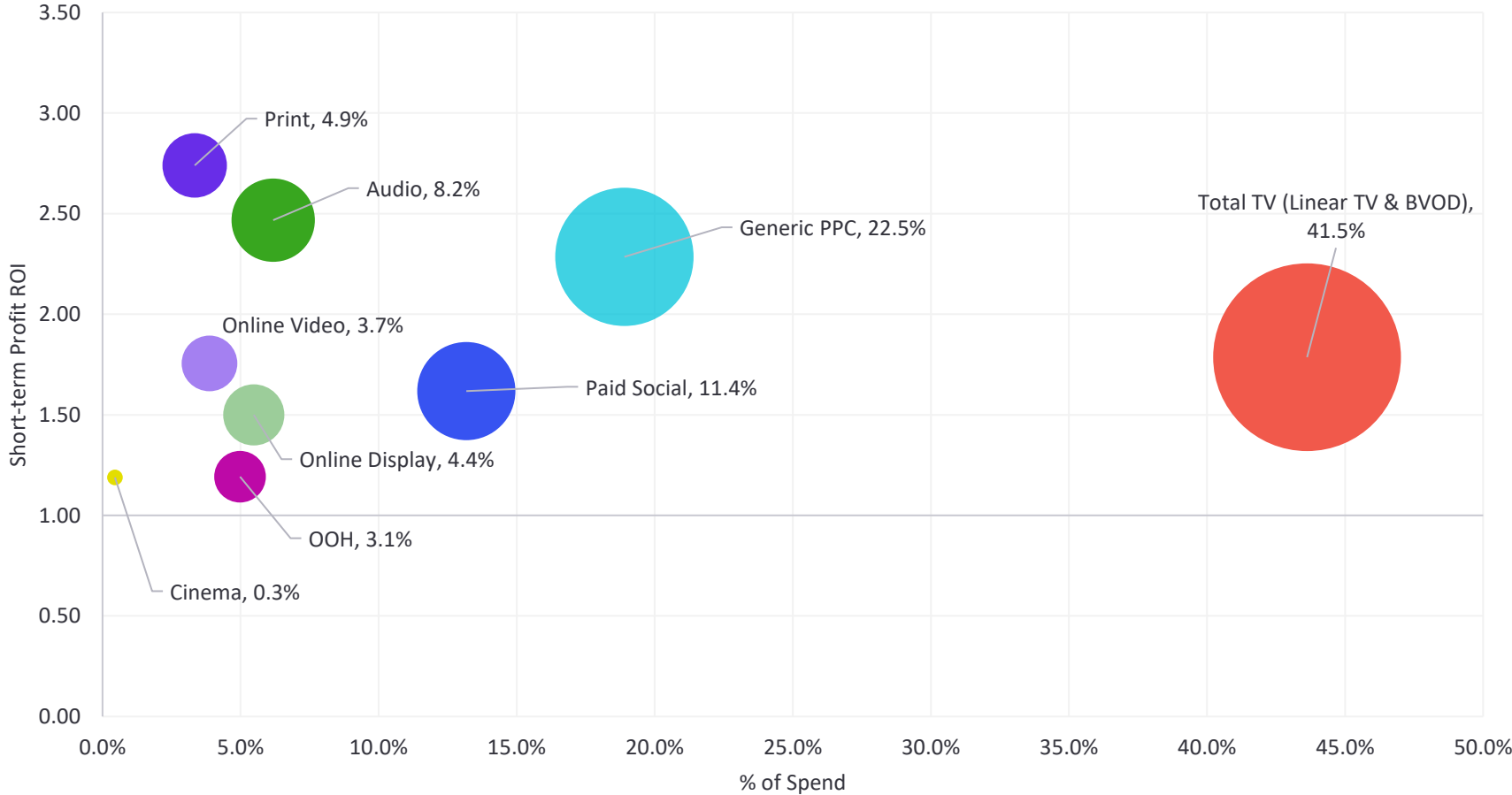
ebiquity

**GAIN
THEORY**

WPP Media

The evidence shows that advertising is highly profitable at driving growth today

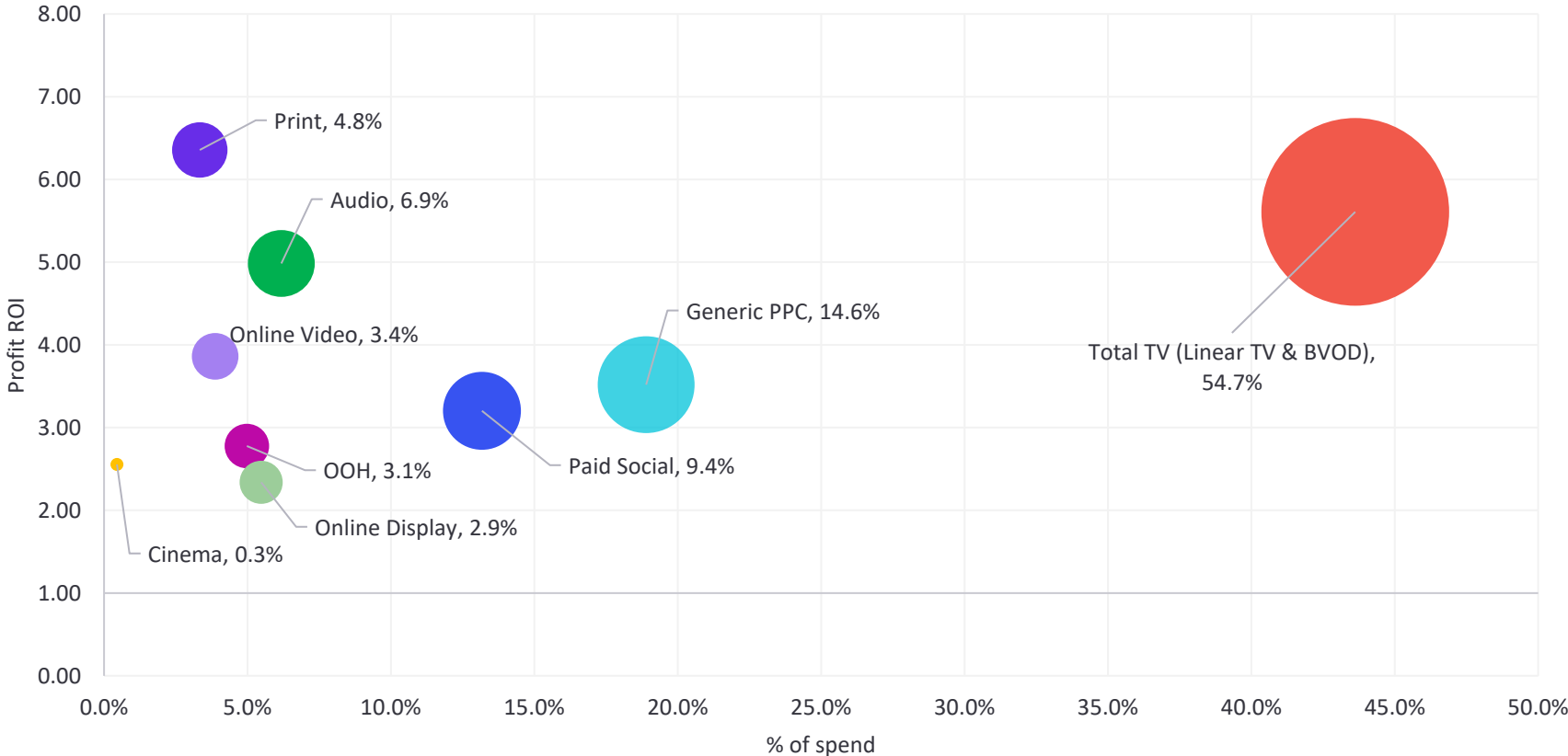
Short-term profit volume & profit ROI
Bubble size represents % of short-term profit volume



£1.87
Overall short-term profit ROI
(all sector average)

And pays back even more tomorrow, building brand equity that drives future growth

Full profit volume & profit ROI
Bubble size represents % of full profit volume



£4.11
Overall full profit ROI (all sector average)

The evidence is strong. Two challenges stand in the way

THE SCALE CHALLENGE

If advertising really generates me £4 for every £1, I'd just spend £100m & I'd double the size of my business

THE STRUCTURAL CHALLENGE

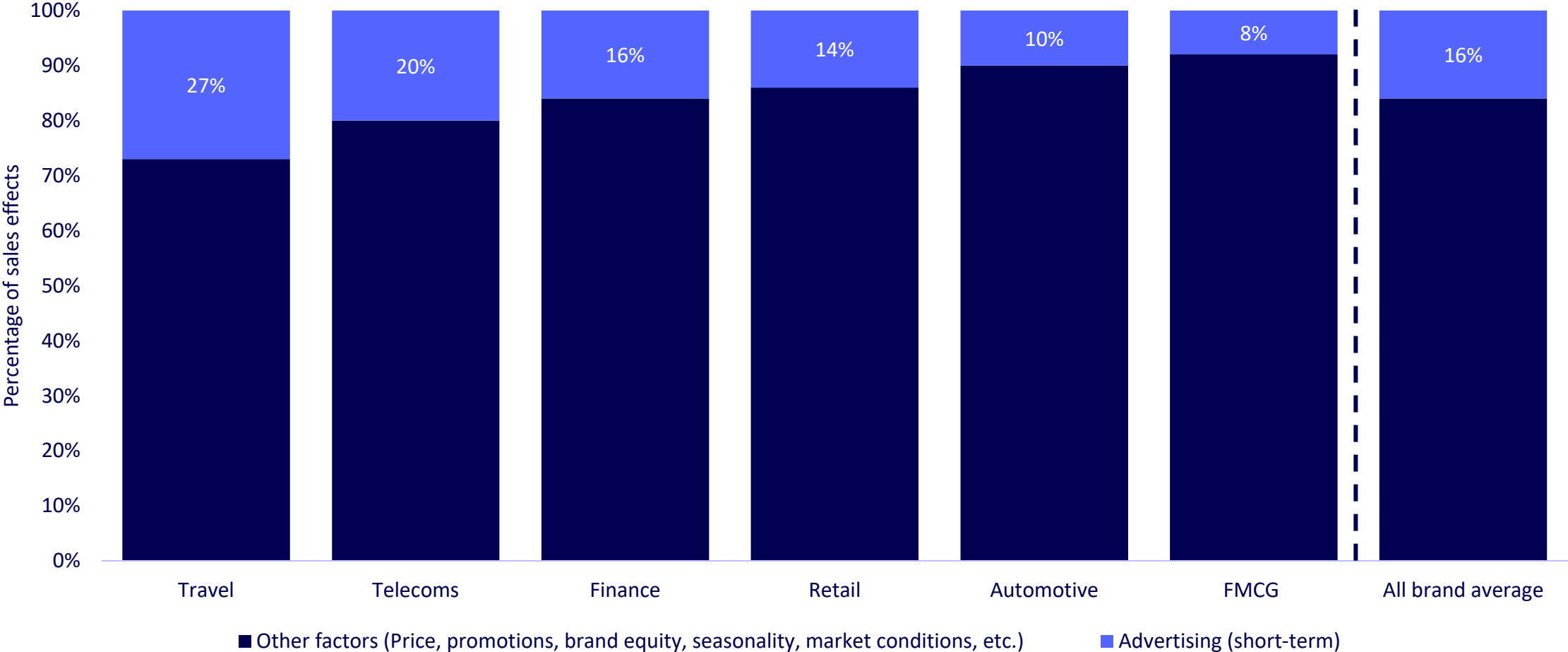
I can't focus on the long-term as I need to deliver numbers to the business this year

The scale challenge

If advertising really generates me £4 back for every £1, I'd just spend £100m & I'd double the size of my business




A common boardroom response

Total profit has many drivers, advertising is one of them



Advertising is one of the most controllable, scalable and agile growth levers

Advertising is a powerful lever to **effectively mitigate the negative impacts** of external pressures and **drive growth**.

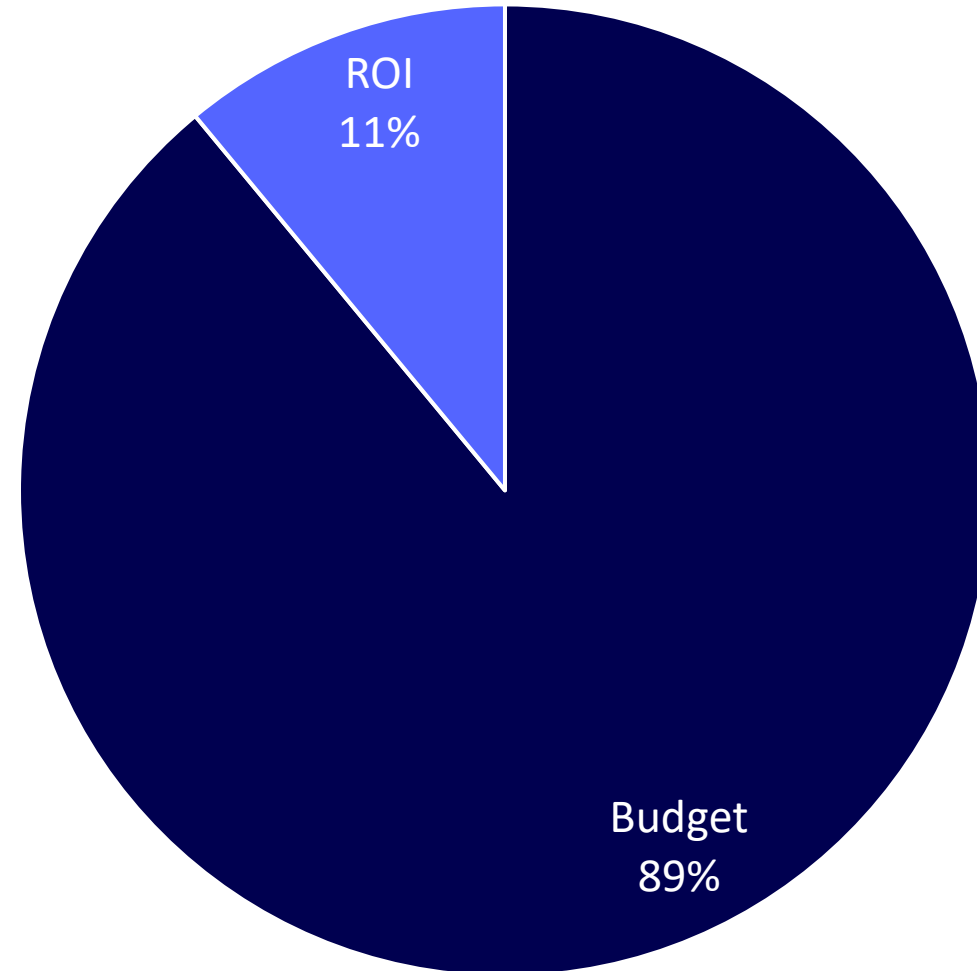
	 Impact on business growth	 Within a business' control	 Speed to influence
Advertising	●	●	●
Promotions	●	●	●
Price change	●	●	●
Innovation/expansion	●	●	●
Distribution/availability	●	●	●
Brand Equity	●	●	●
Market/category trend	●	●	●
Economy/macro factors	●	●	●
Competition	●	●	●

● High ● Medium ● Low

The most important decision to unlock that growth is **how much to spend**

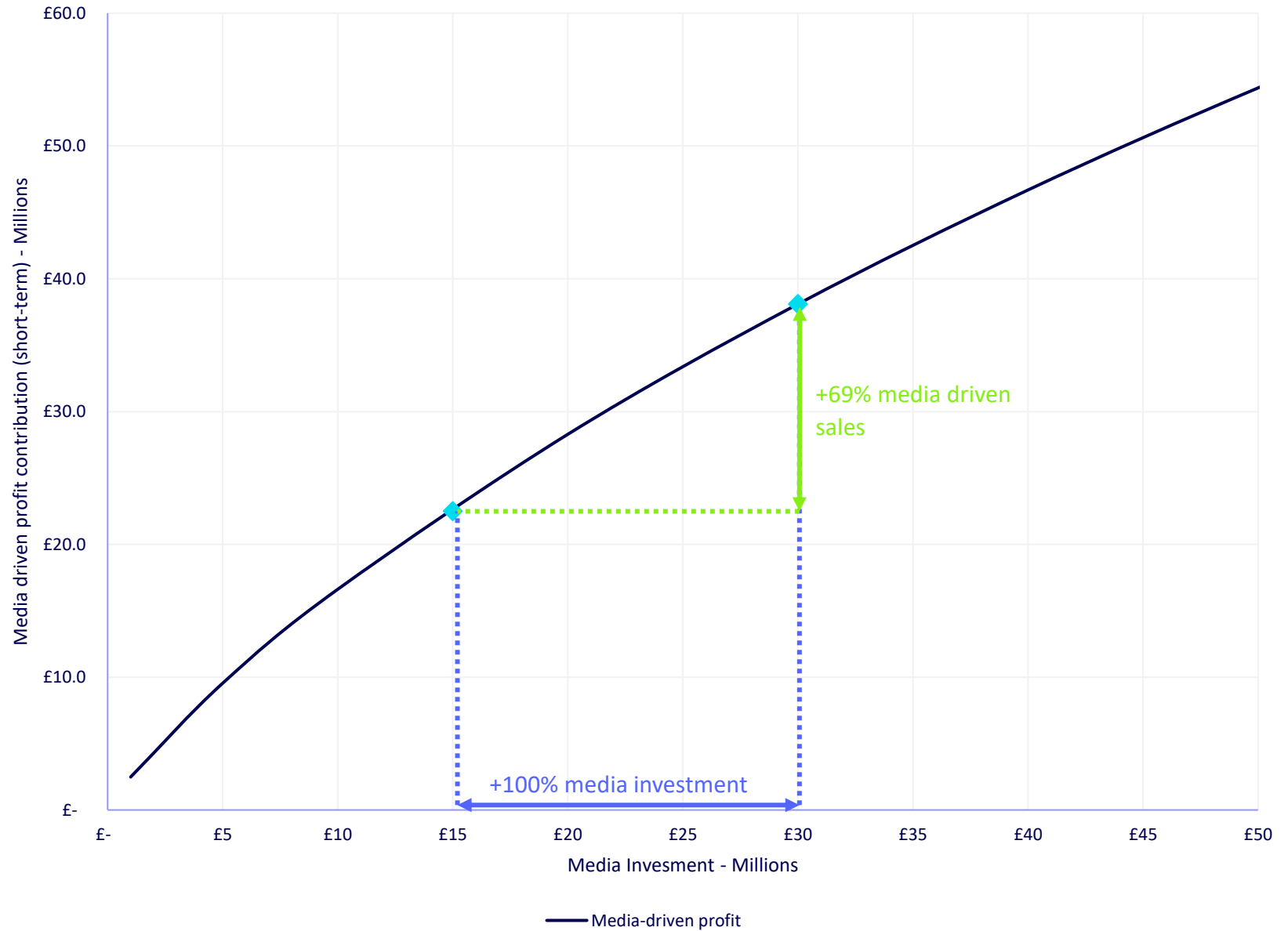
% Variations in incremental profit explained

Source: Go Big or Go Home – Les Binet & Medialab
IPA databank 1998-2025



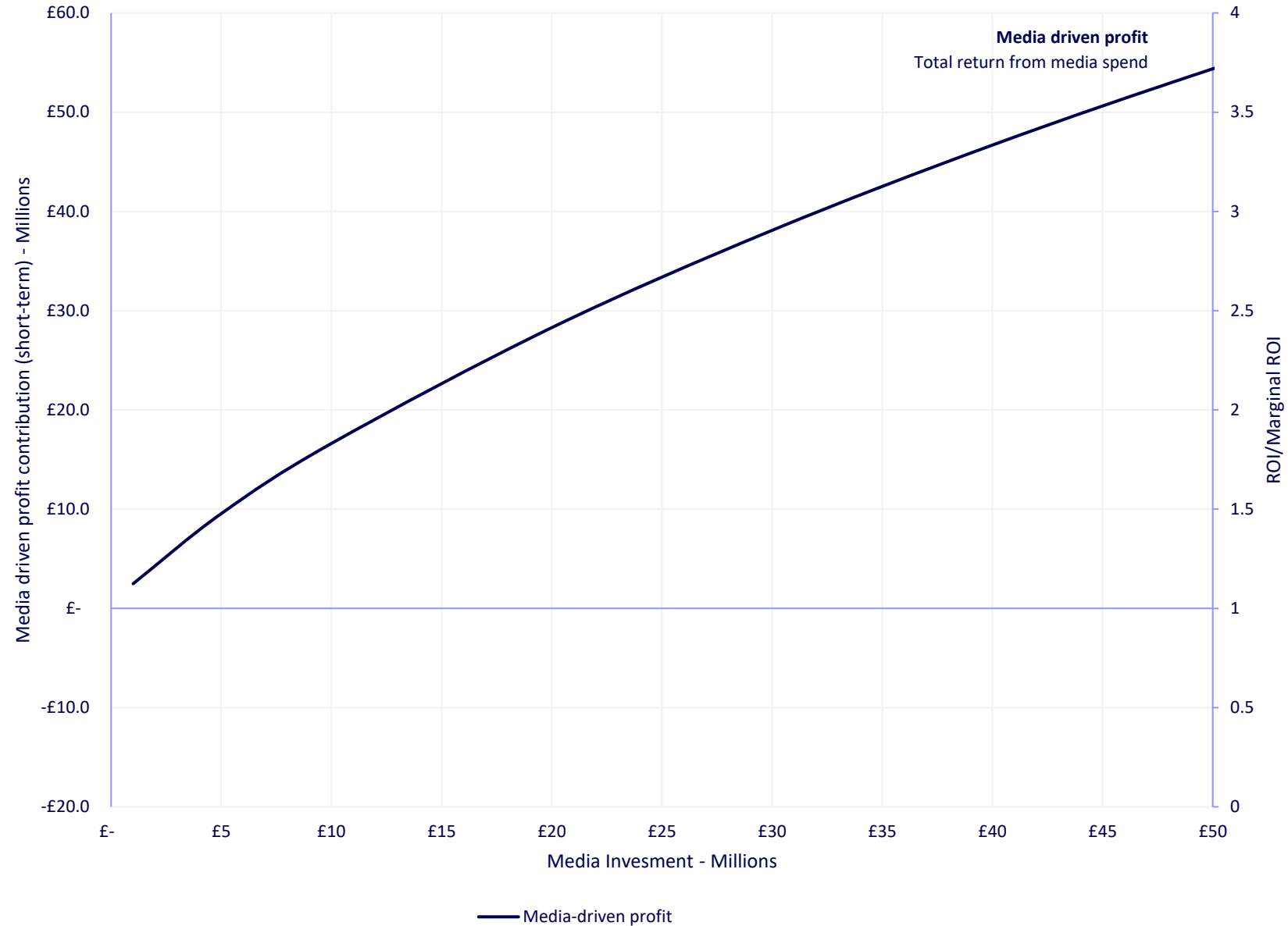
Spend more and you grow more but the growth rate eventually flattens

Average annual media response curve (624 brands)



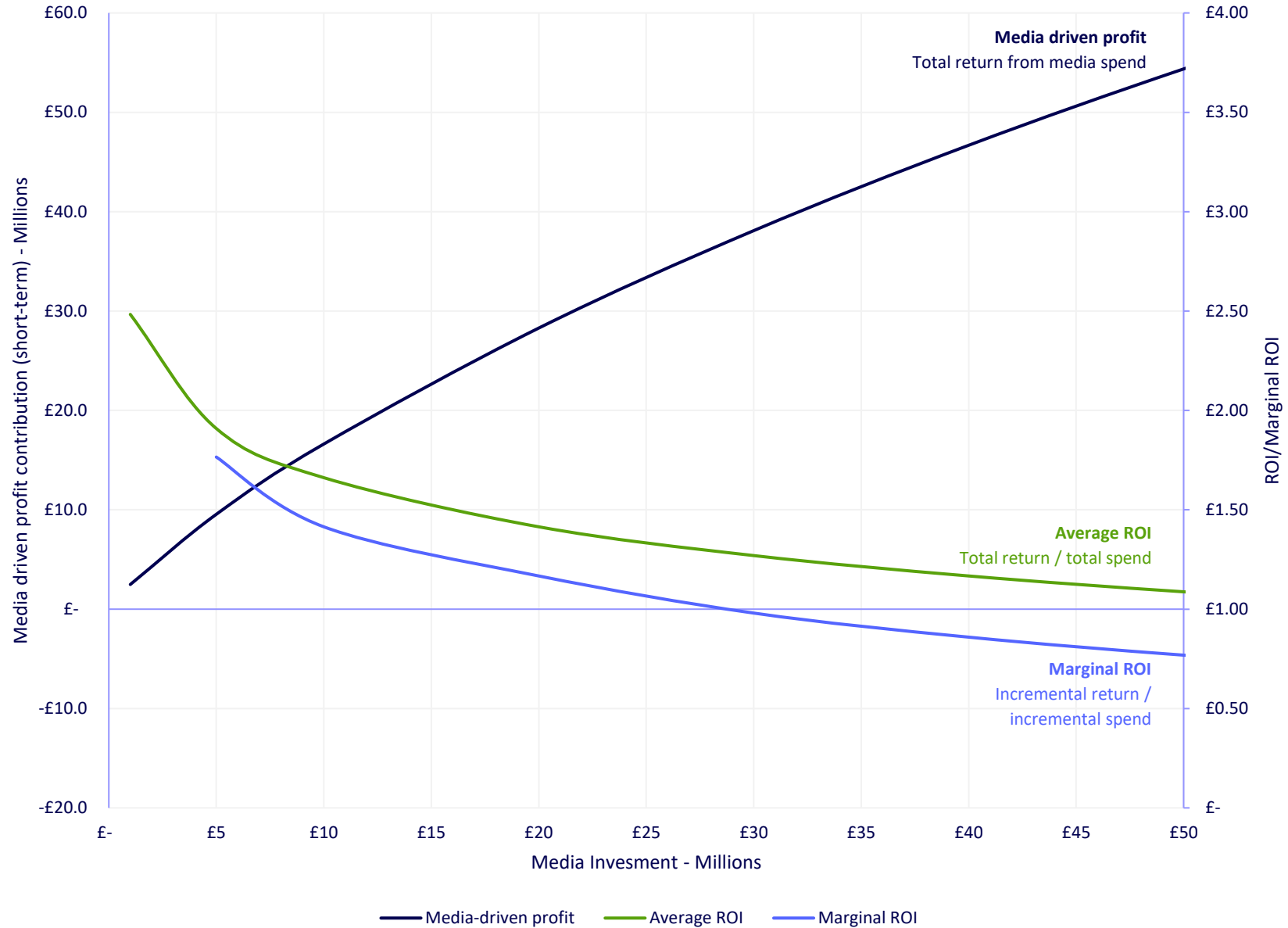
Most businesses never reach their profitable ceiling

Average annual media response curve (624 brands)



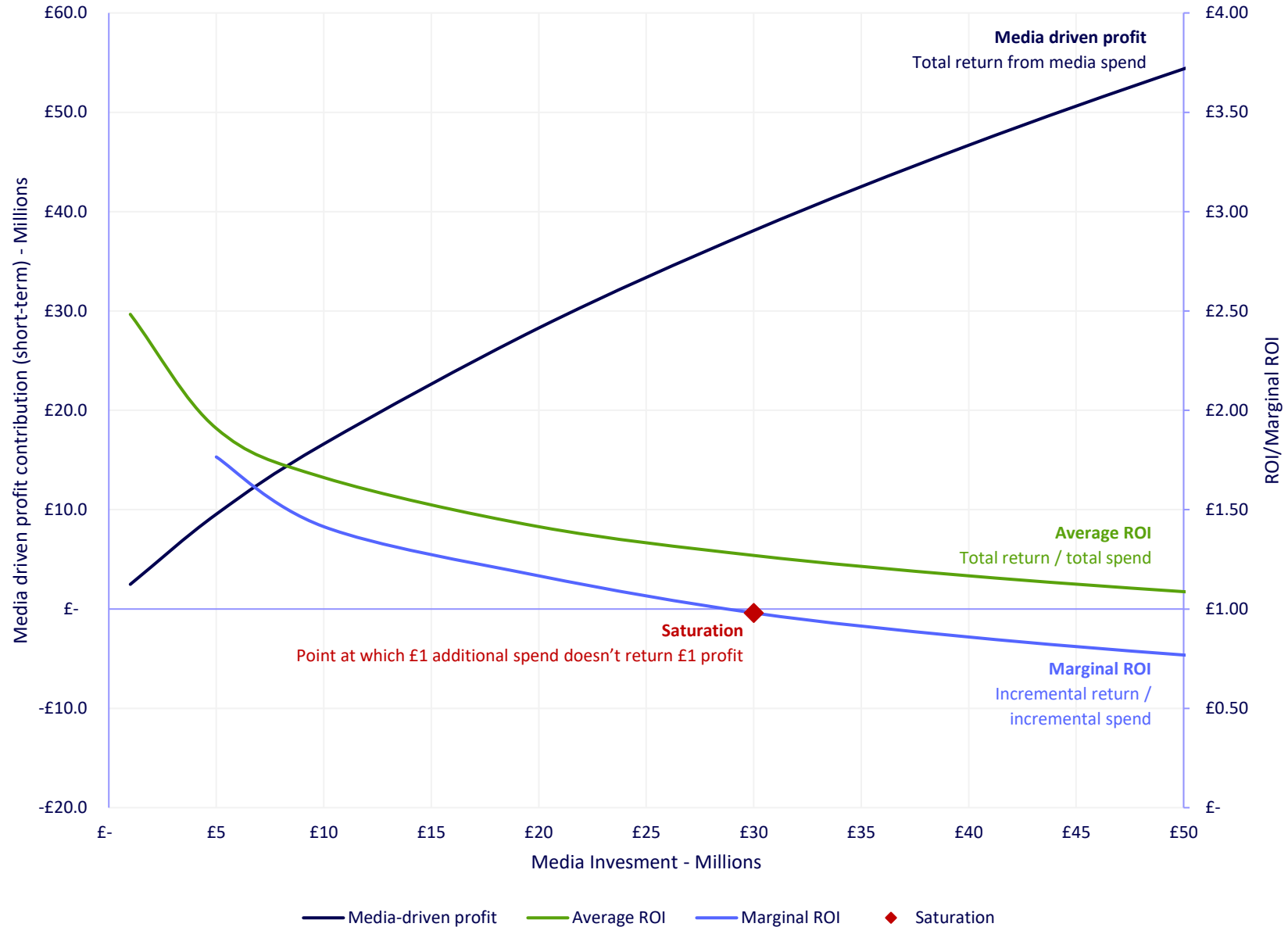
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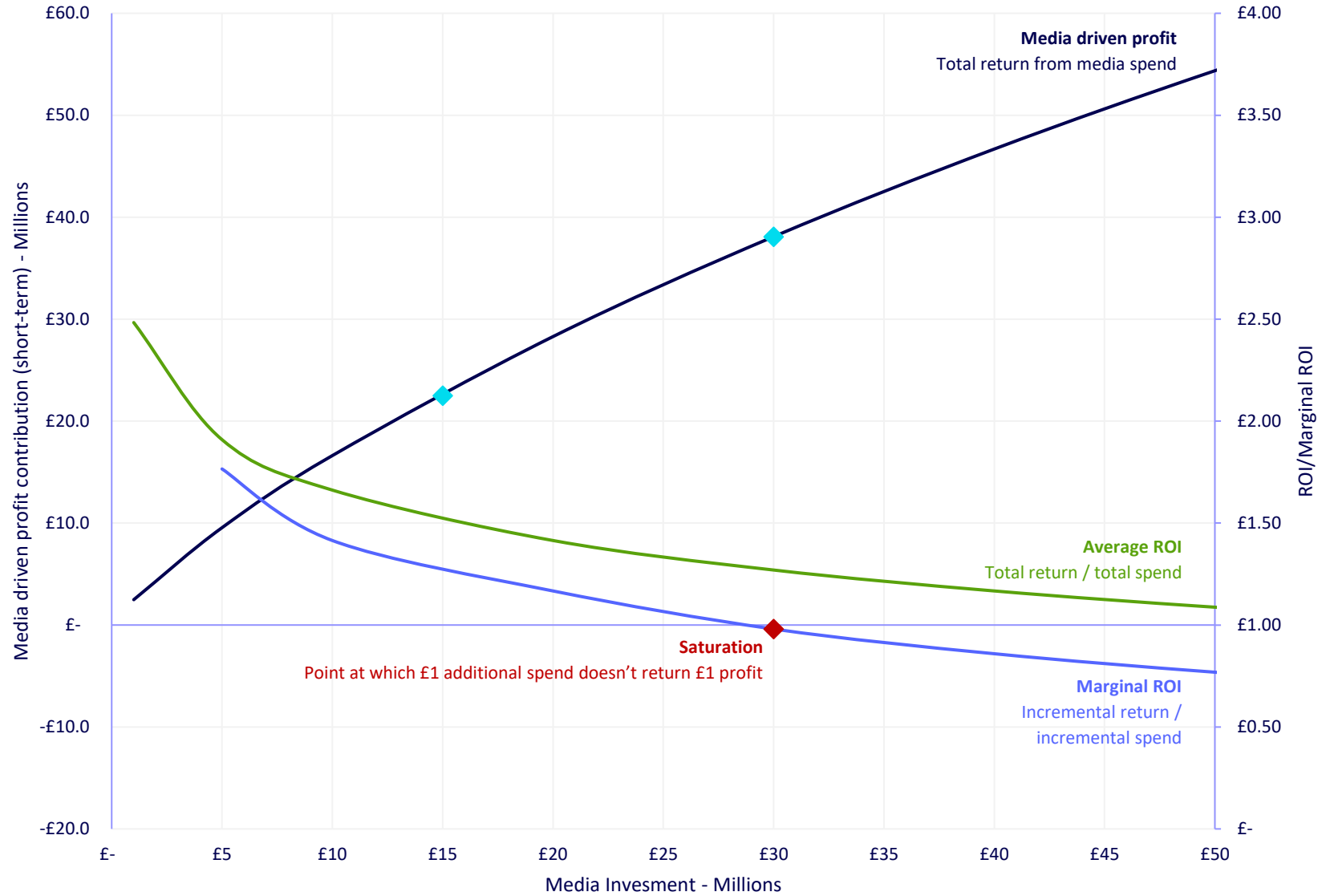
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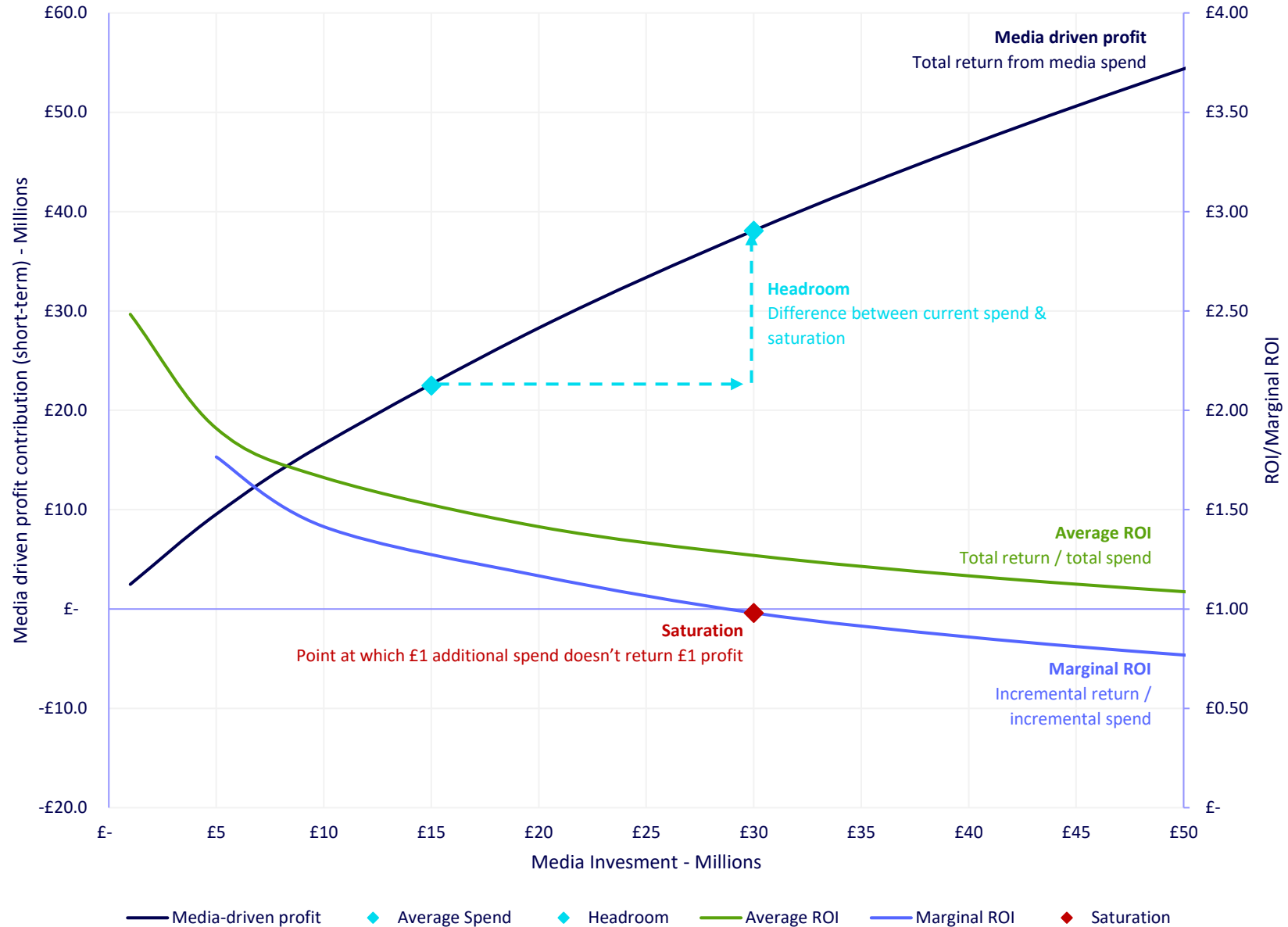
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Media-driven profit Average Spend Headroom Average ROI Marginal ROI Saturation

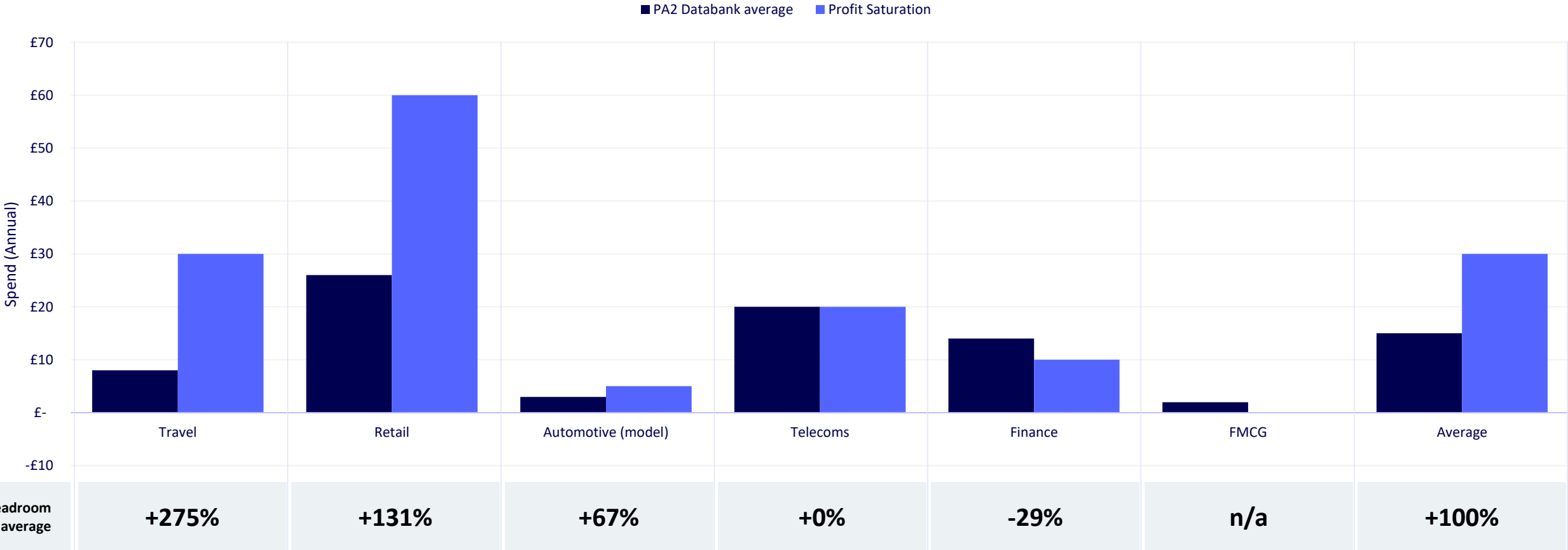
Most businesses never reach their profitable ceiling

Average annual media response curve (624 brands)



On average, brands could **double** their investment and still generate a profitable return

Profitable headroom to increase average annual media investment, £m



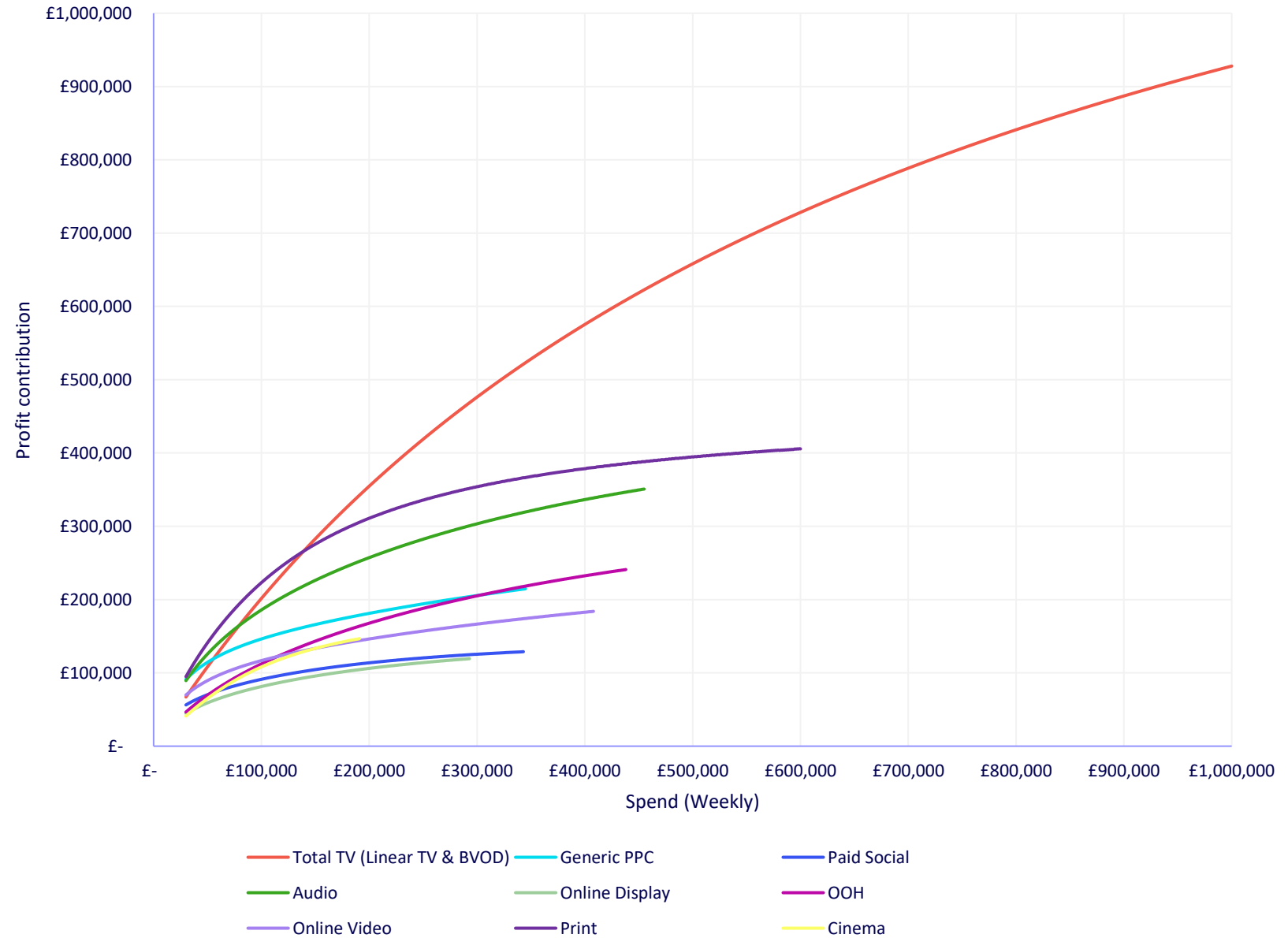
That means on average brands are leaving **£32 billion of profit growth** on the table

+11% / £32bn

Growth in total profit from increasing advertising spend whilst ensuring each £1 of investment generates at least £1 of profit

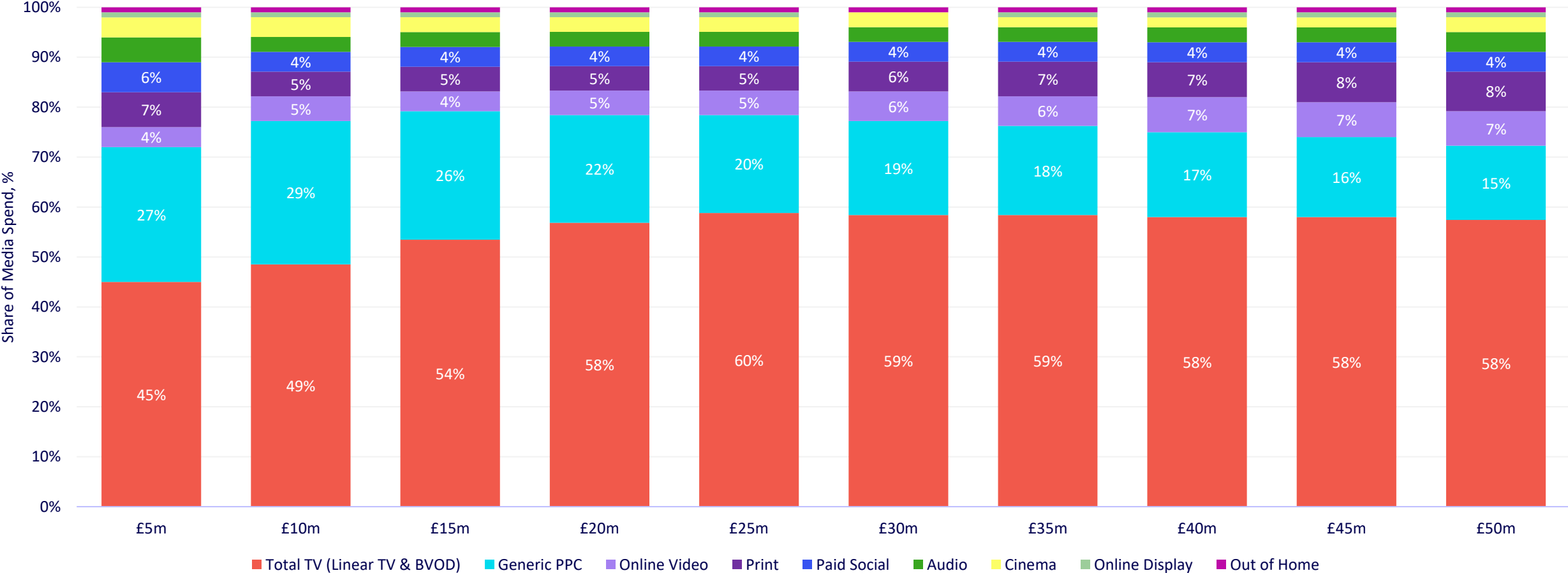
Scaling spend means taking advantage of differing headroom by channel

Relationship between spend & profit volume - Weekly



As investment scales, the mix shifts — TV earns a bigger share because it scales furthest

Optimised media deployment by budget size



The structural challenge

That's all well and good – but I can't focus on the 'long-term', I need to hit the number this year

A common planning response

Short-termism is not a marketing problem or a lack of evidence, it's **structural** in modern businesses



Quarterly reporting cycles to shareholders



Annual targets linked directly to individual's incentives

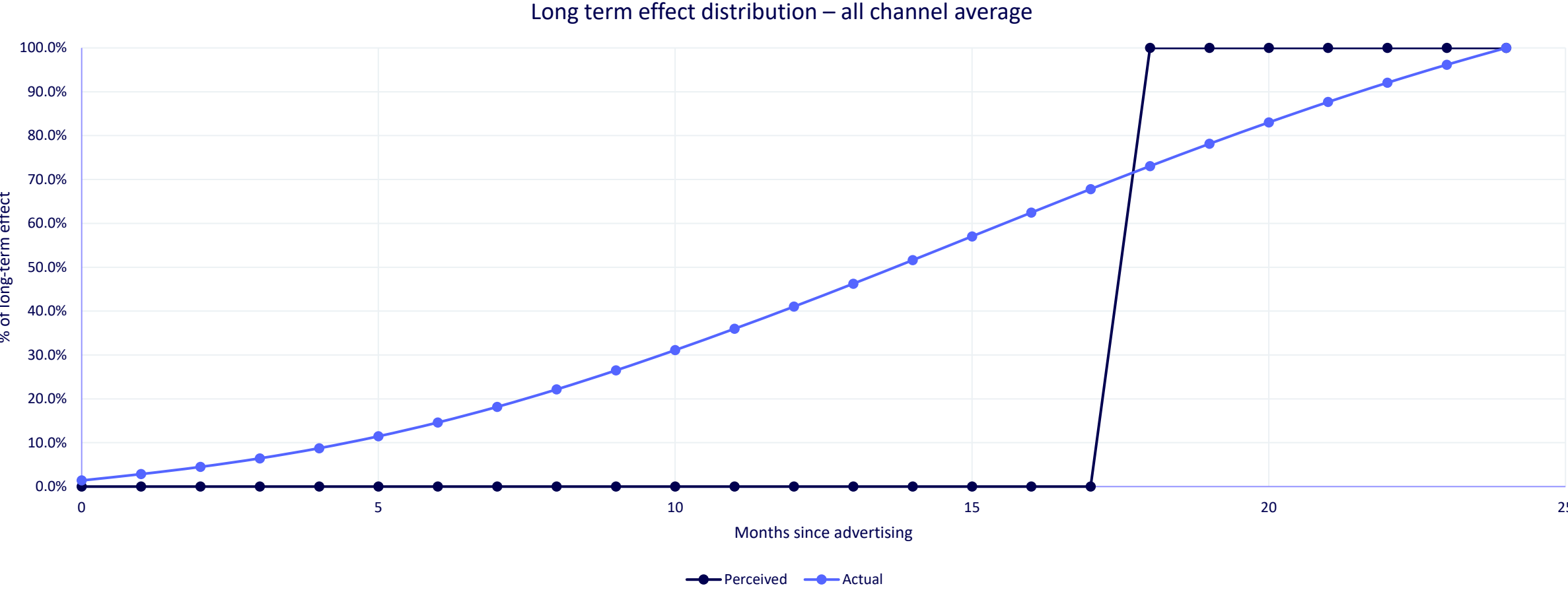


Marketing budgets are uniquely flexible & uniquely vulnerable



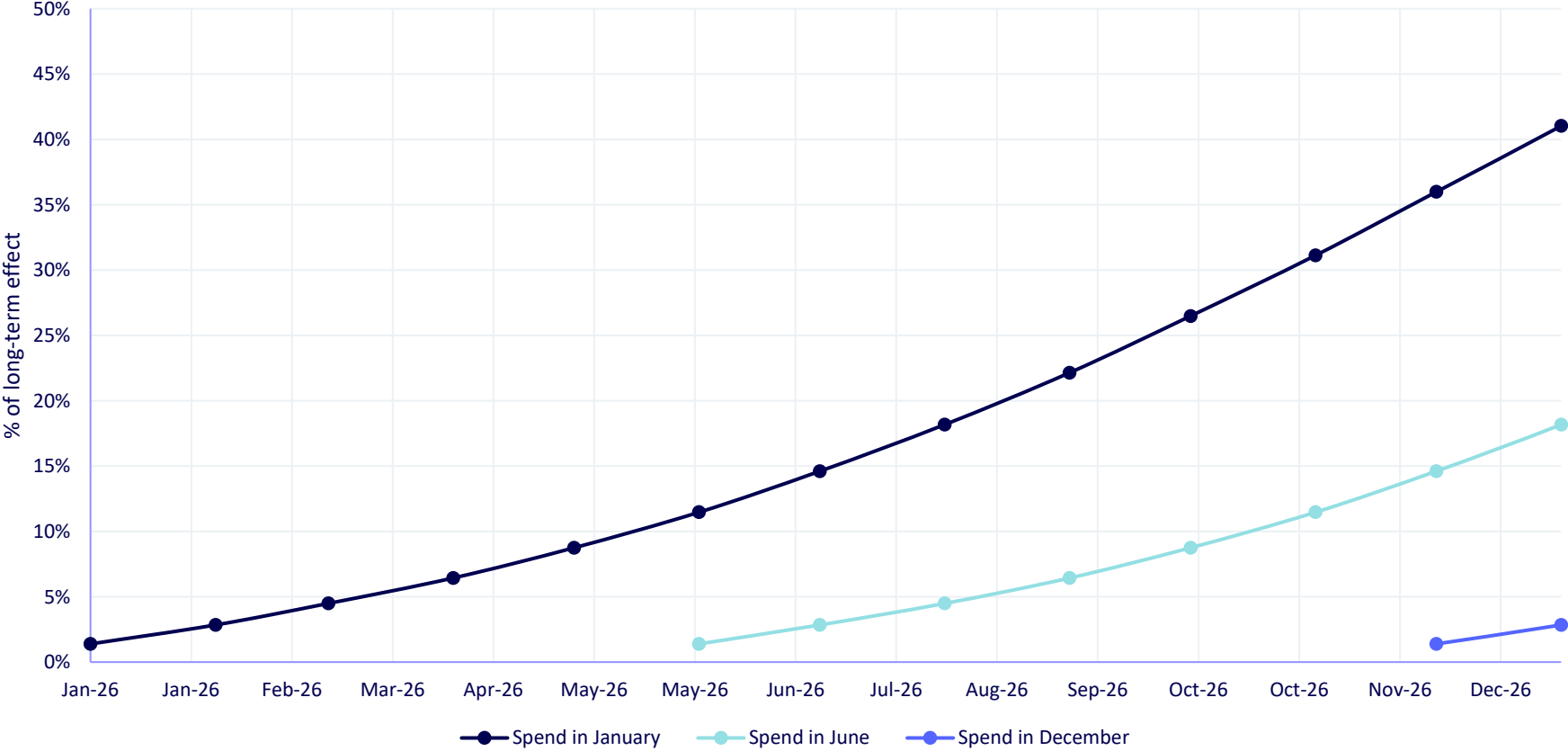
Economic volatility creates a structural bias towards caution & short-term flexibility

'Long-term' is a misleading label - the brand equity effect starts building immediately



When your spend changes, how much of that effect 'counts to this year's number?

Long term effect distribution – all channel average

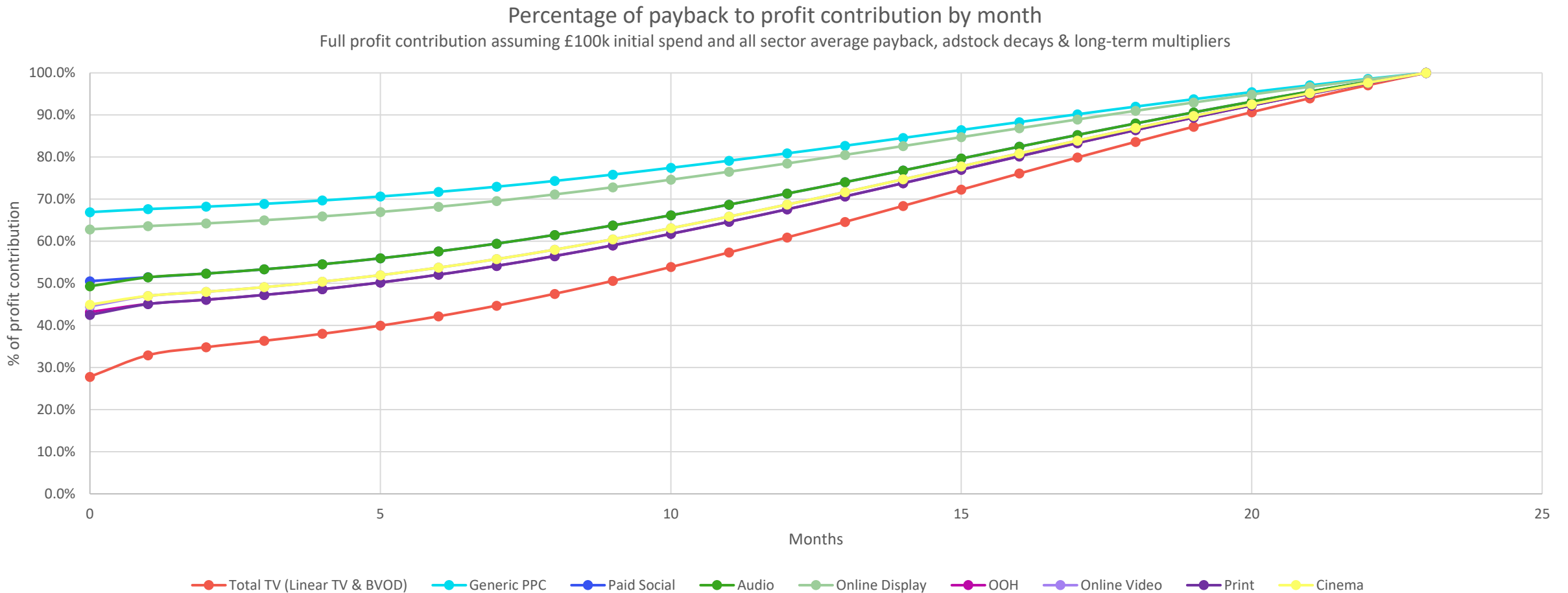


Spend in January
36%
Sustained effect delivered in-year

Spend in June
15%
Sustained effect delivered in-year

Spend in December
1%
Sustained effect delivered in-year

With different channels paying back at different speeds



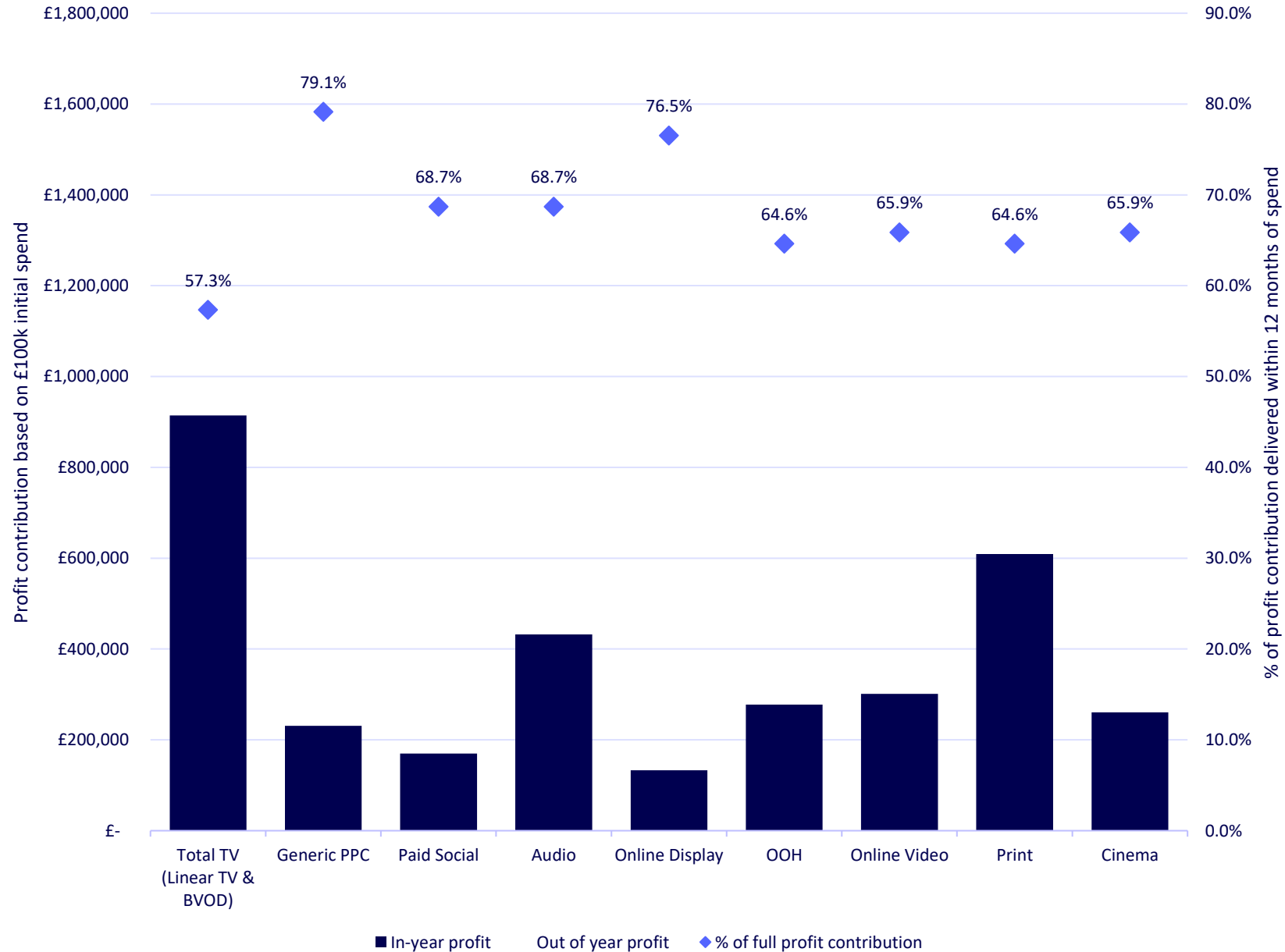
Speed is only one dimension, it needs to be balanced with scale



Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, Gain Theory, WPP Media UK. Adstock benchmarks: Ebiquity Long Term Multipliers: Gain Theory, WPP Media UK. Long-term distribution: Media Mix Navigator

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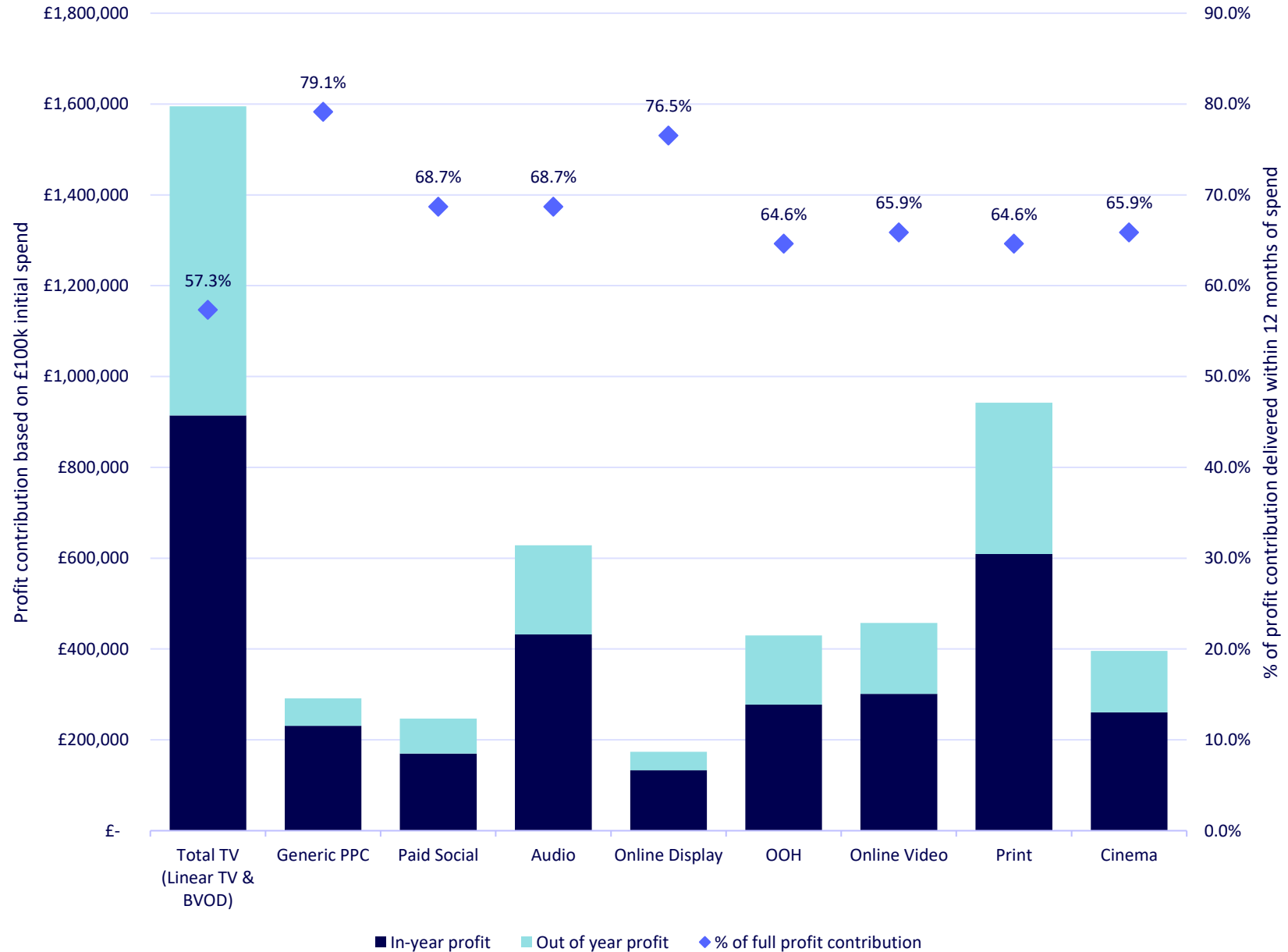
Profit contribution in-year & out-of year based on £100k initial in month 1



Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiqity, Gain Theory, WPP Media UK. Adstock benchmarks: Ebiqity Long Term Multipliers: Gain Theory, WPP Media UK. Long-term distribution: Media Mix Navigator

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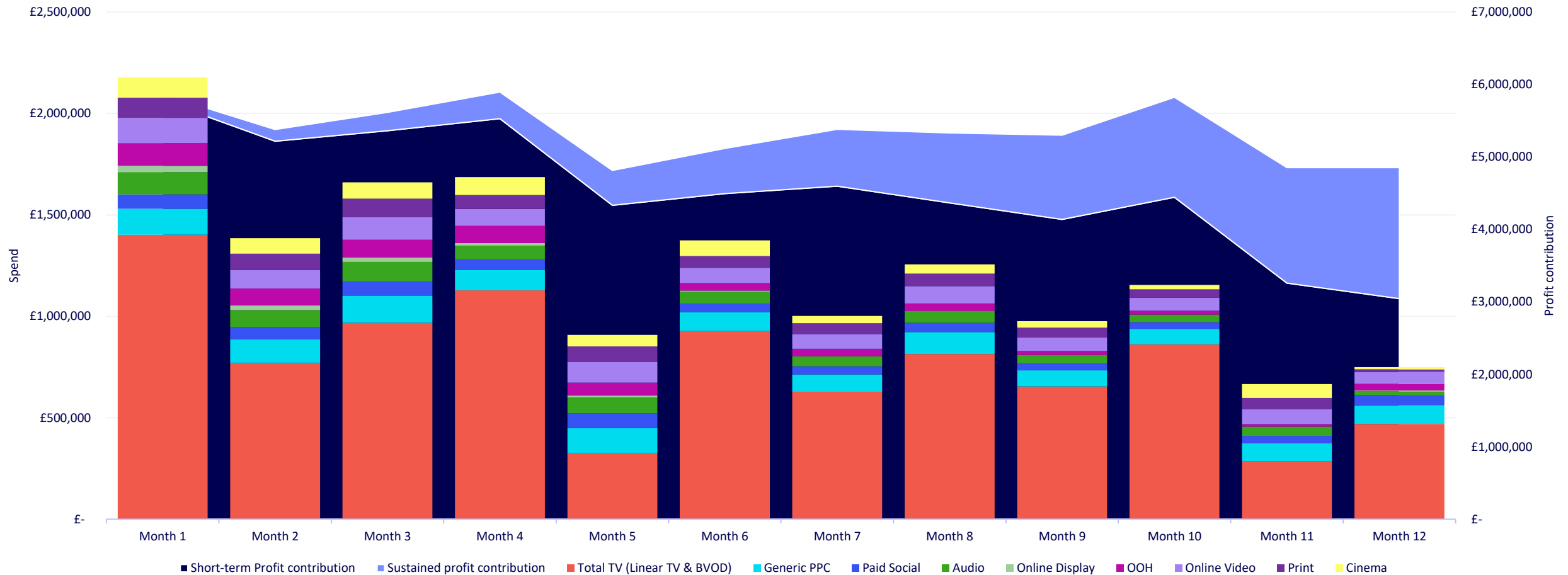
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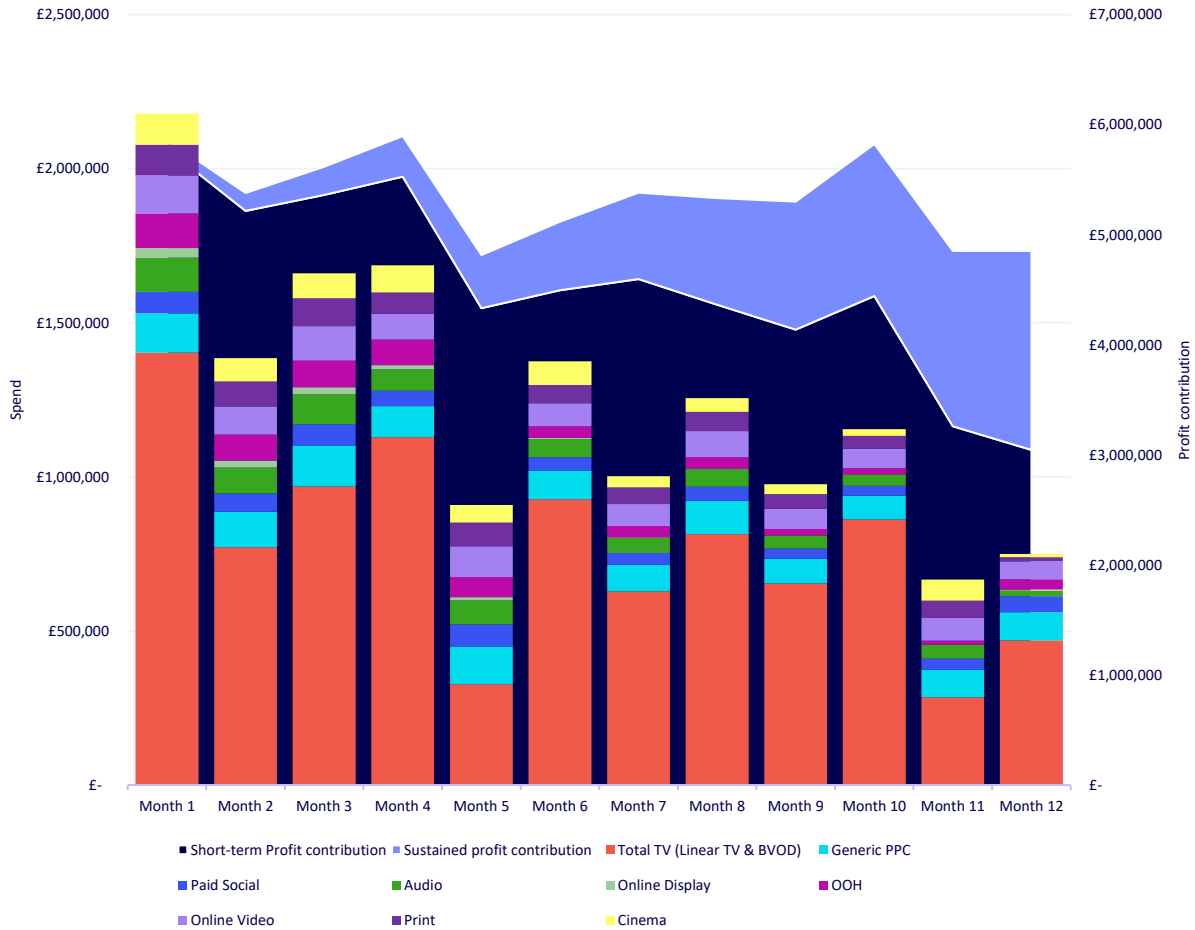
To maximise in-year payback, the optimal mix isn't static. It prioritises different channels over-time

Optimal media deployment to maximise in-year profit including short-term & sustained effects
All sector average - £15m annual spend



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Optimal media deployment to maximise in-year profit including short-term & sustained effects
All sector average - £15m annual spend



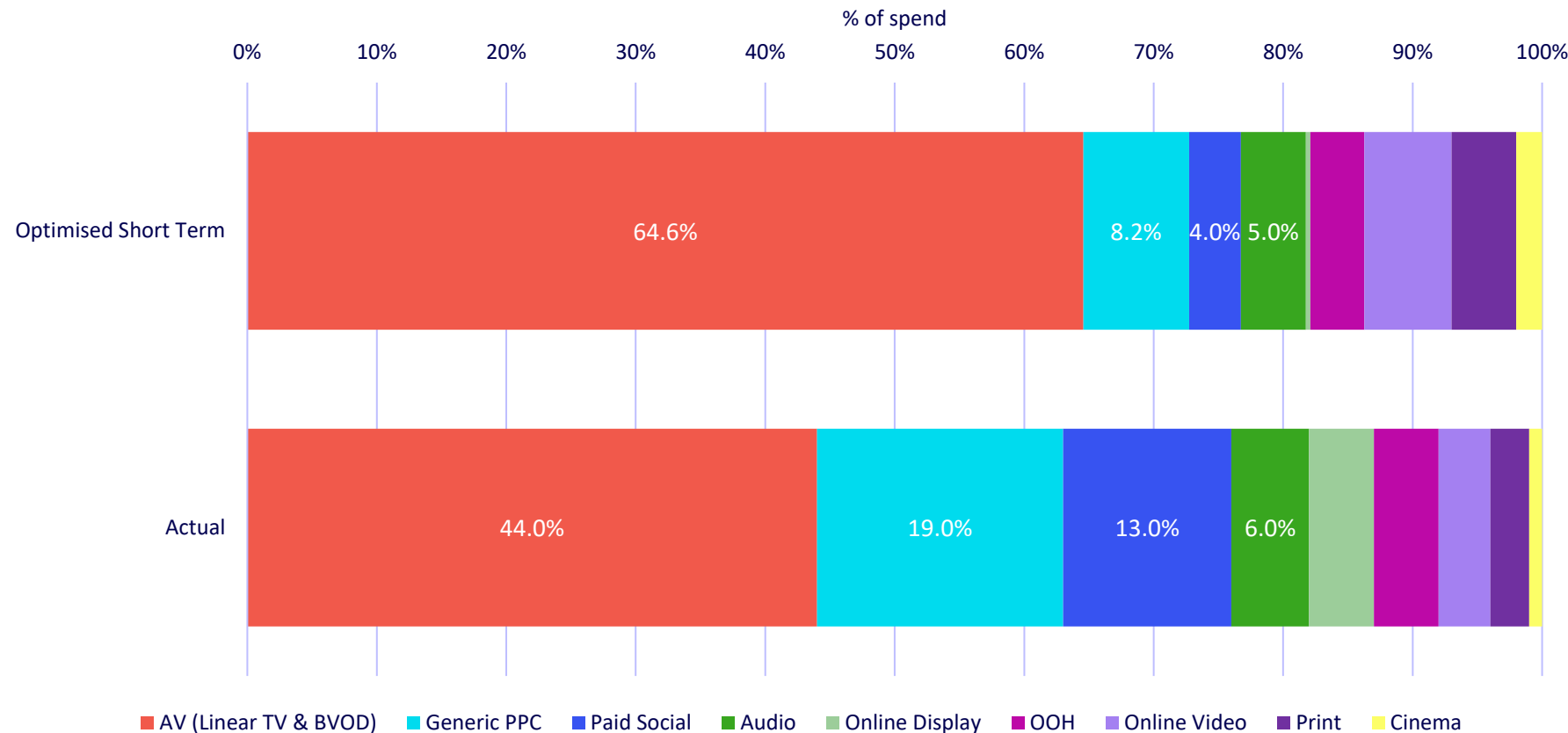
Spend heavy early to maximise adstock

Front-weight channels that skew longer, flatten channels that skew shorter

Don't under-estimate the short-term power of TV

Remove long-term effects entirely. The short-term data still makes the case for more than 'performance'

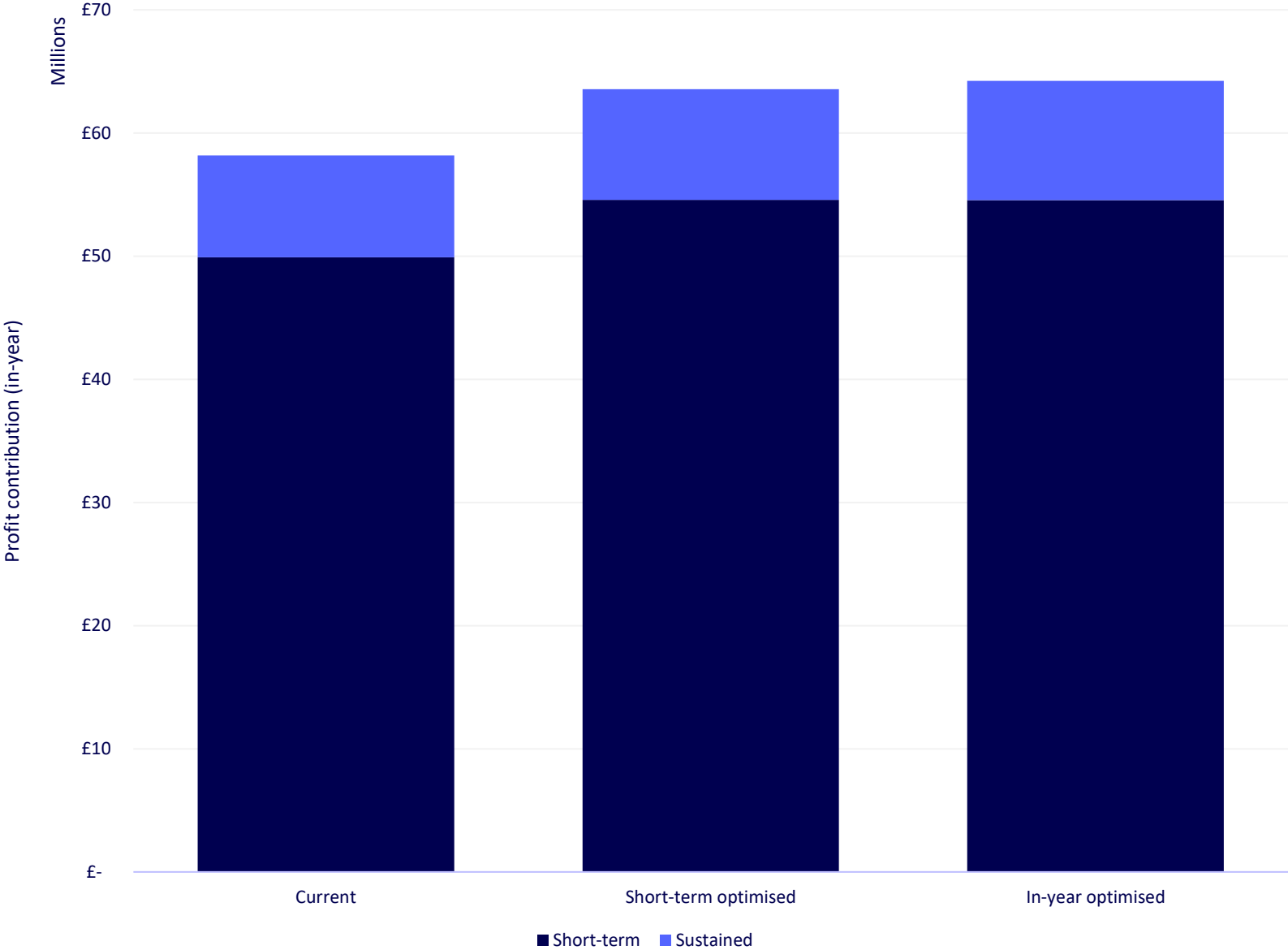
Actual spend allocation by channel based on Profit Ability 2 benchmarks vs optimised plan to maximise short-term sales contribution assuming a £15m spend – all sector average



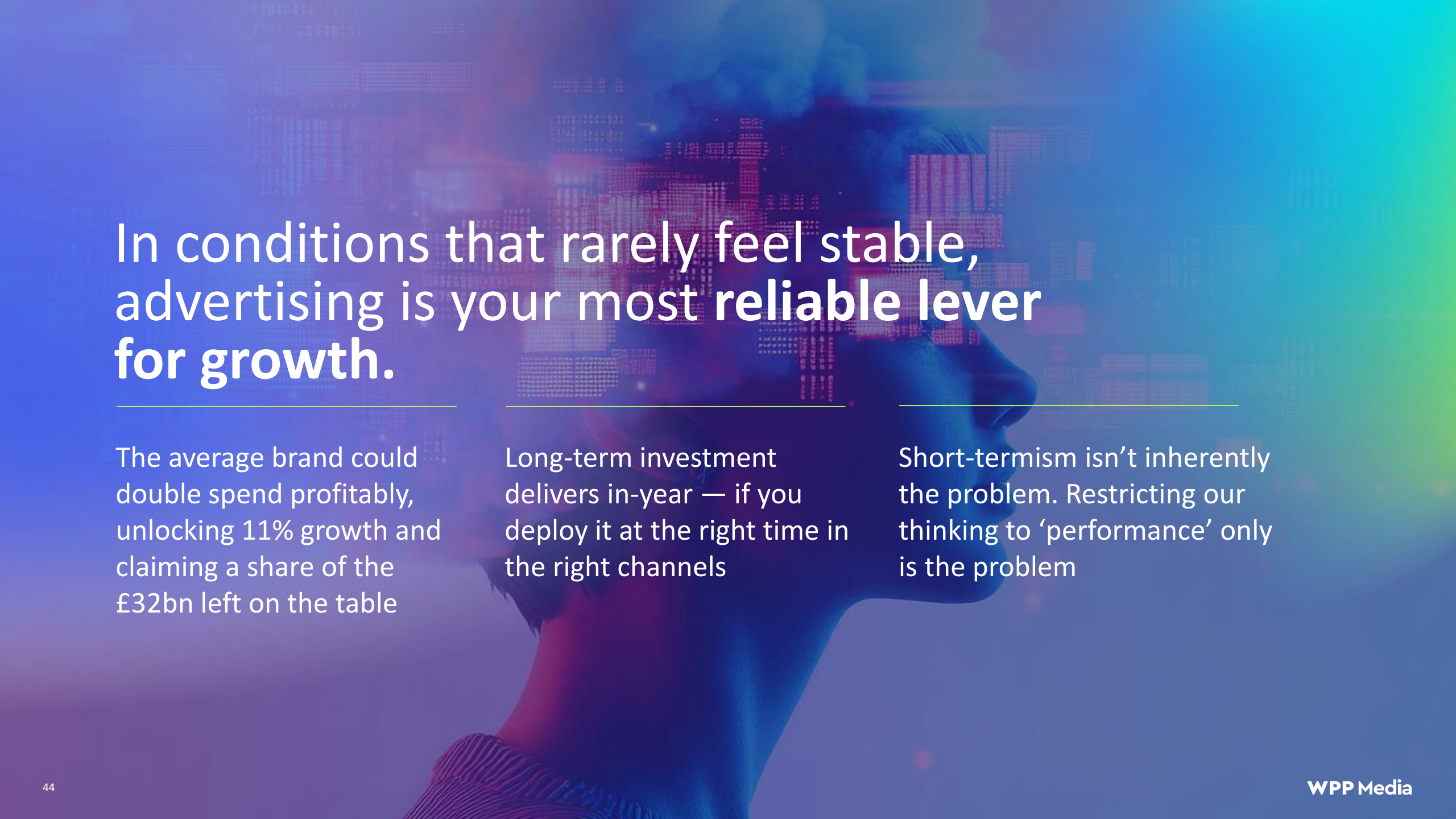
+9.3%
Profit contribution in-year

Short-term optimised isn't necessarily long-term compromised

Profit contribution based on £15m spend - in-year effects only - all sector average



Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, Gain Theory, WPP Media UK. Adstock benchmarks: Ebiquity Long Term Multipliers: Gain Theory, WPP Media UK. Long-term distribution: Media Mix Navigator



In conditions that rarely feel stable, advertising is your most **reliable lever** **for growth.**

The average brand could double spend profitably, unlocking 11% growth and claiming a share of the £32bn left on the table

Long-term investment delivers in-year — if you deploy it at the right time in the right channels

Short-termism isn't inherently the problem. Restricting our thinking to 'performance' only is the problem

The analysis we shared today was conducted with the Media Mix Navigator

MEDIA MIX NAVIGATOR

Category
Please Choose... *i*

Appeal
Please Choose... *i*

% of online sales
Please Choose... *i*

Brand size (£m)
20 *i*

Annual media spend (£m)
2 *i*

Output
Please Choose... *i*

Optimisation time-frame
Please Choose... *i*

Risk tolerance
Please Choose... *i*

DOWNLOAD PDF • CSV *i*

Base scenario | Annual media spend | Risk tolerance | Time horizons | Profit Ability 2 benchmarks

About
The Media Mix Navigator tool, powered by econometrics, helps you get the most out of your media investment. It allows you to explore different scenarios to define the optimum media mix for your business, whether your objective is to drive increased profit or revenue.
This tool has been engineered by EssenceMediacom and is powered by the Profit Ability 2 databank, totalling £1.8 billion of media spend across 141 brands over 2021 - 2023 period (most recent 52 weeks available for each brand). These have been carefully chosen to represent as many business types as possible.

How to use

- Select the options most relevant for your brand using the navigation panel on the left
- Results will automatically display once all fields are complete
- Navigate across tabs to see:
 - Base scenario – explore recommendations and results for your configuration. Select and/or adjust budgets for 'Year 2' and 'Year 3' using the checkboxes above the optimal channel mix chart to view impact of investment in subsequent periods
 - Annual media spend – explore different budget scenarios
 - Risk tolerance – consider different approaches to risk
 - Time horizons – consider optimising to different time horizons (immediate – 1 week, short-term – 3 months, full-term – 2 years)
 - Profit Ability 2 benchmarks - the short and full-term media driven sales contribution by channel for the chosen category.
- As you adjust criteria (e.g. budget level or risk tolerance), the budget allocation and performance results automatically update throughout the tool. Full details of your revised scenario will display in the Base scenario tab
- PDF and CSV download available of the scenario shown in the Base scenario tab

Please see notes below for further considerations.

Optimal channel mix

£21m spend

Business results

	Year 1	Year 2	Year 3	Total
Total spend	£21.0m	£21.0m	£21.0m	£63.0m
Revenue				
Campaigns	£205.1m	£205.1m	£205.1m	£615.3m
Direct growth (11.1%)	£100.0m	£100.0m	£100.0m	£300.0m
Direct sales (10.0%)	£100.0m	£100.0m	£100.0m	£300.0m
Total	£305.1m	£305.1m	£305.1m	£915.3m
Revenue ROI	14.5	14.5	14.5	14.5
Campaigns ROI	14.5	14.5	14.5	14.5
Direct growth (11.1%)	14.5	14.5	14.5	14.5
Direct sales (10.0%)	14.5	14.5	14.5	14.5
Total	14.5	14.5	14.5	14.5
Confidence	±0.10%	±0.10%	±0.10%	±0.10%
Interval				

Revenue by year

Year	Year 1	Year 2	Year 3	Year 4	Total
Spent in year (£m)	21	21	21	21	84
Return in year (£m)	454.7	454.9	455.7	456.7	1,812.1
ROI	21.7	21.7	21.7	21.7	21.7
ROI growth (11.1%)	21.7	21.7	21.7	21.7	21.7
ROI sales (10.0%)	21.7	21.7	21.7	21.7	21.7
Total ROI	21.7	21.7	21.7	21.7	21.7

Logos: ebiquty, essencemediacom, GAIN THEORY, MINDSHARE, Wavemaker

The Power of Trust

Nailah Uddin, Research Manager, Thinkbox



Everyone seems to want to talk about trust

10 Jul 2025 | [Ellie Hammonds](#)

Trust offers competitive edge — but businesses are failing to deliver it

10 Jun 2025 | [Nicola Kemp](#)

Honesty, integrity, trust: Media's AI arms race shames us all

13 Mar 2025 | [Maria lu](#)

Future 100: Industry needs more collaboration and trust



[Media](#) [Future of TV](#)

The trust premium: backing quality media isn't a virtue, it's a business imperative

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Trust-building ad campaigns improve business outcomes, IPA research finds

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Trust in TV grew faster over past four years than any other medium, research reveals

Source: The Media Leader, Campaign, Videoweeek, The Drum

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Will Green | June 04, 2024

Advertising 'no longer the least-trusted industry', says AA research

How long? | 2-3 minutes

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07 Mar 2025 | [Kate O'Loughlin](#)

We can only accelerate action if we rebuild trust and safety

13 Mar 2025 | [Maria lu](#)

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How long? | 2-3 minutes

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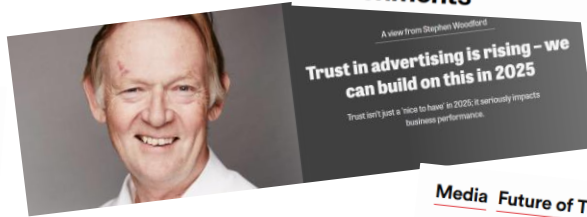
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Honesty, integrity, trust: Media's AI arms race shames us all

29 Jan 2026 | [Ellie Hammonds](#)

Bauer Media Advertising MD Simon Kilby: We're in a world that needs to start supporting trusted environments



Media Future of TV

Charlotte Rawlings | October 03, 2024

'It all comes down to trust': KFC and Mother on how to create a cult

How long? | 3-4 minutes

18 Aug 2025 | [Nick Manning](#)

Truth matters in media planning. How can we get it back?

05 Feb 2026 | [Rak Patel](#)

The future of CTV will be defined by what we can trust

Trust in TV grew faster over past four years than any other medium, research reveals

Alessandra Scotto di Santolo | August 01, 2024

How long? | 2-3 minutes

AI Taskforce: AI should not be used to 'undermine trust in advertising'

02 Feb 2026 | [Jack Benjamin](#)

How to harness the value of trust — with Matt Bourn and James Best

Want consumer trust? Put your faith in creativity

Digital Cinema Media's chief executive officer Karen Stacey on the crucial foundations for building trust.

26 Nov 2024 | [James](#)

Trust isn't just about awareness — it's about understanding

The trust premium: backing quality media isn't a virtue, it's a business imperative

How to win back consumer trust in an ever-evolving digital landscape

Why this, why now?

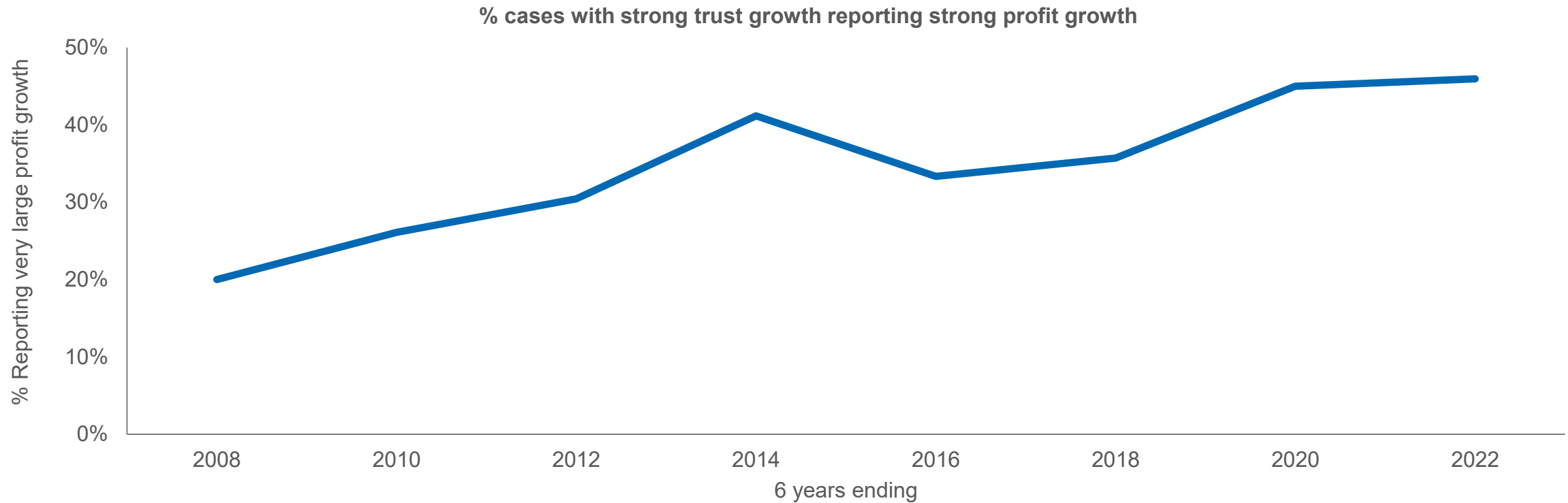


A young girl with curly brown hair, wearing a striped shirt and a red apron, stands with her hands on her hips, looking at a large, grey, humanoid robot. The robot is standing in a garden with green bushes and a blue sky in the background. The robot has a blue visor and a chest with a grid pattern. The scene is brightly lit, suggesting a sunny day.

“Ad effectiveness and purchase intent were significantly higher when the ad was displayed on a platform that the audience trusted”

Source: Kristin Stewart (California State University/San Marcos) & Isabella Cunningham (University of Texas/Austin), Journal of Advertising Research, 2017

Trust is linked to profit growth



Source: IPA Databank 2004-2022 for profit cases reporting very large trust improvements. NB: insufficient data prior to 2008.



Trust now ranks as the No. 2 metric linked to driving business effects

Source: IPA Effectiveness Databank 2016 - 2024



A person with dark curly hair is lying in a tent, looking upwards with a wide-eyed, concerned expression. They are wearing a blue jacket and have a green sleeping bag tucked under their head. A pair of brown hiking boots is visible on the right side of the tent. The lighting is dim, with a warm glow from a lamp on the right.

**And partly
because uncertain
times need safe
choices**

Source: Why brands *still* matter: Insights from 'From Brand to Bland', The Behavioural Architects, 2025

Making trust tangible

Trust from every angle

Advertising industry

Advertising people

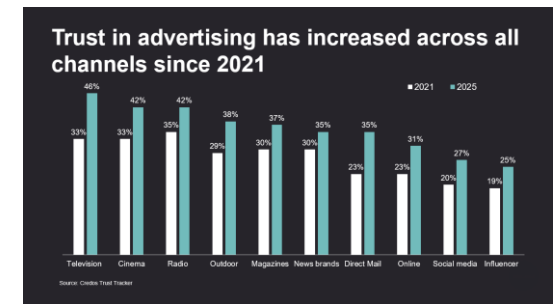
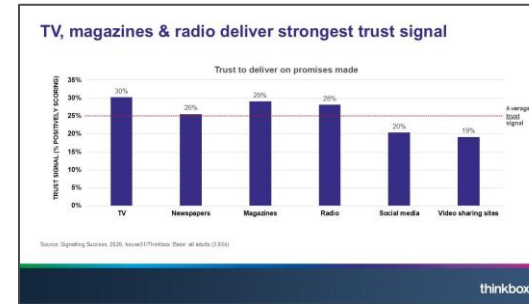
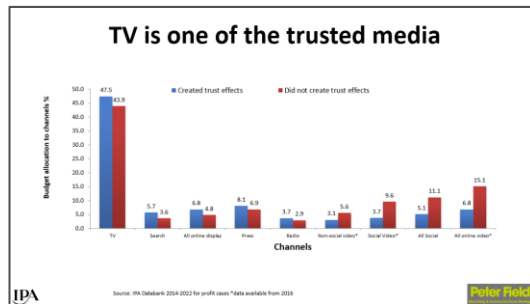
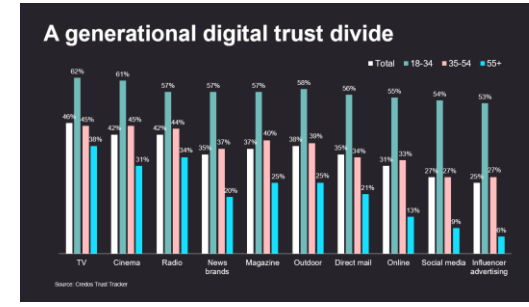
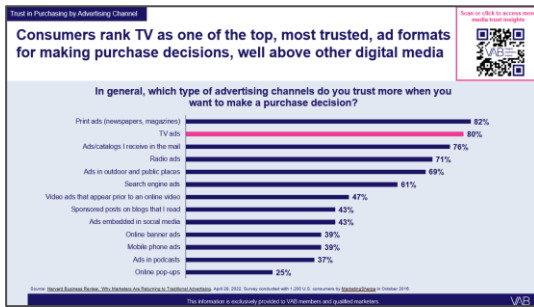
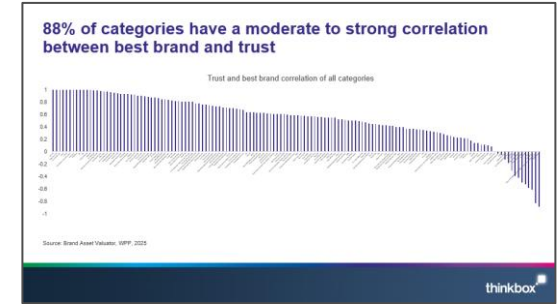
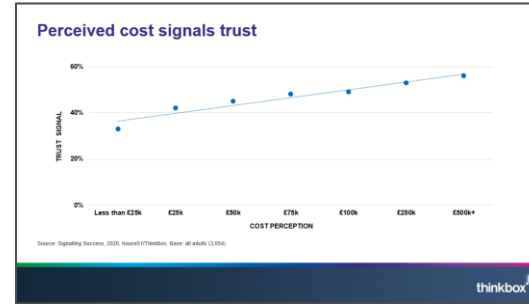
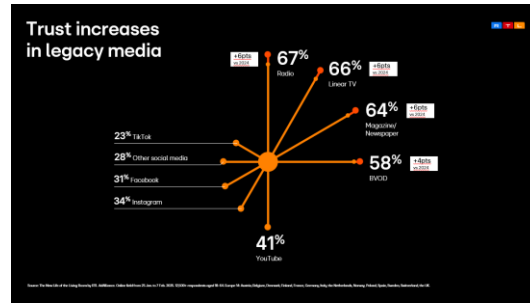
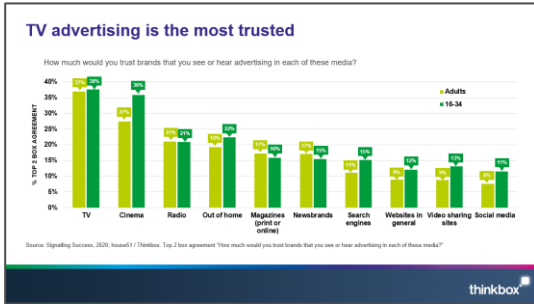
Brands

Advertising messages

Advertising channel

Advertising environment

So much data, and one big question



**Focus on the
areas where your
choices can
make a
difference**

Advertising industry

Advertising people

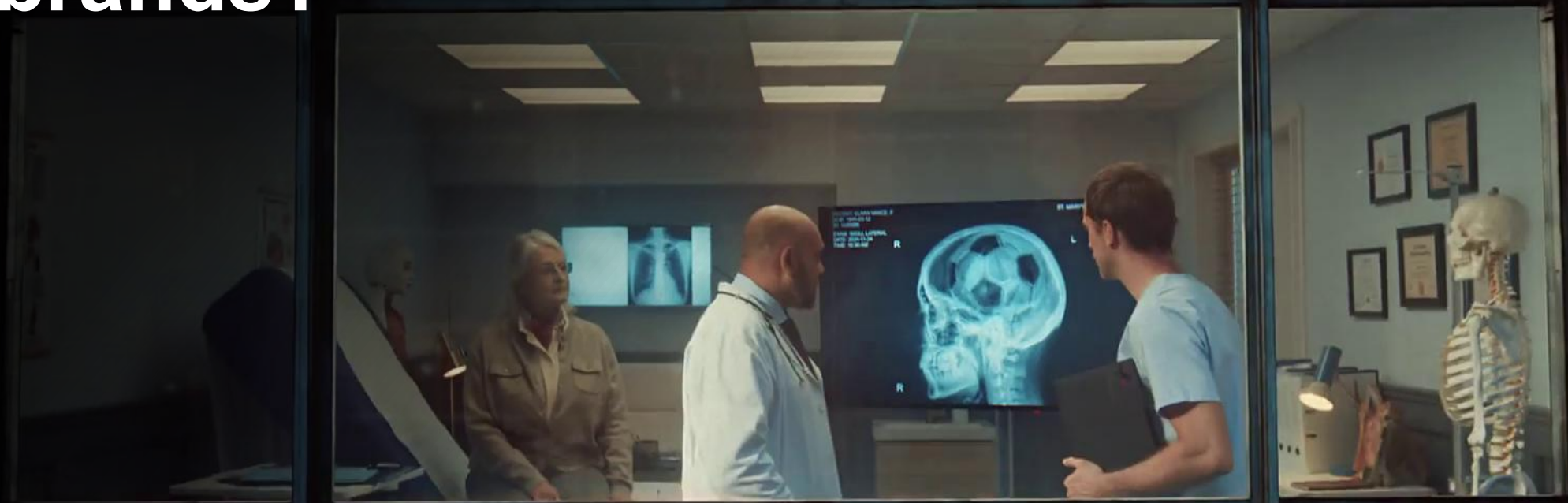
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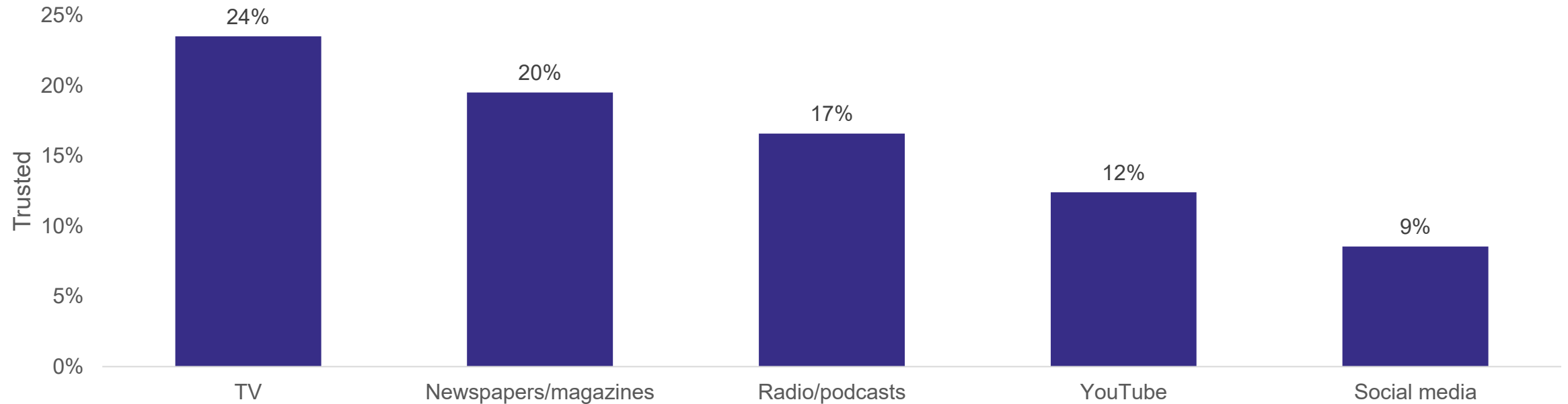
Advertising environment

What does it mean for brands?



At a headline level, people trust brands on TV more than anything else

% of people that trust brands that advertise on...

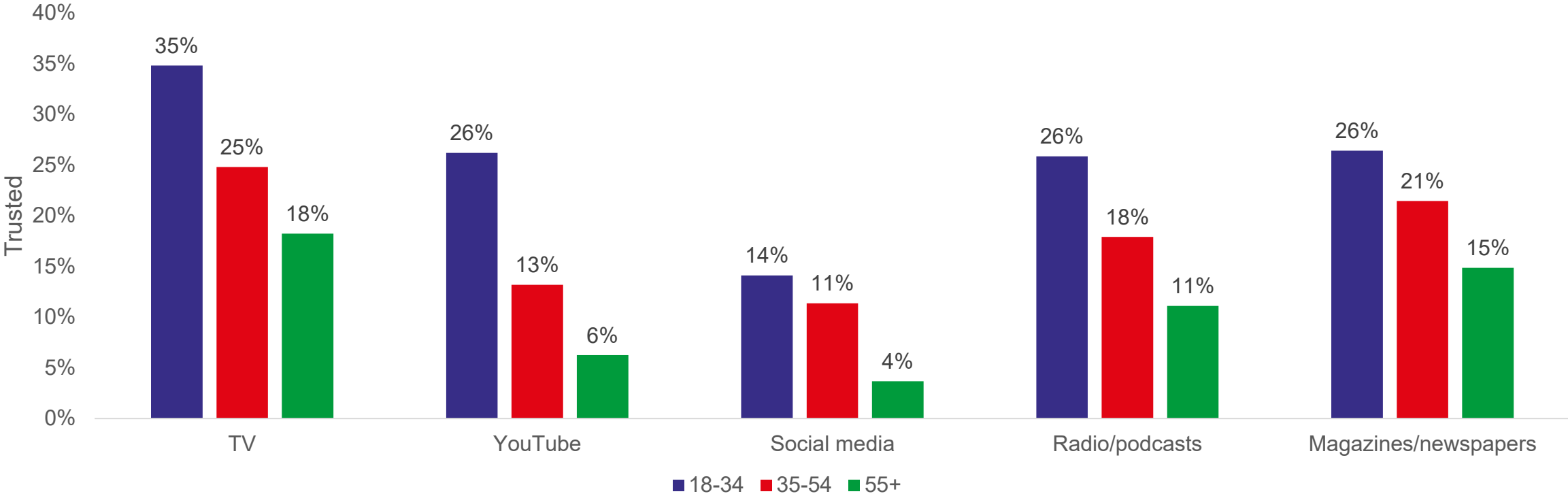


Source: Tapestry Research, 2025, ADS1a. Thinking about different places in which you see advertising, please tell us how you feel [TRUSTED] about brands that advertise [INSERT TYPE OF AD]. Social media e.g. Facebook, Instagram and TikTok.

Data reveals a generational divide



Brand trust rises across channels as age drops



Source: Tapestry Research, 2025, ADS1a. Thinking about different places in which you see advertising, please tell us how you feel about brands that advertise [INSERT TYPE OF AD]. Social media e.g. Facebook, Instagram, TikTok.

**Trust transfers
Trust delivers
Trust sticks**



Nike - Toma Season One

thinkbox

Cultural Advantage

Andrew Tenzer, Co-founder, everyday people

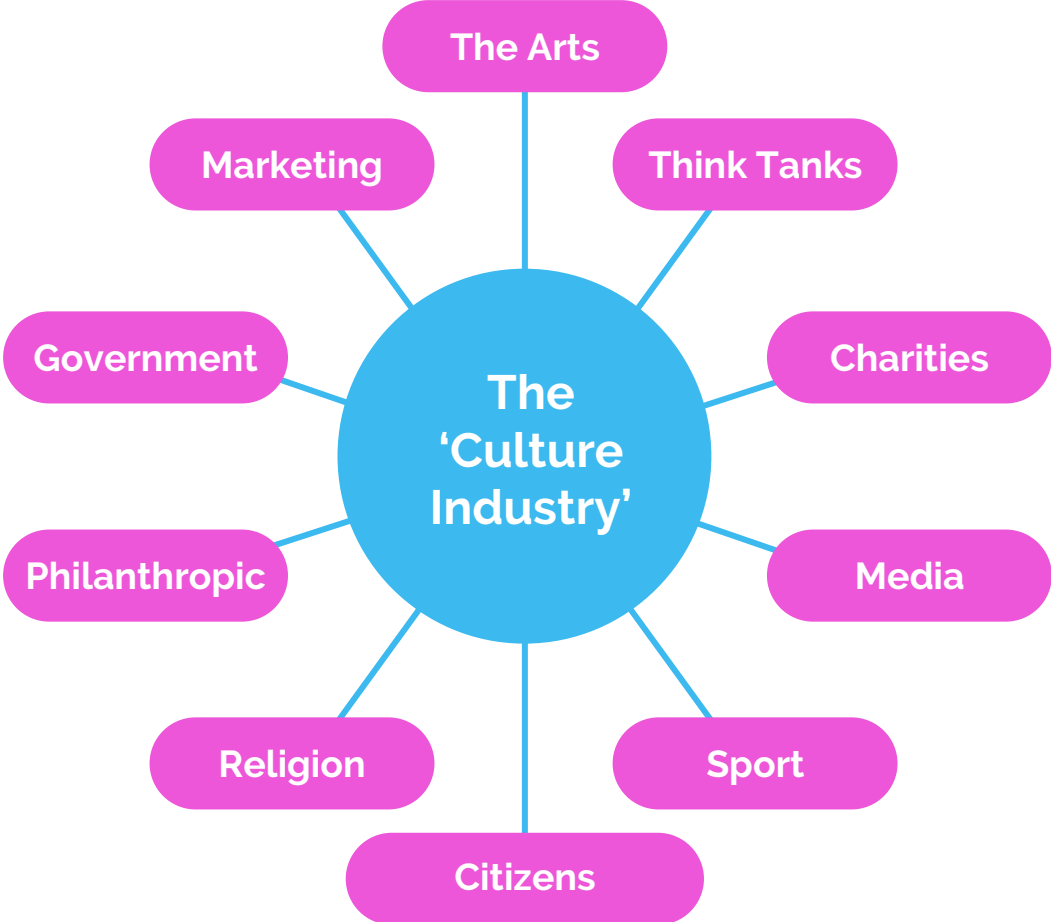
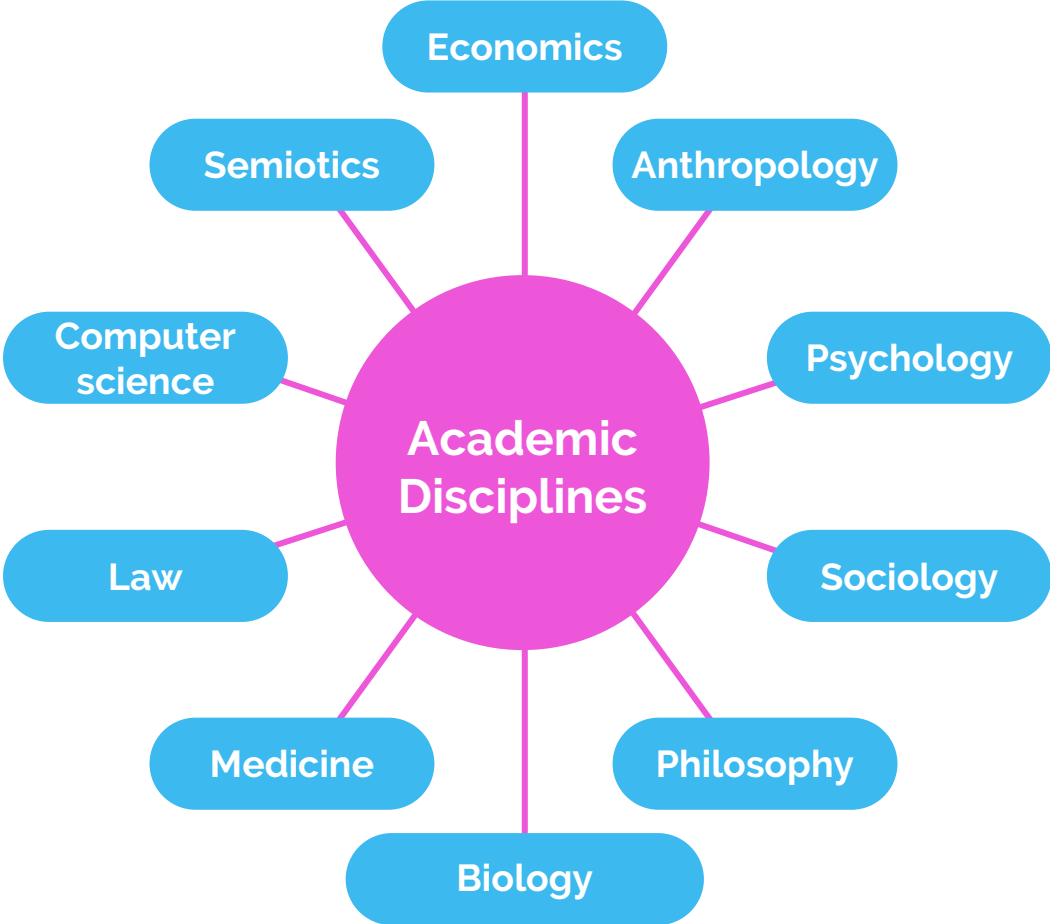


Art Behaviour Class
Dialectic Experience
Family Genius
Hegemony Industry
Jargon **Keywords**
Liberation Media
Naturalism Ordinary
Peasant Racial
Sex Tradition
Underprivileged
Violence Welfare
Raymond Williams
A vocabulary of culture and society

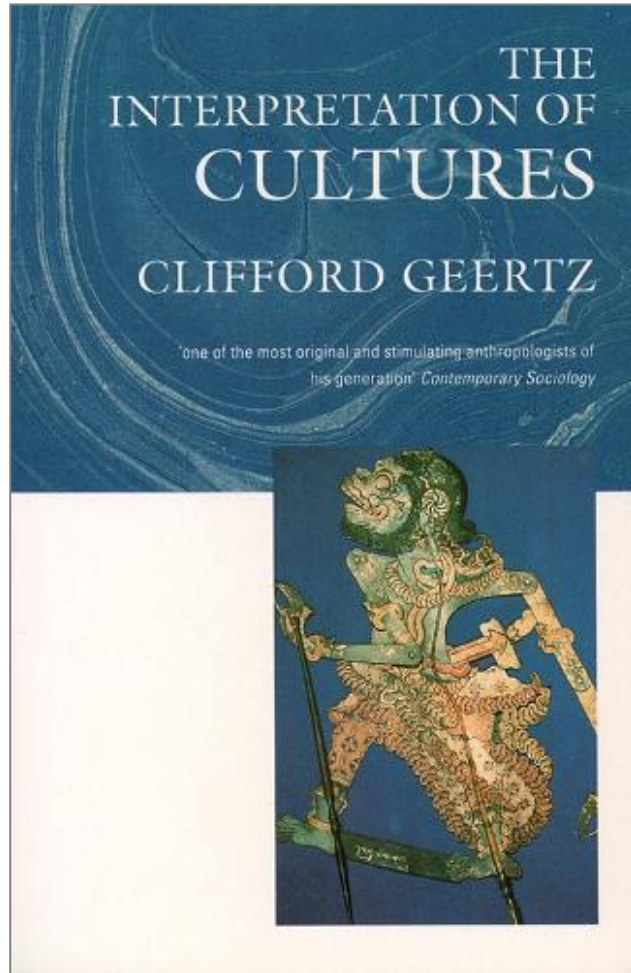
“**Culture** is one of
the two or three
most **complicated**
words in the English
language”

Raymond Williams,
(1976)

The contested cultural space



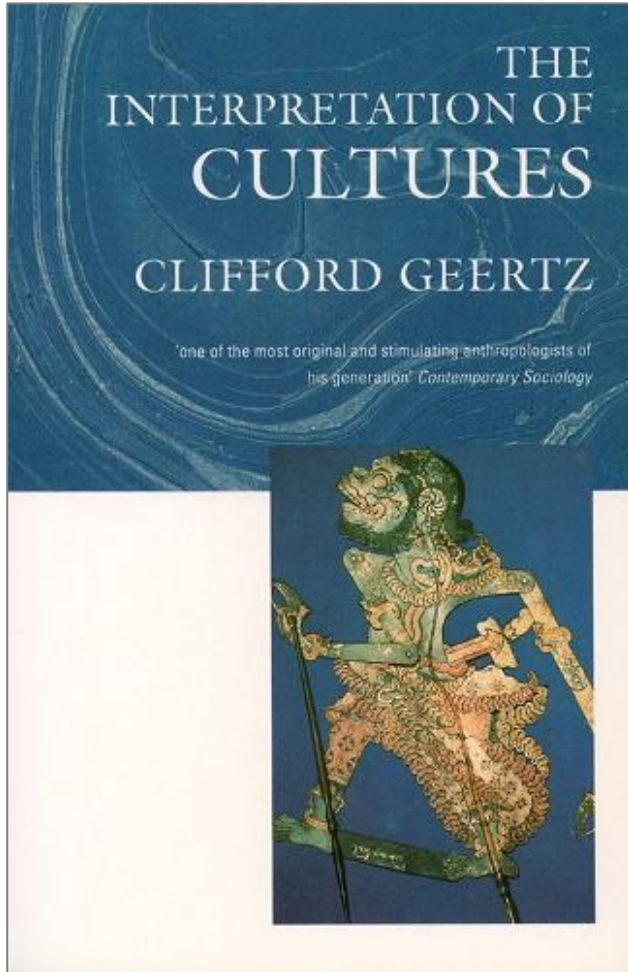
Culture is inherently subjective



**“the stories we tell
ourselves about
ourselves”**

Clifford Geertz
(1973)

A constant risk of losing touch with reality



“The danger [is] that cultural analysis... will lose touch with the realities... within which men are everywhere contained...”

Clifford Geertz
(1973)

The stories marketers tell themselves

1. Culture is fast

MW

Heinz says it has moved “at the speed of culture” to create its latest ad in just five days, in a bid to capture the energy and dynamism of social media.



2. Culture is driven by the young



Gen Z and Gen Alpha are **reshaping culture**, influence and consumer expectations. This report explores their impact on identity, media and spending, and what brands must do to stay relevant.

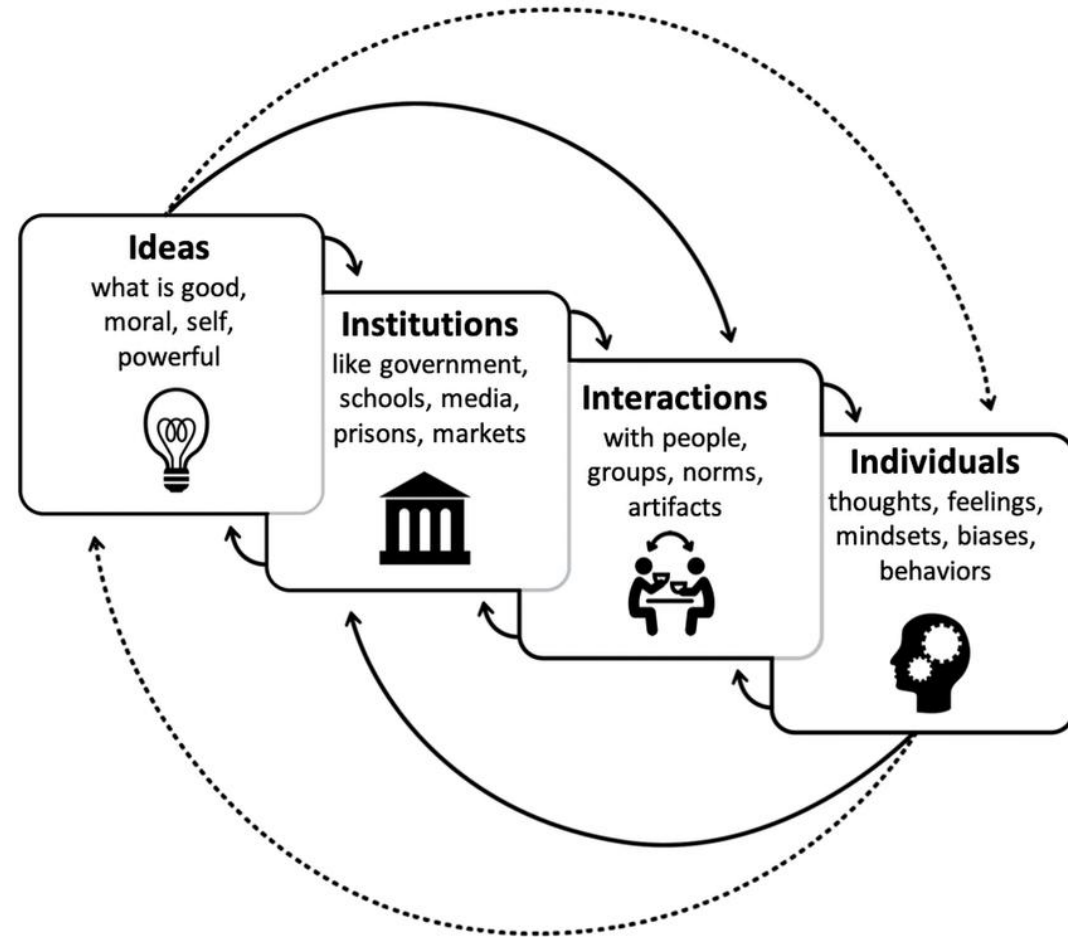
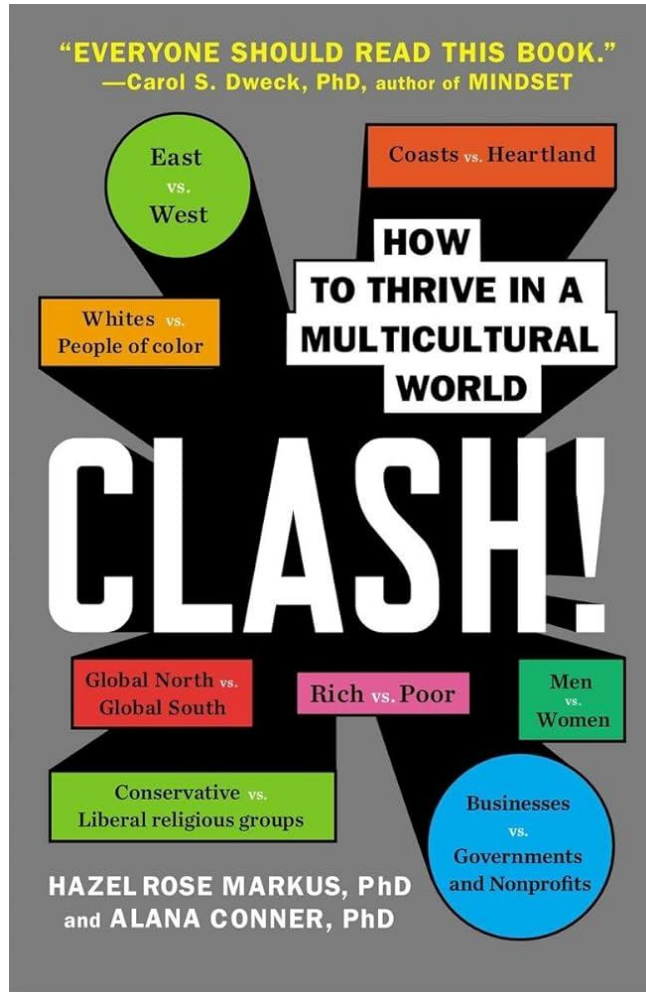


3. Culture is linear

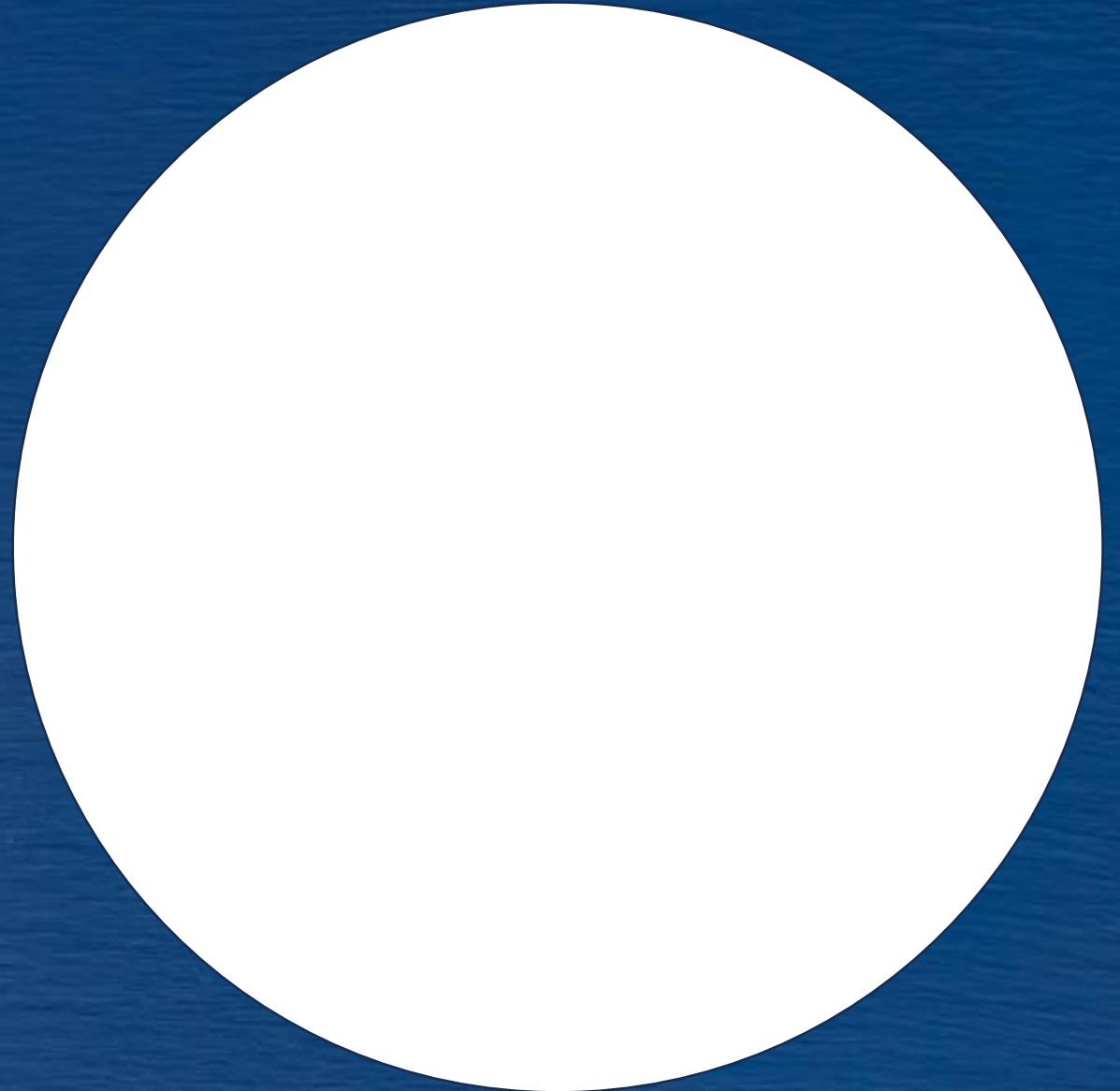
Culture is now **rising from the ground up**... YouTube is reshaping marketing from a top-down model of traditional media...enabling advertisers to be a part of creator-led **cultural moments**"



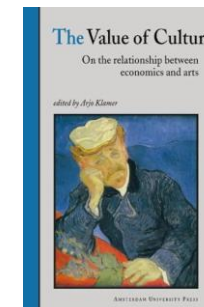
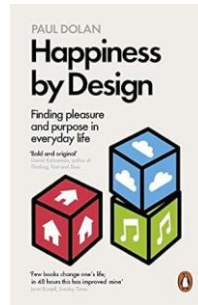
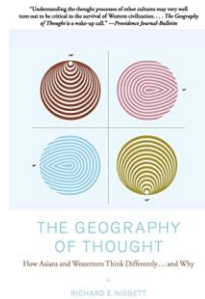
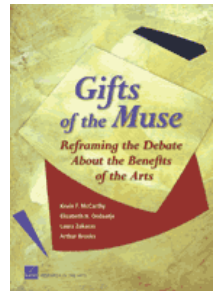
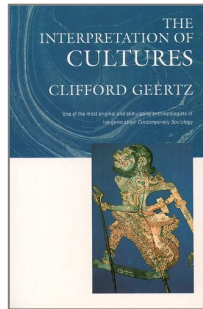
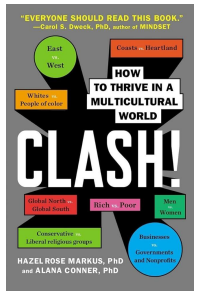
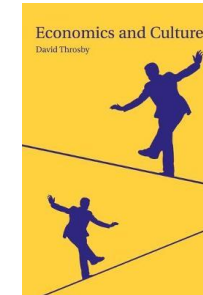
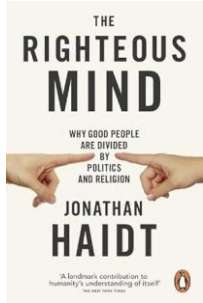
Culture is a cycle: complex and dynamic



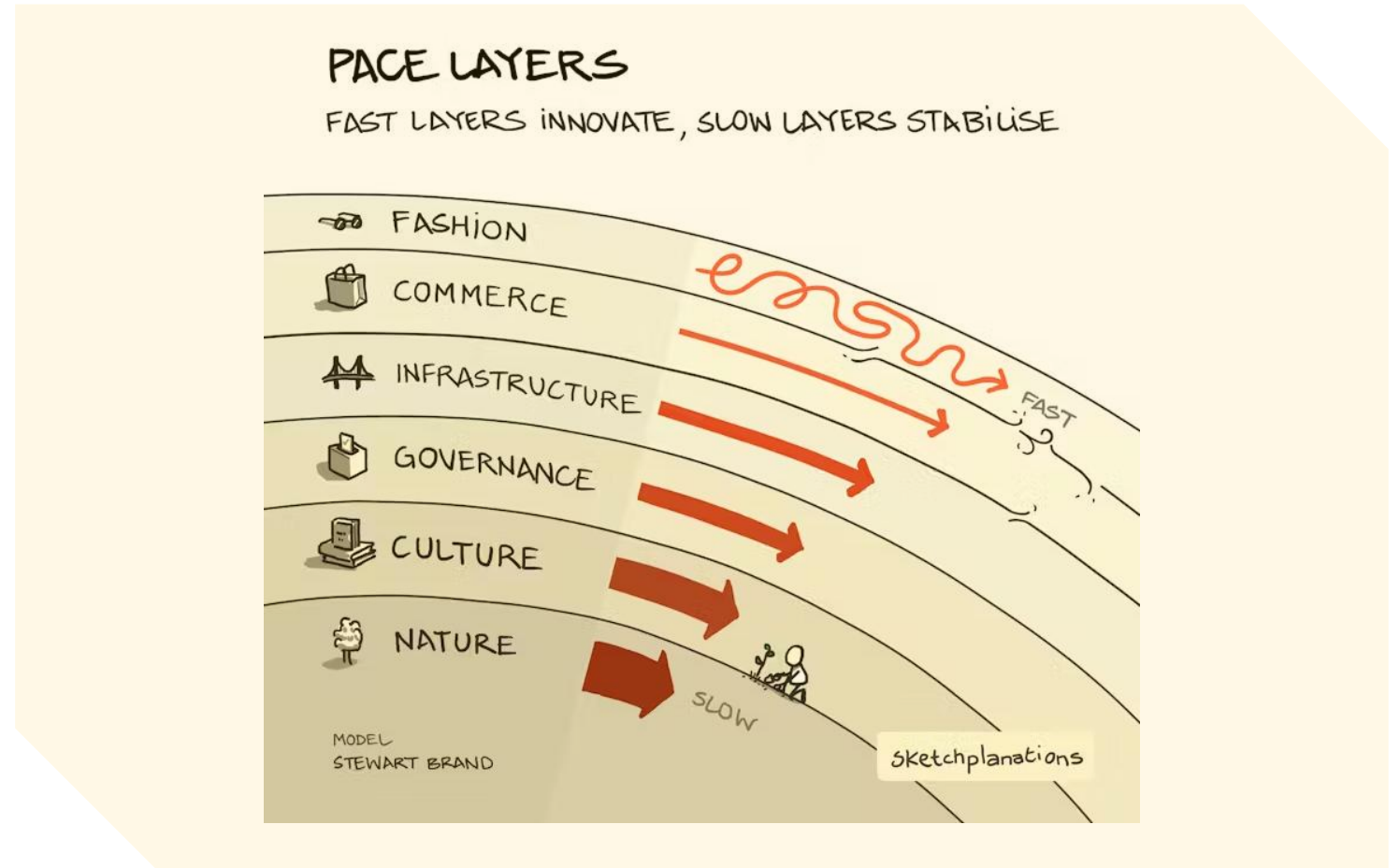
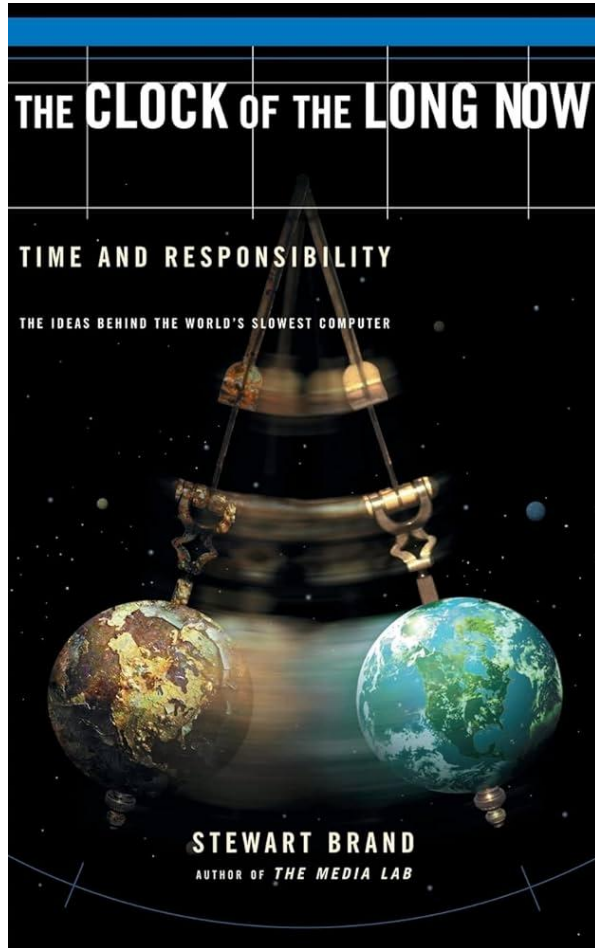
**Towards a
more holistic
view of
'culture'**



Incorporating diverse perspectives on culture



Fashion is fast. Culture is slow



Cultural impact is about **affirmation** and **transformation**

Stories we tell ourselves

The Cultural Impact of UK Film 1946–2006

A study for the UK Film Council

By Narval Media / Birkbeck College / Media Consulting Group



Get Carter

Look Back In Anger

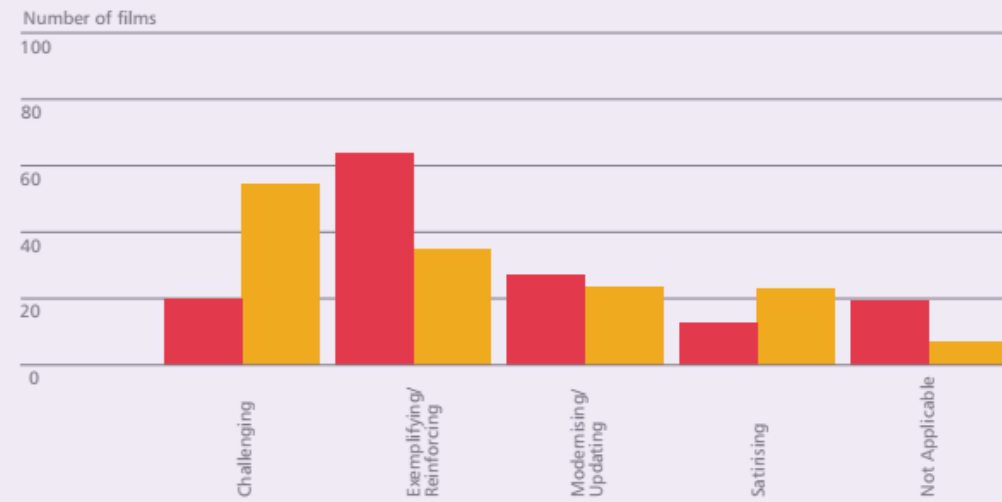
Young Soul Rebels

June 2009

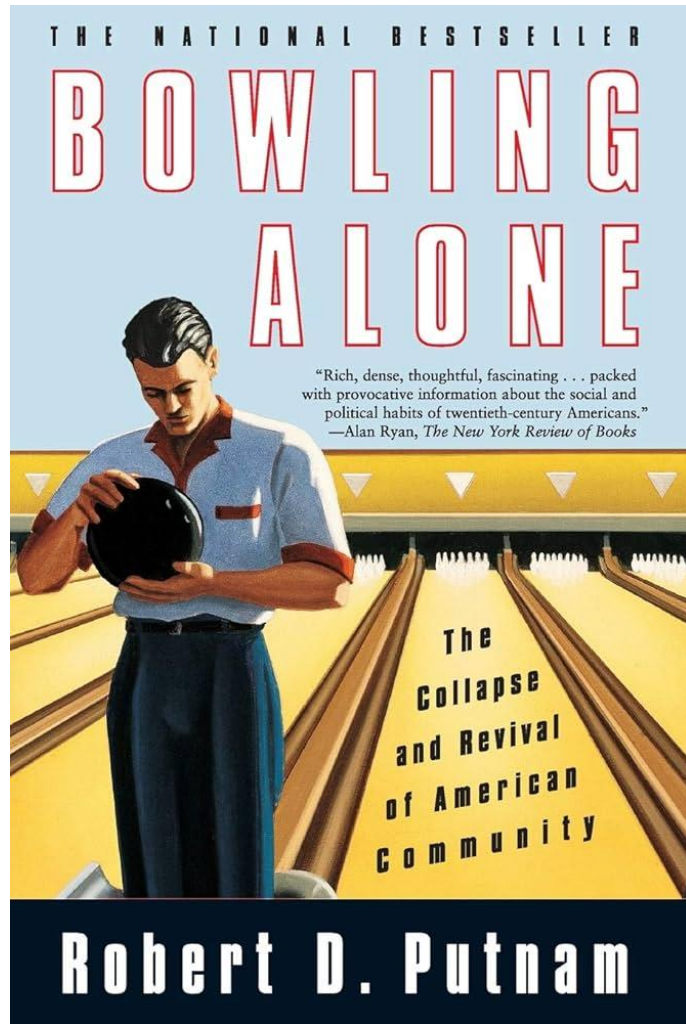
UK FILM COUNCIL

Media influence depends on a complex mix of challenging and reinforcing people's values

Chart 5.6 Attitudes towards British values



Cultural impact is about building social capital



Ties between people
who are similar
(identity, background, demographics)



Connections across
diverse social cleavages
(identity background, demographics)

Cultural impact should contribute **to the good life**



To be happy people need purpose

- day-to-day experience of **meaning, importance**
- doing things that are **worthwhile**
- and help us grow or achieve goals
- E.g. **learning, creativity, wellbeing**

What we'll be talking about today

1.

A more **holistic** and inclusive framework for measuring the cultural impact of media

2.

Challenging industry **stereotypes** about the role different media plays in culture

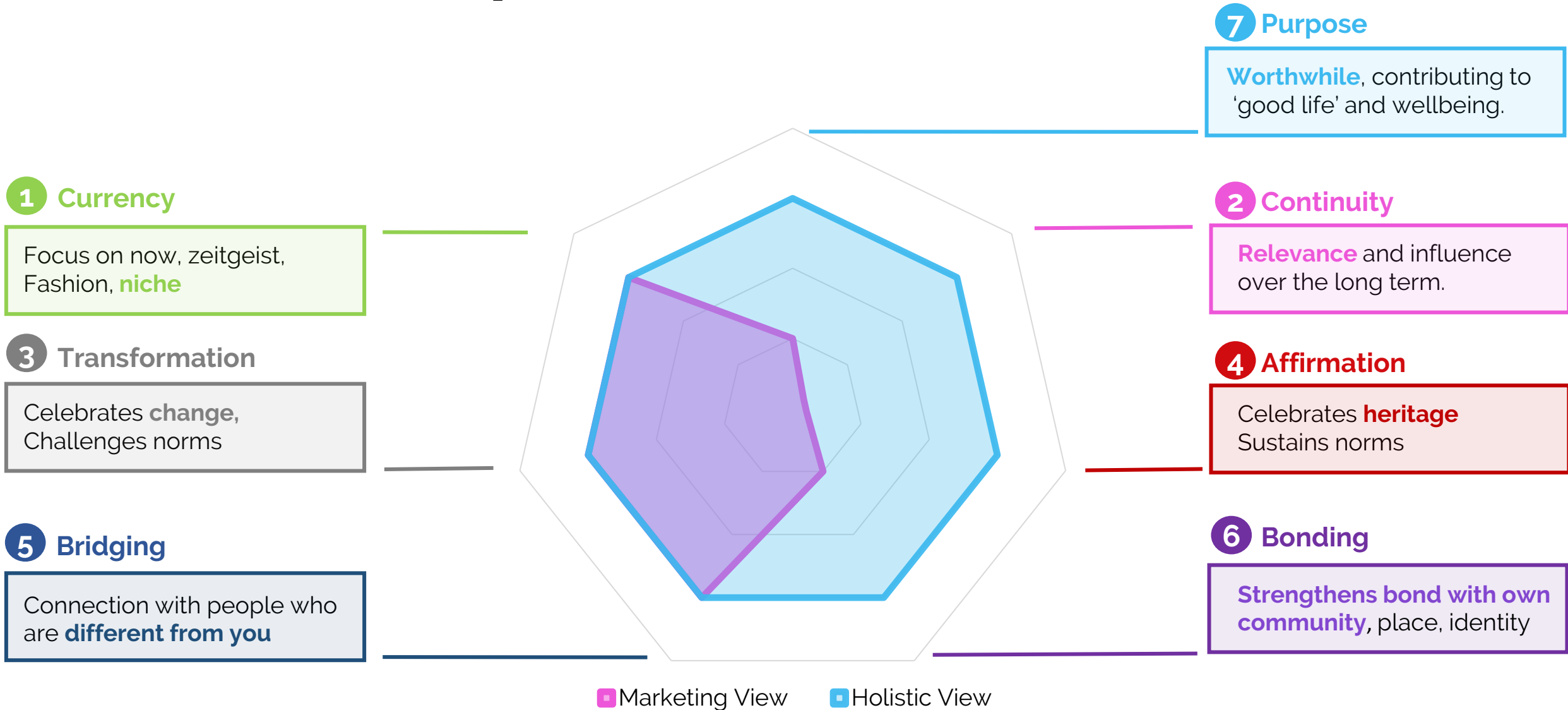
3.

Identify the dominant cultural forces in the media landscape **for everyone**



**Our model:
measuring the
cultural advantage
of media and
content**

A holistic view: 7 lenses on culture

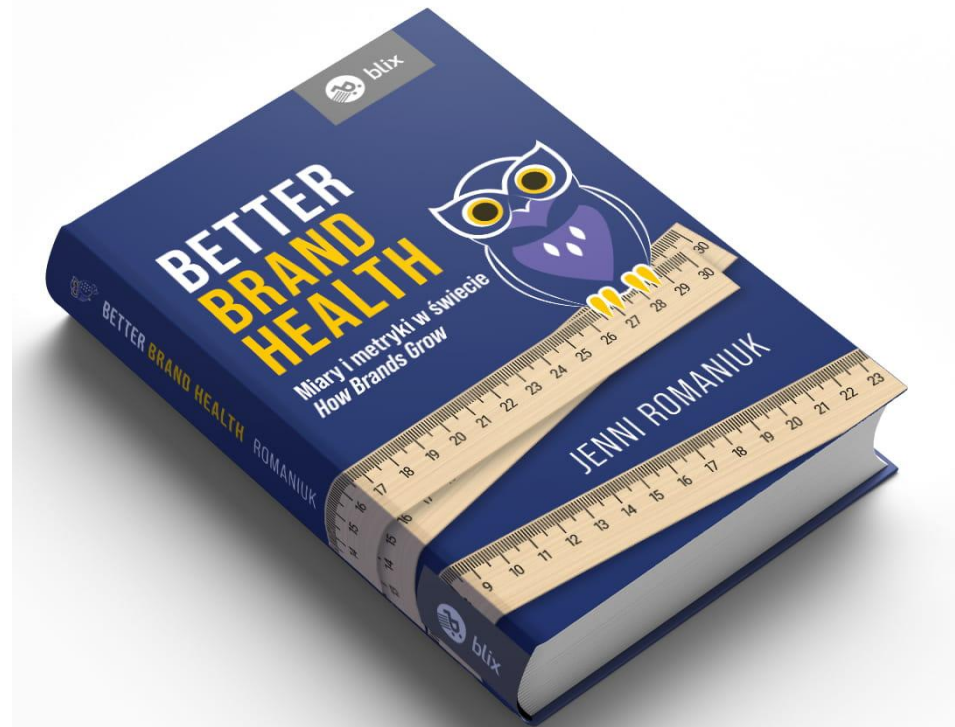
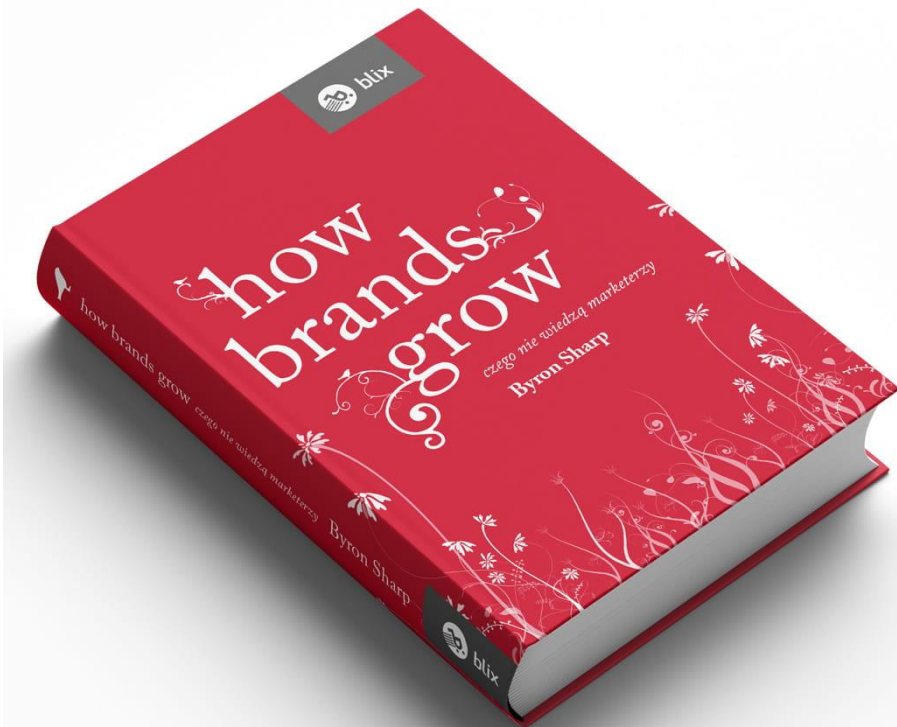


The associations that ladder up to cultural entry points

Which, if any, of the following media/content do you associate with each statement?

Continuity	Creates iconic moments that everybody remembers People would miss it deeply if it no longer existed
Currency	Shapes the future Part of the zeitgeist i.e. captures the spirit of now
Affirmation	An institution/part of the fabric of British Society Celebrates and sustains my cultural heritage
Transformation	Celebrates the changing face of British society Has the power to change society
Bonding	Creates a sense of belonging/connectedness Strengthens my bond with my own identity or community
Bridging	Inspires people across all generations Gives a new understanding of people who are different from you
Purpose	Good for people's sense of well being Informative/educational

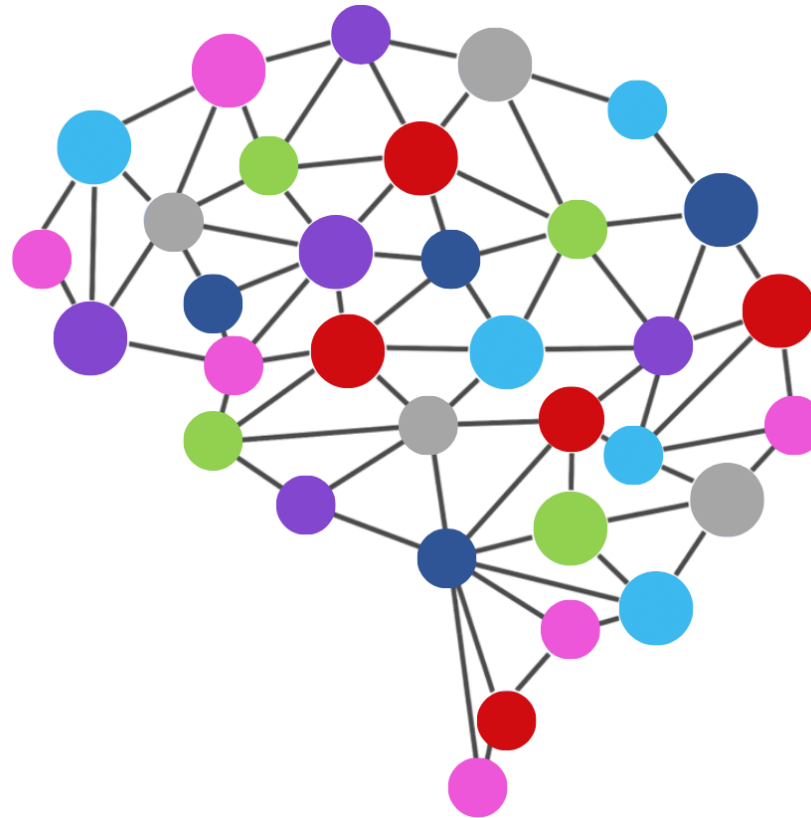
Following the science of brand measurement



We measure the 'cultural advantage' of media

Brand Perspective

Mental Advantage =
% Share of
Category Entry Points



Mental Availability

Media Perspective

Cultural Advantage =
% Share of
Cultural Entry Points

- Continuity
- Currency
- Affirmation
- Transformation
- Bonding
- Bridging
- Purpose

A straightforward two-part model



1. Independent variable

Cultural Advantage = % Share of **Cultural** Entry Points

● Continuity ● Affirmation ● Bonding ● Purpose ● Currency ● Transformation ● Bridging

2. Dependent variable

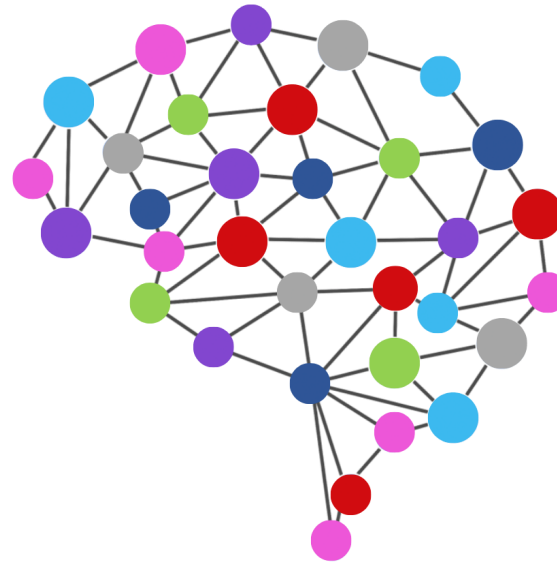
On a scale of 0-10 where 0 is extremely unimportant and 10 is extremely important, how important do you think each of the following media channels is in shaping culture and people's way of life in Britain?

The research design

MEDIA LEVEL

A nationally representative sample of 2,000 UK adults testing the **cultural associations of different media channels**

1. TV (e.g. BBC, ITV, ITVX, iPlayer, Netflix etc)
2. Cinema
3. Radio
4. Podcasts
5. Video Sharing Sites (e.g. YouTube)
6. Social Media (e.g. TikTok, Instagram, Facebook)
7. Newspapers or magazines
8. Content Creators



Measuring cultural associations using our **cultural advantage framework**

CONTENT LEVEL

A nationally representative sample of 1,000 UK adults testing the **cultural associations of TV content and YouTube content**

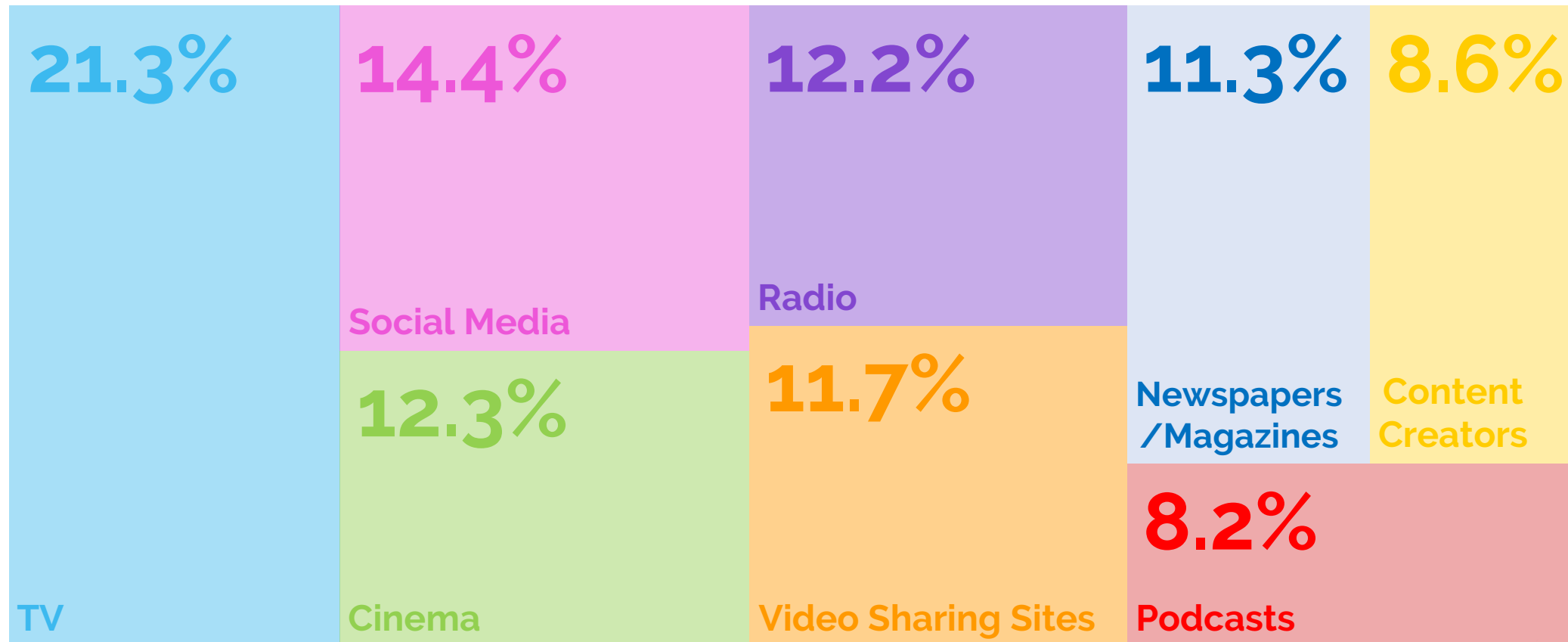
1. TV content x10
2. YouTube content x5



How media works in culture

TV has the highest share of cultural availability across the media landscape

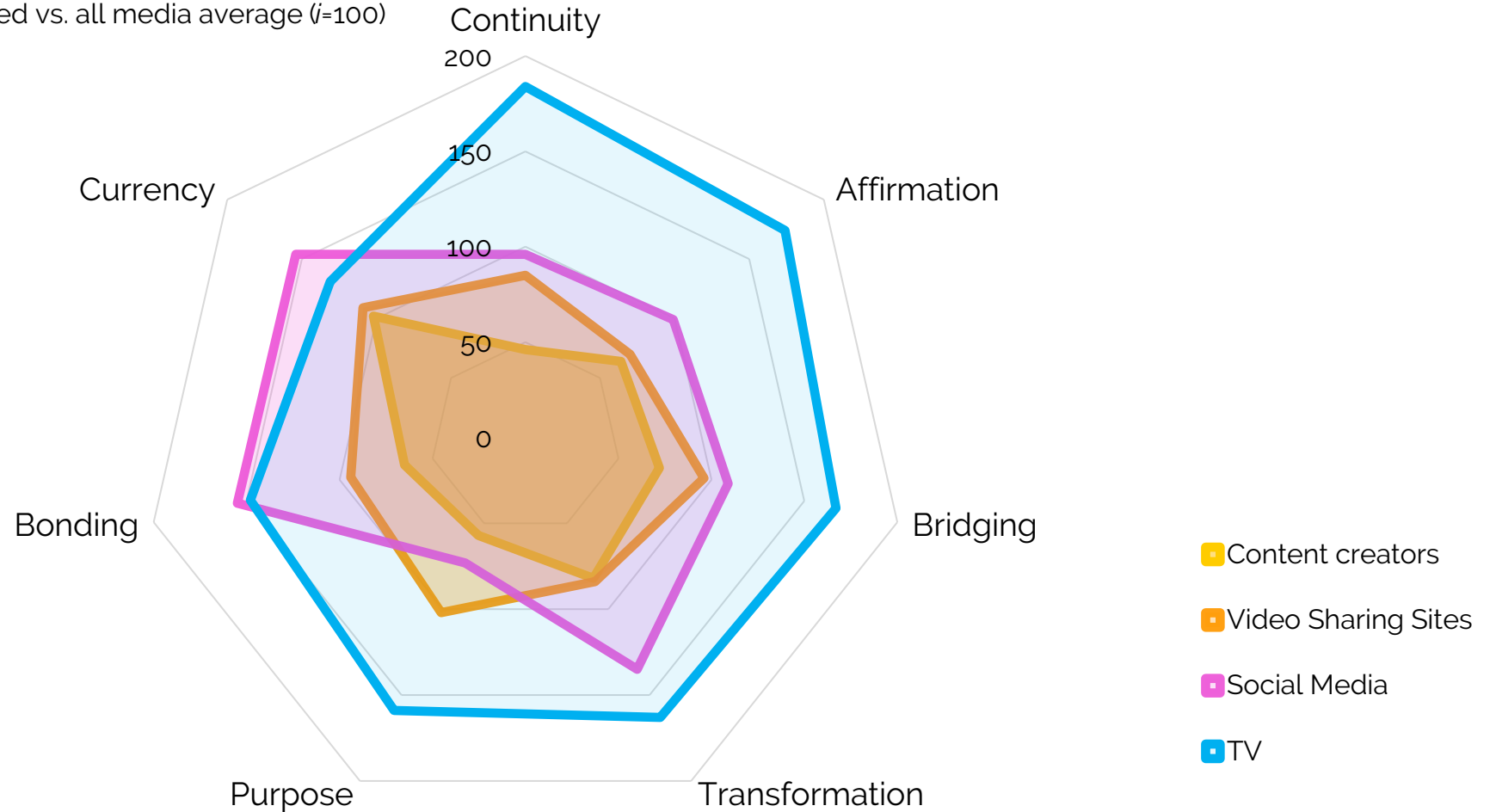
All adults – Share of cultural availability (%)



The shape of TV's cultural advantage

All adults

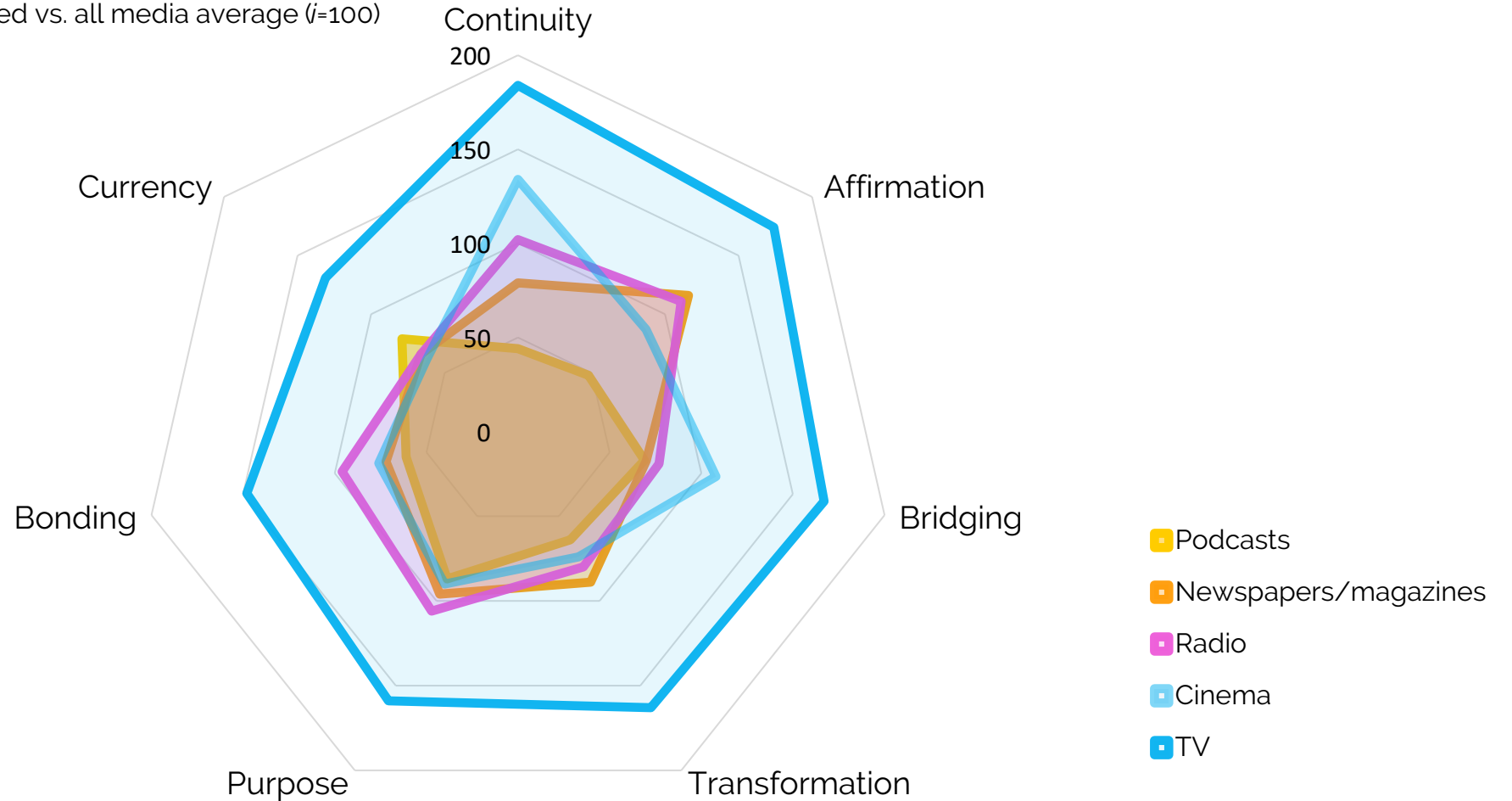
% Share of cultural entry points indexed vs. all media average ($i=100$)



The shape of TV's cultural advantage

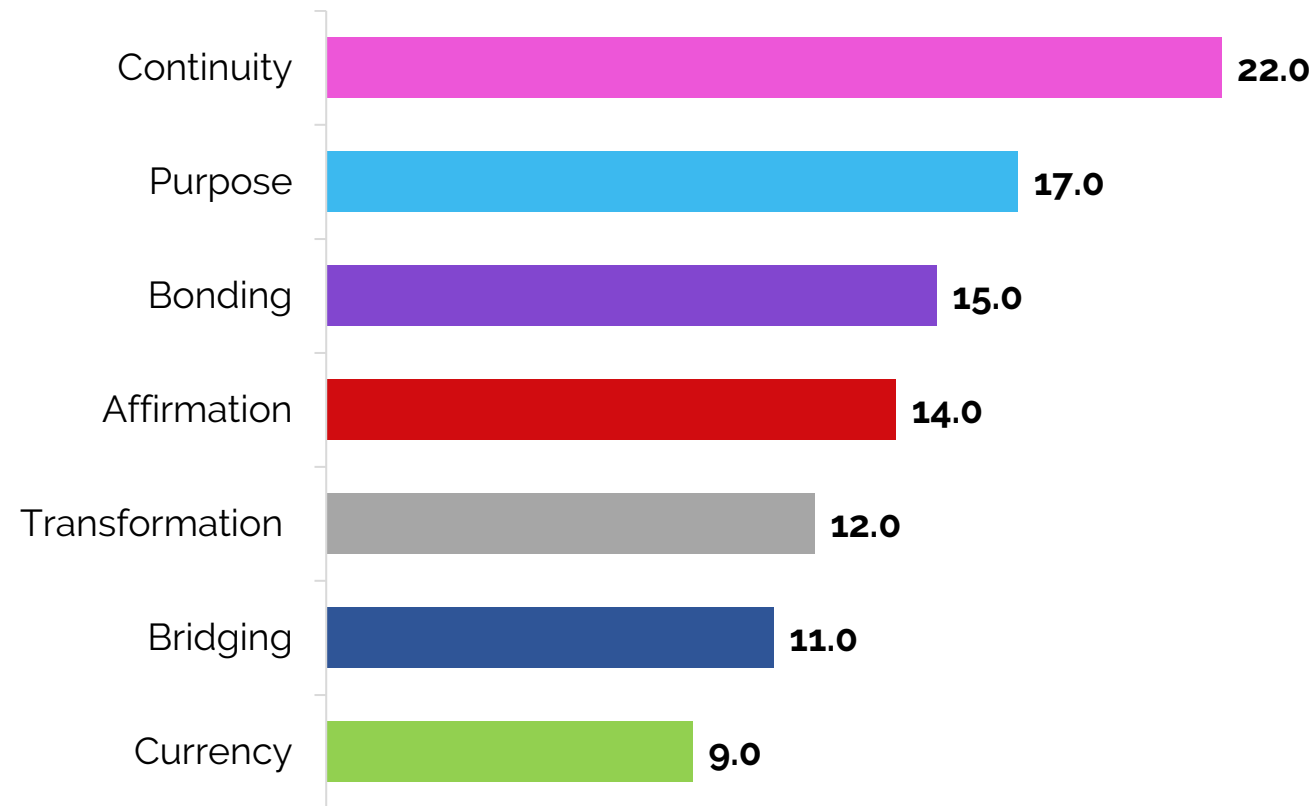
All adults

% Share of cultural entry points indexed vs. all media average ($i=100$)



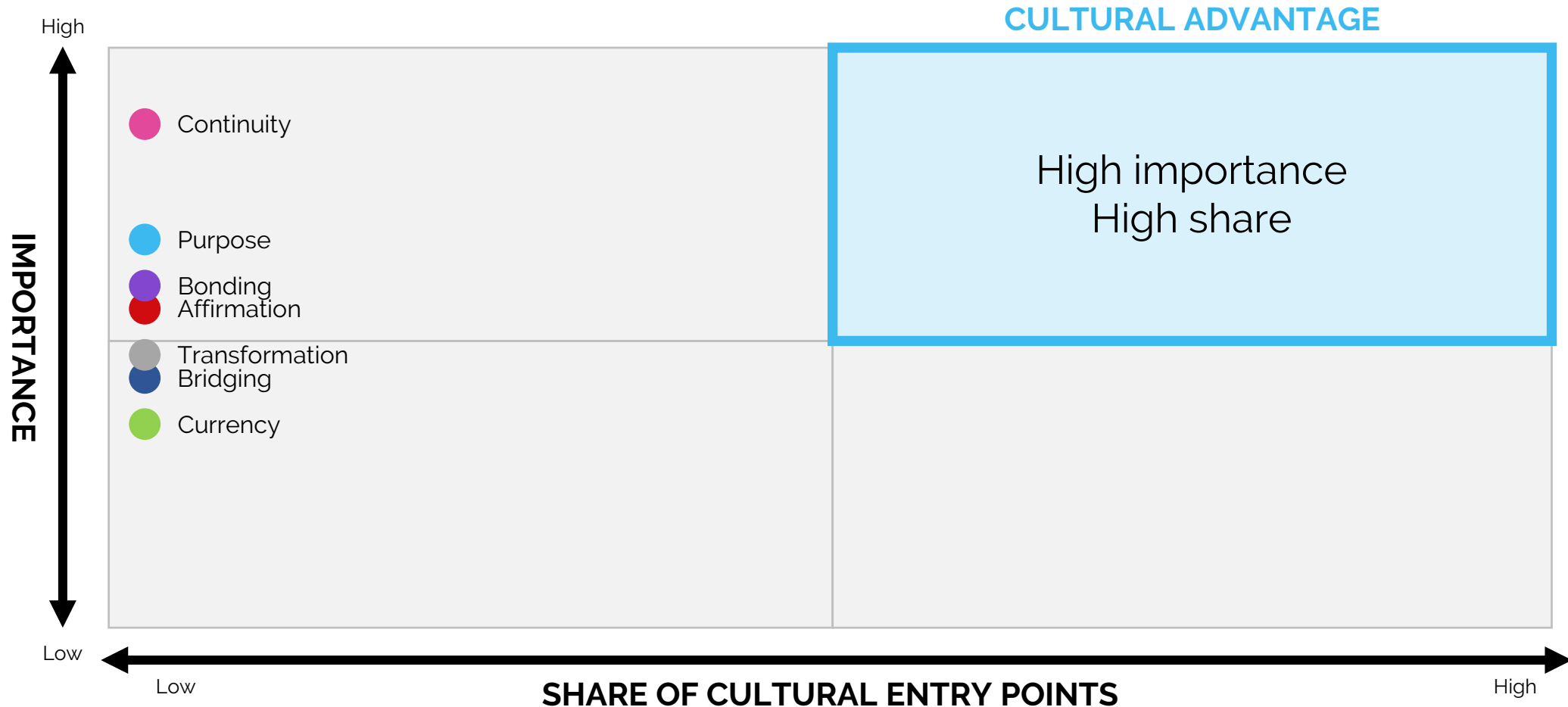
Some cultural entry points are more important to our way of life than others

All adults – Relative importance of cultural entry points (regression vs. scale of cultural importance of media channels)



Mapping cultural advantage

All adults

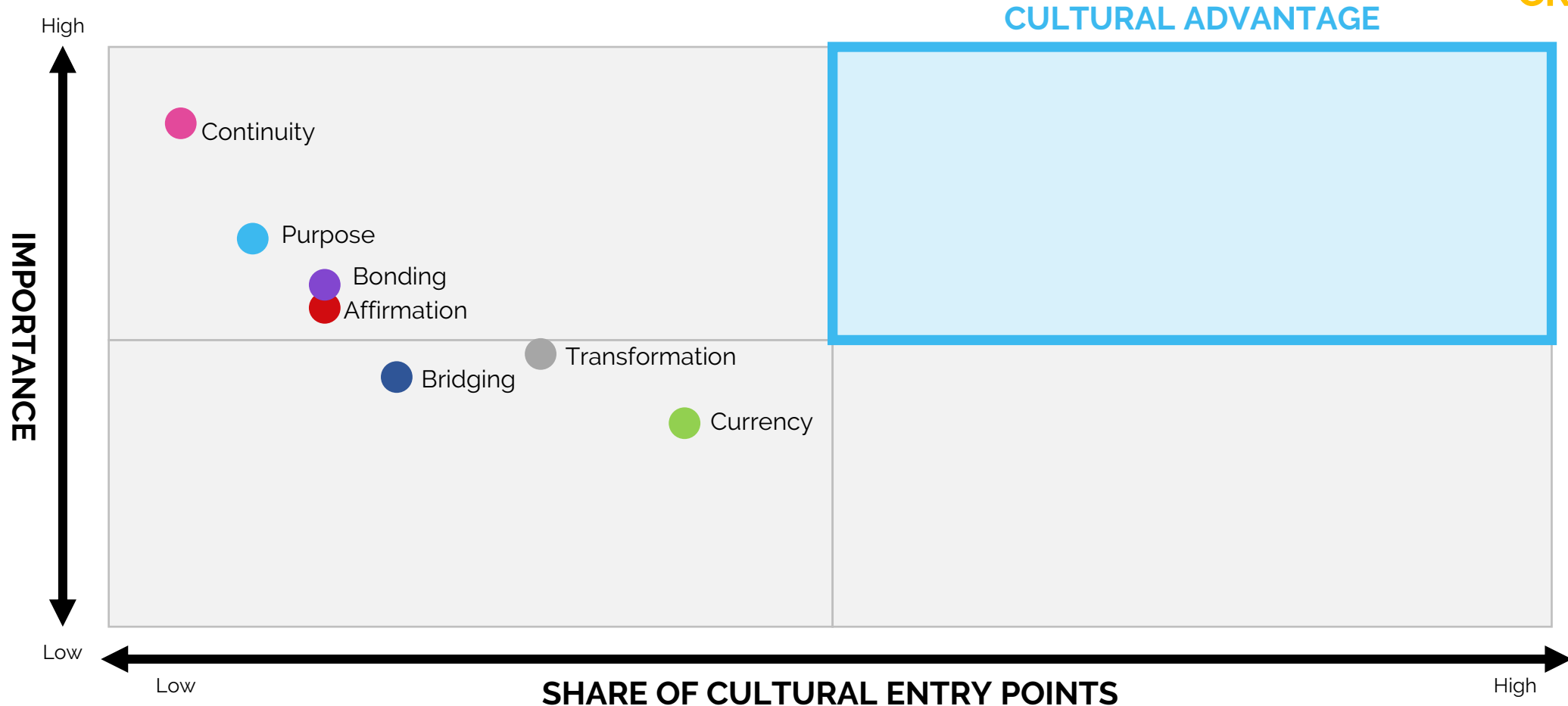


Content creators are the strongest on the least important cultural entry points



**CONTENT
CREATORS**

All adults

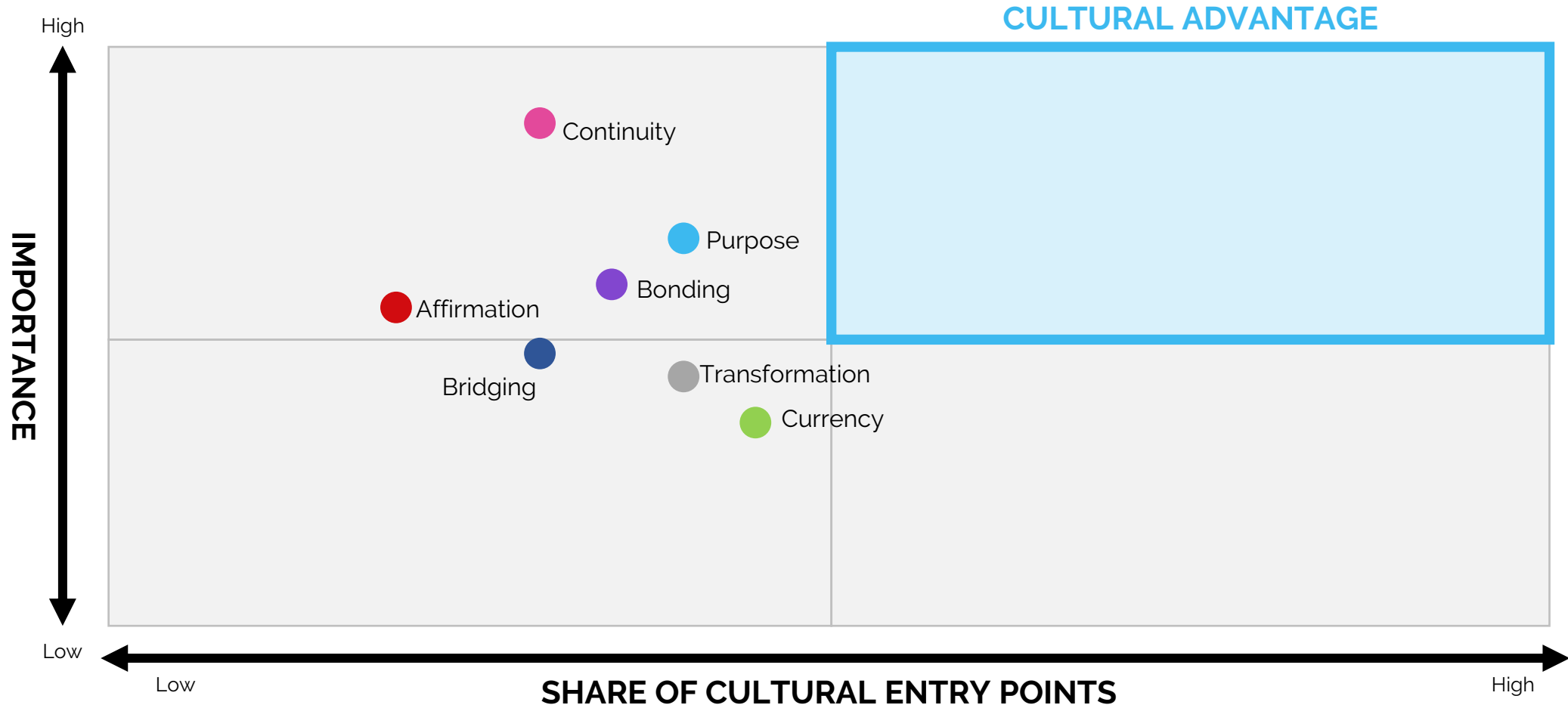


Video sharing sites are stronger but still lack cultural advantage



VIDEO SHARING

All adults

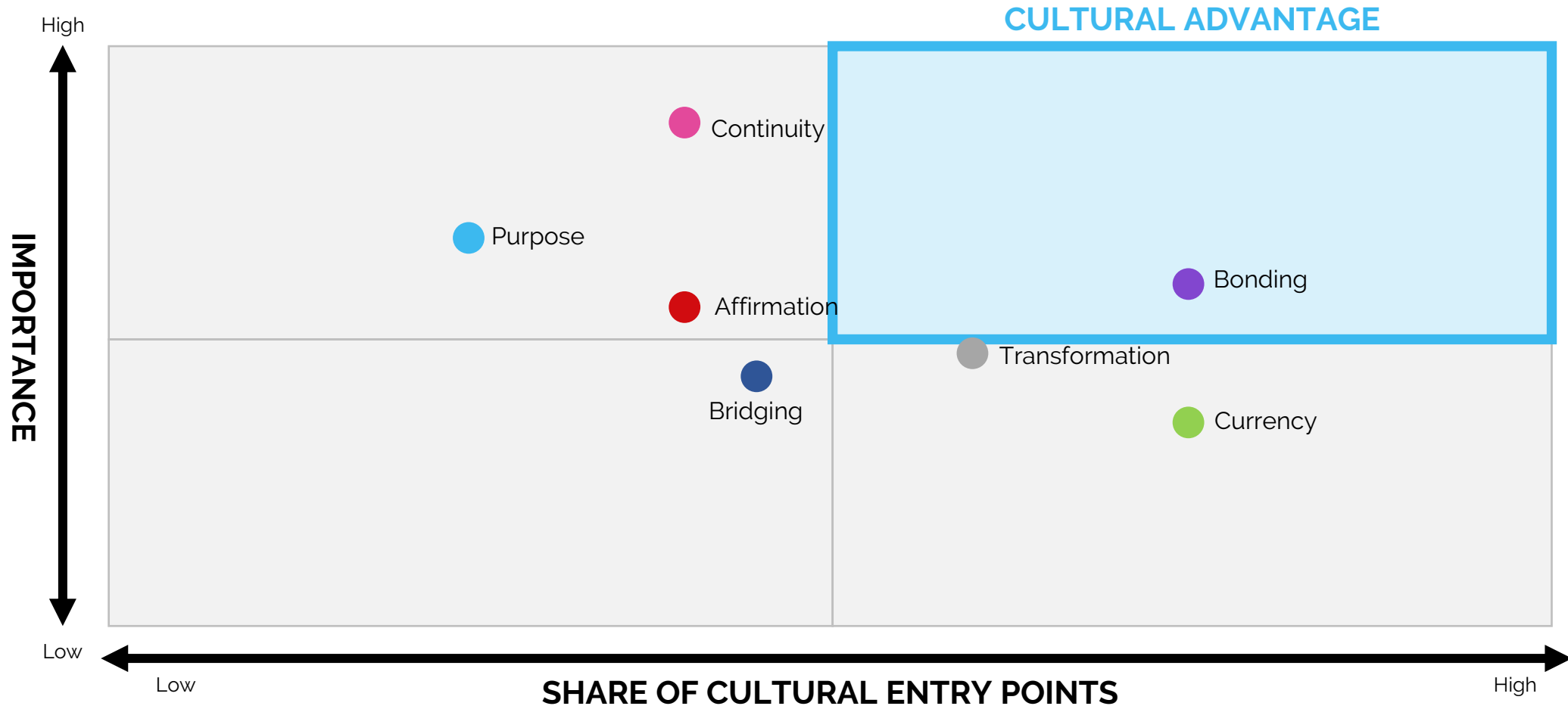


Bonding is social media's cultural advantage



SOCIAL MEDIA

All adults

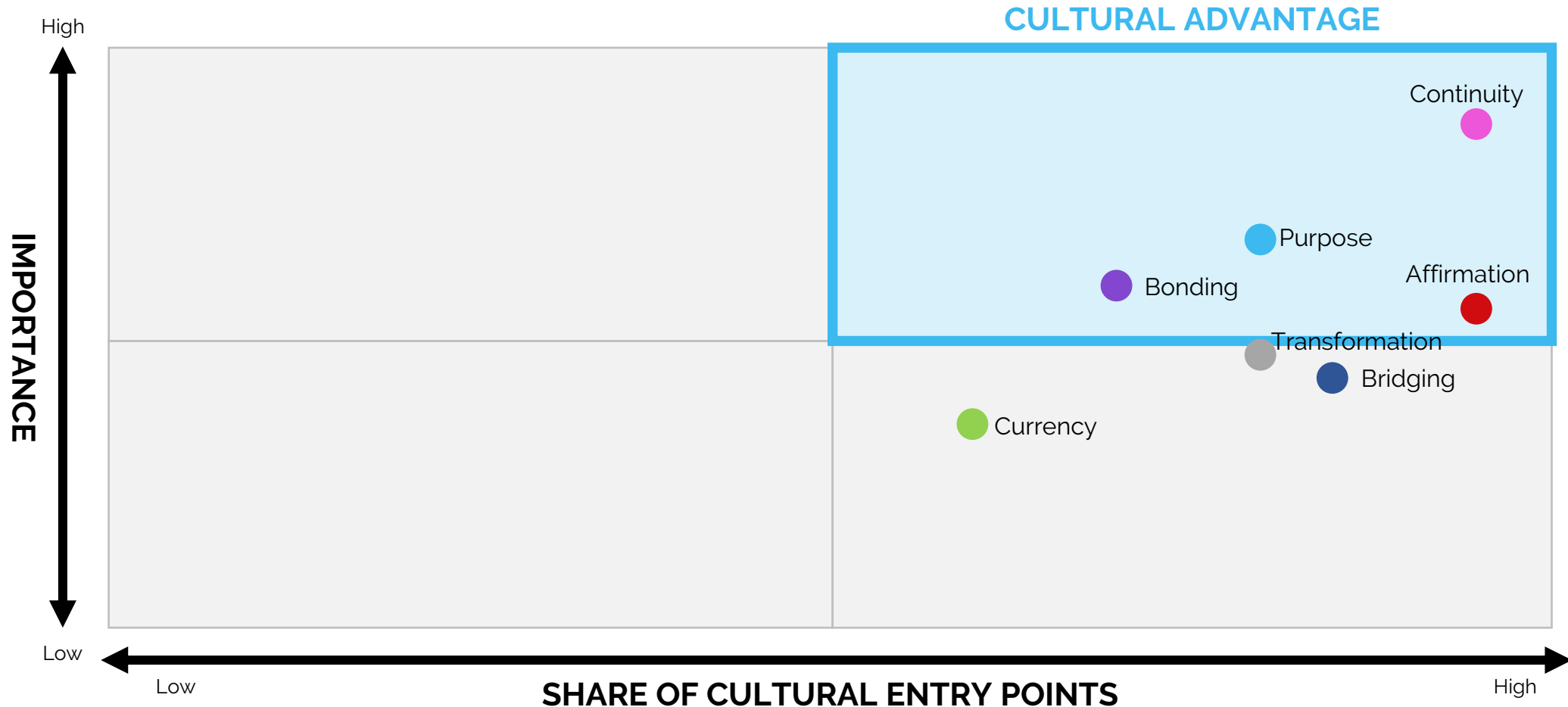


TV has a strong advantage on the cultural entry points that matter



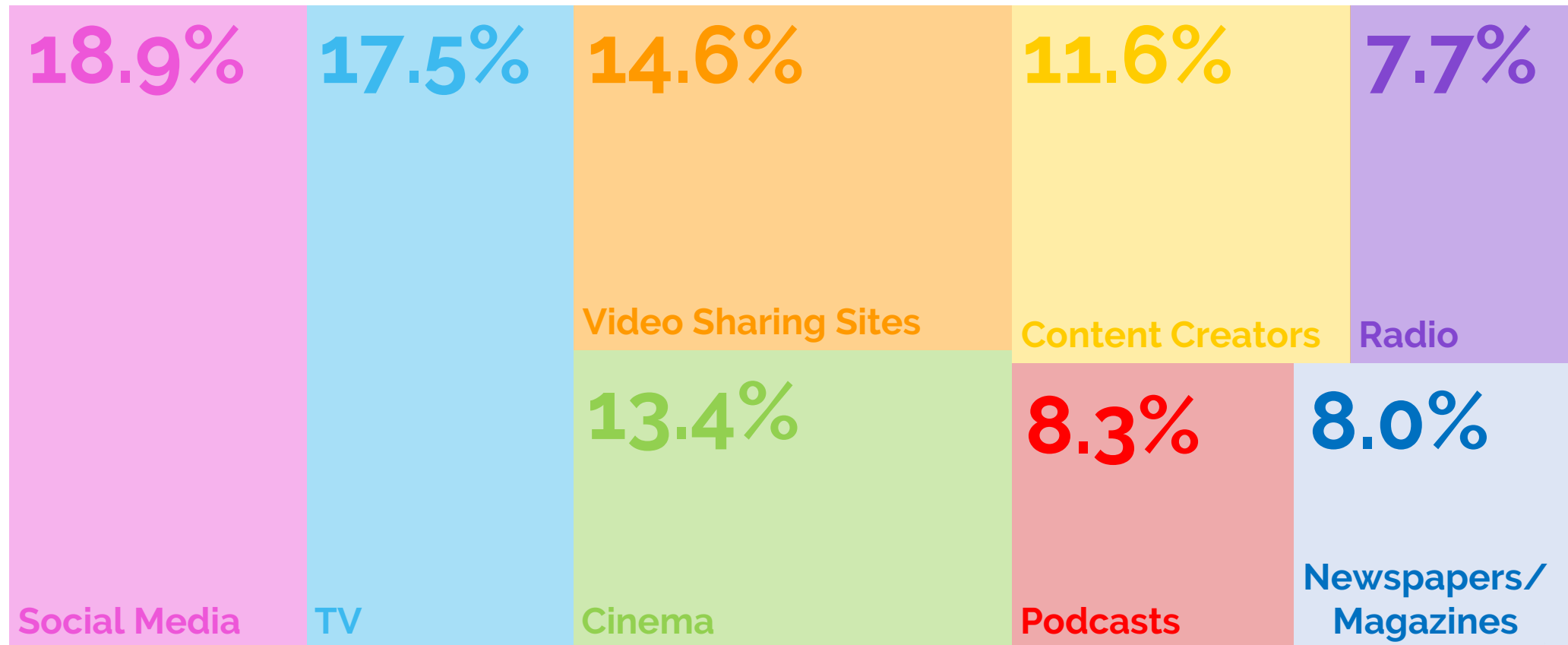
TV

All adults



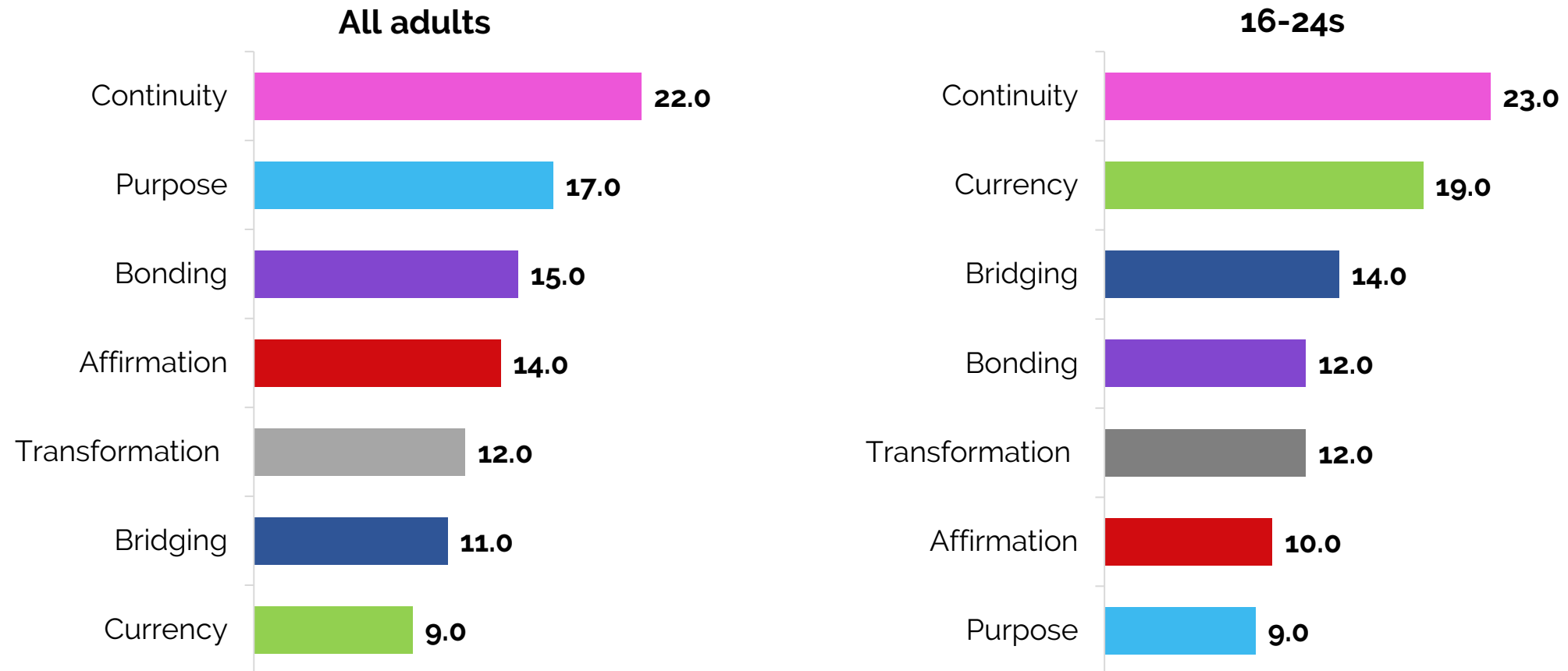
TV is still a huge part of the cultural landscape for younger demographics

16-24s – Share of cultural availability (%)



Unsurprisingly, currency is much stronger for younger demos. Continuity is still the strongest

Relative importance of cultural entry points (regression vs. scale of cultural importance of media channels)

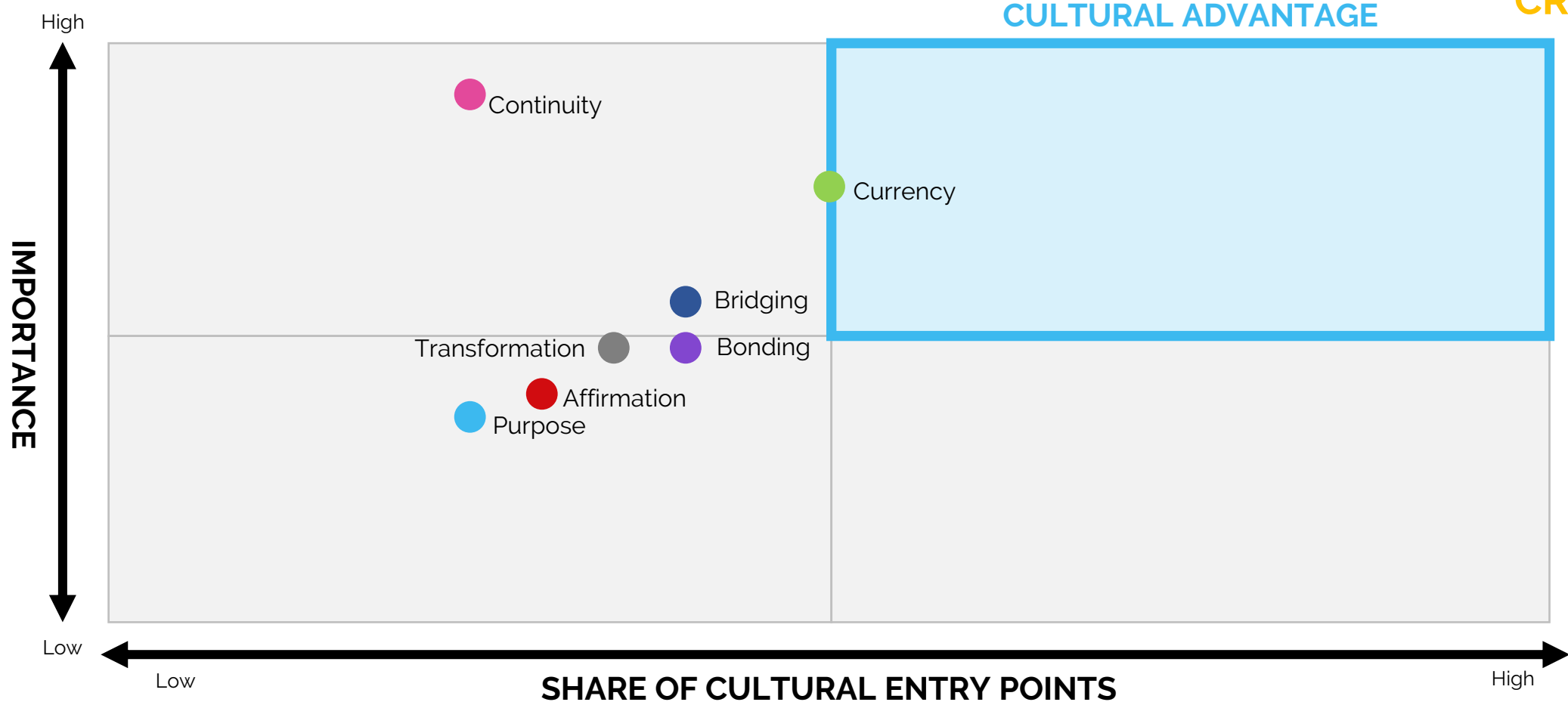


For young people, content creators have a relatively weak cultural signature



CONTENT
CREATORS

16-24s

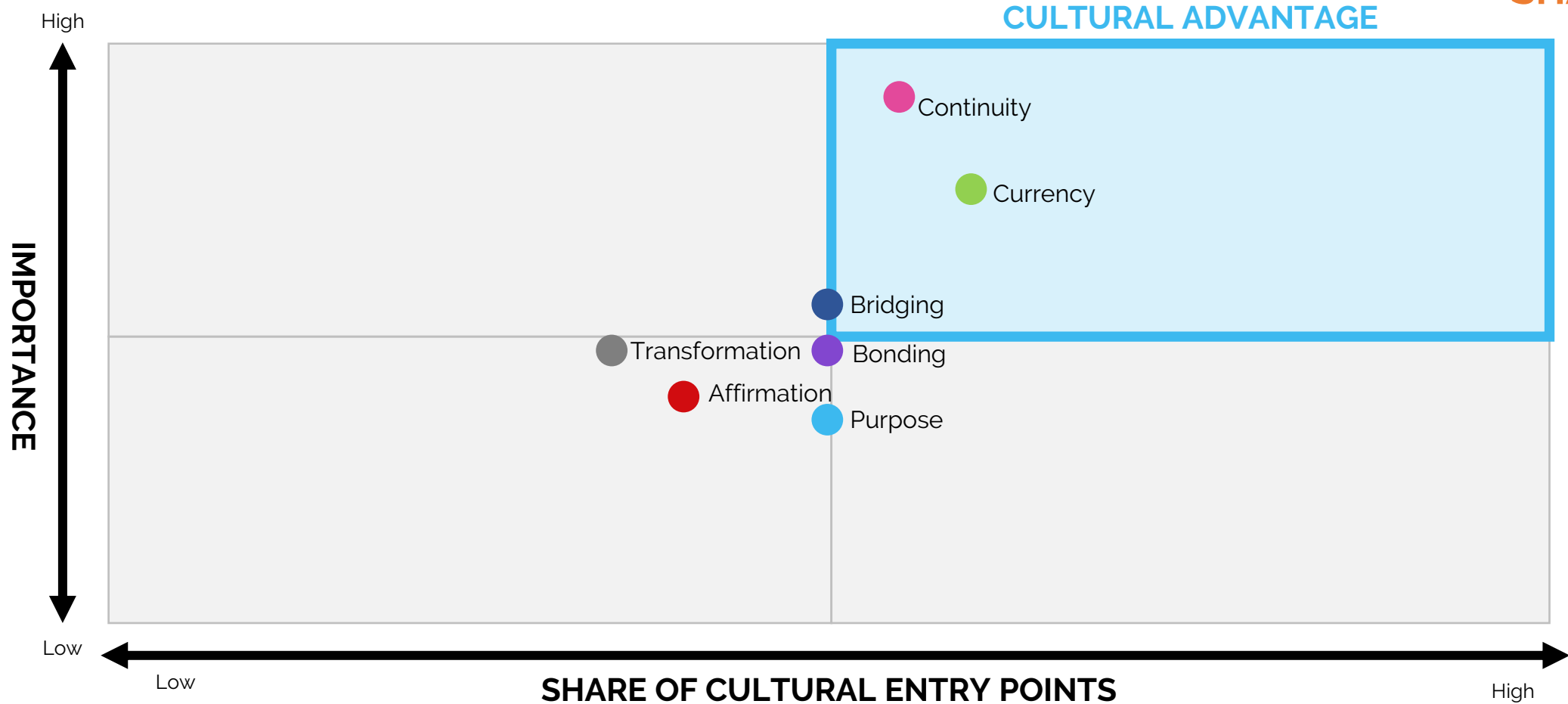


Video sharing sites have stronger continuity and currency



VIDEO SHARING

16-24s

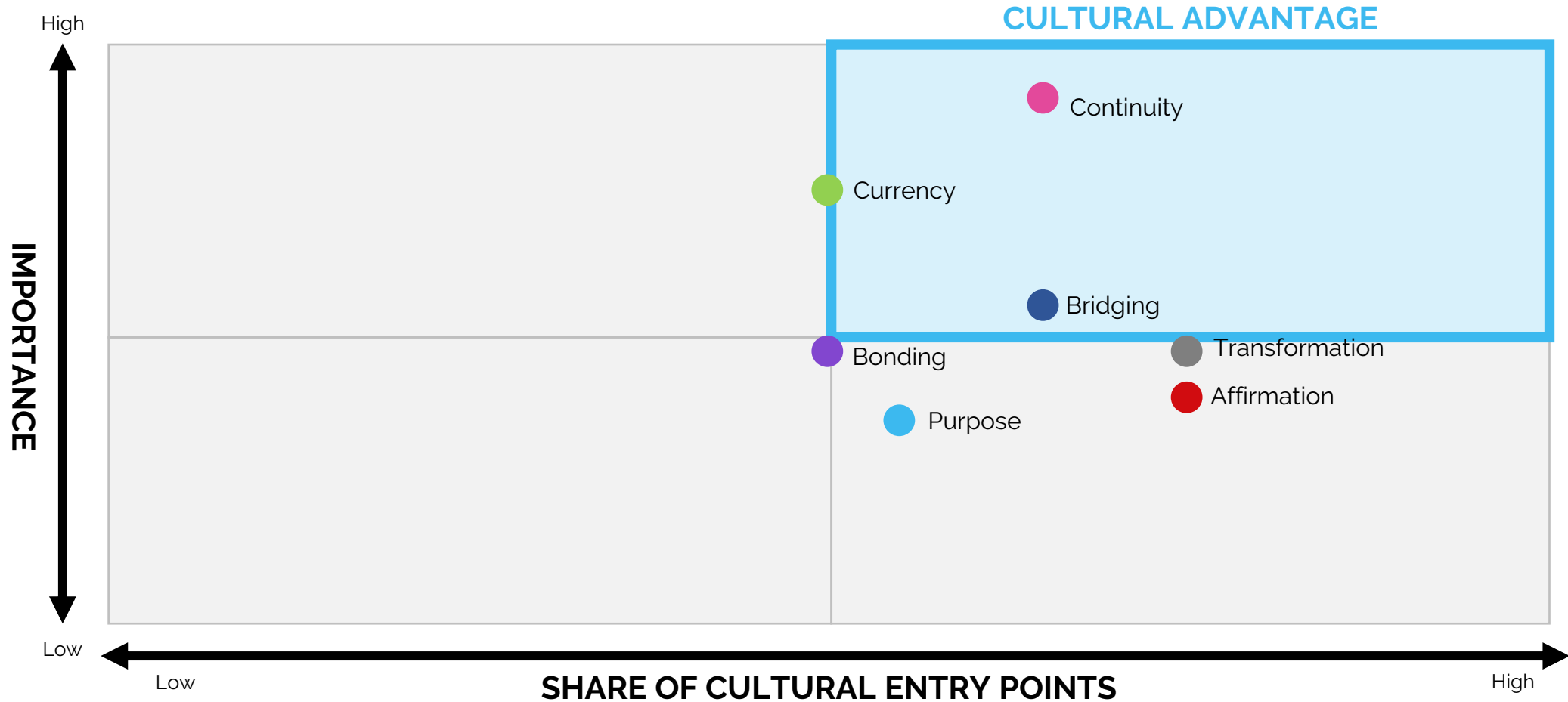


TV is stronger for continuity



TV

16-24s

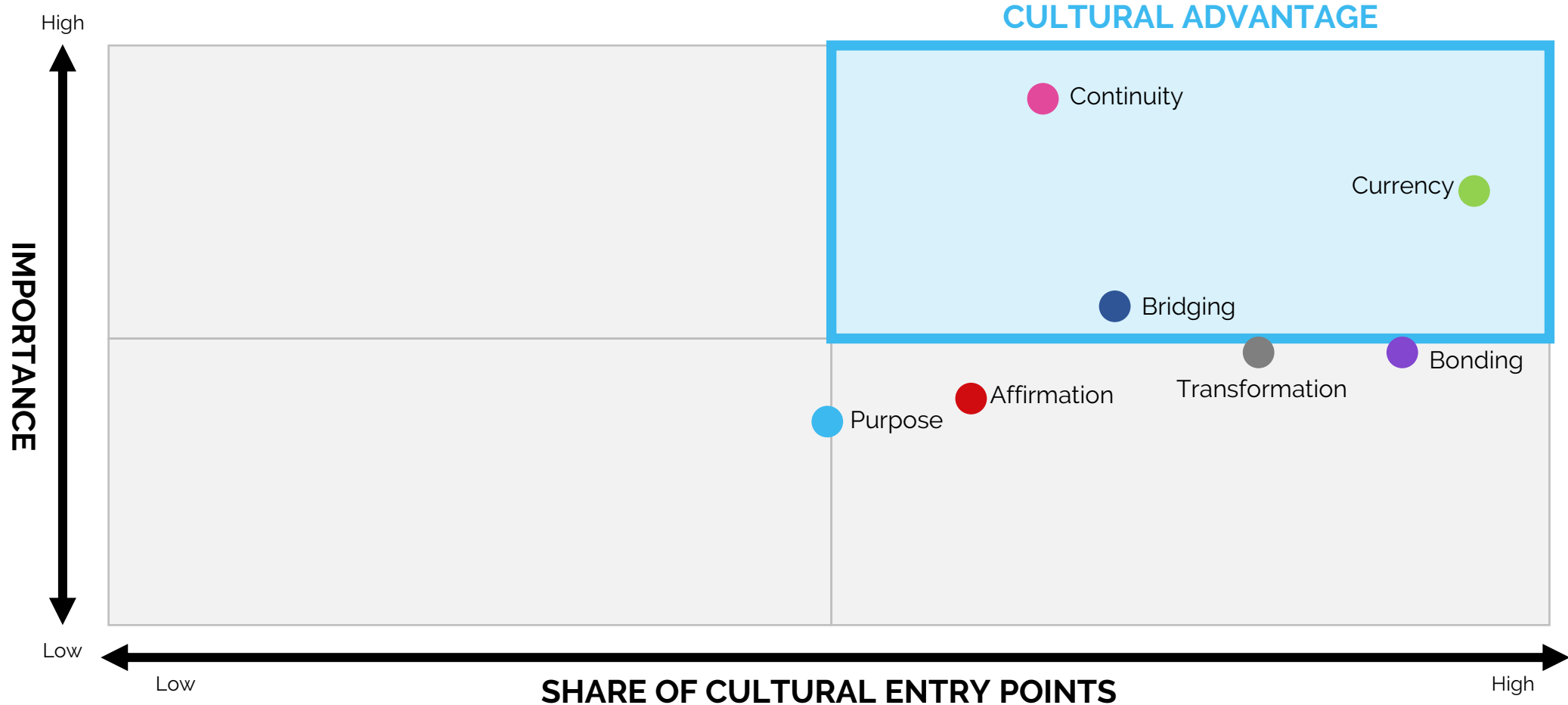


Social media has a clear cultural advantage on currency



SOCIAL MEDIA

16-24s



TV's role in building a holistic cultural impact for brands



Content overview



The Great British Bake Off



The Traitors



Love Island



The Last of Us



Gogglebox



Bridgerton



Clarkson's Farm



Stranger Things



Coronation Street



I'm a Celebrity... Get me out of here!



Mr Beast



Sidemen



iShowSpeed



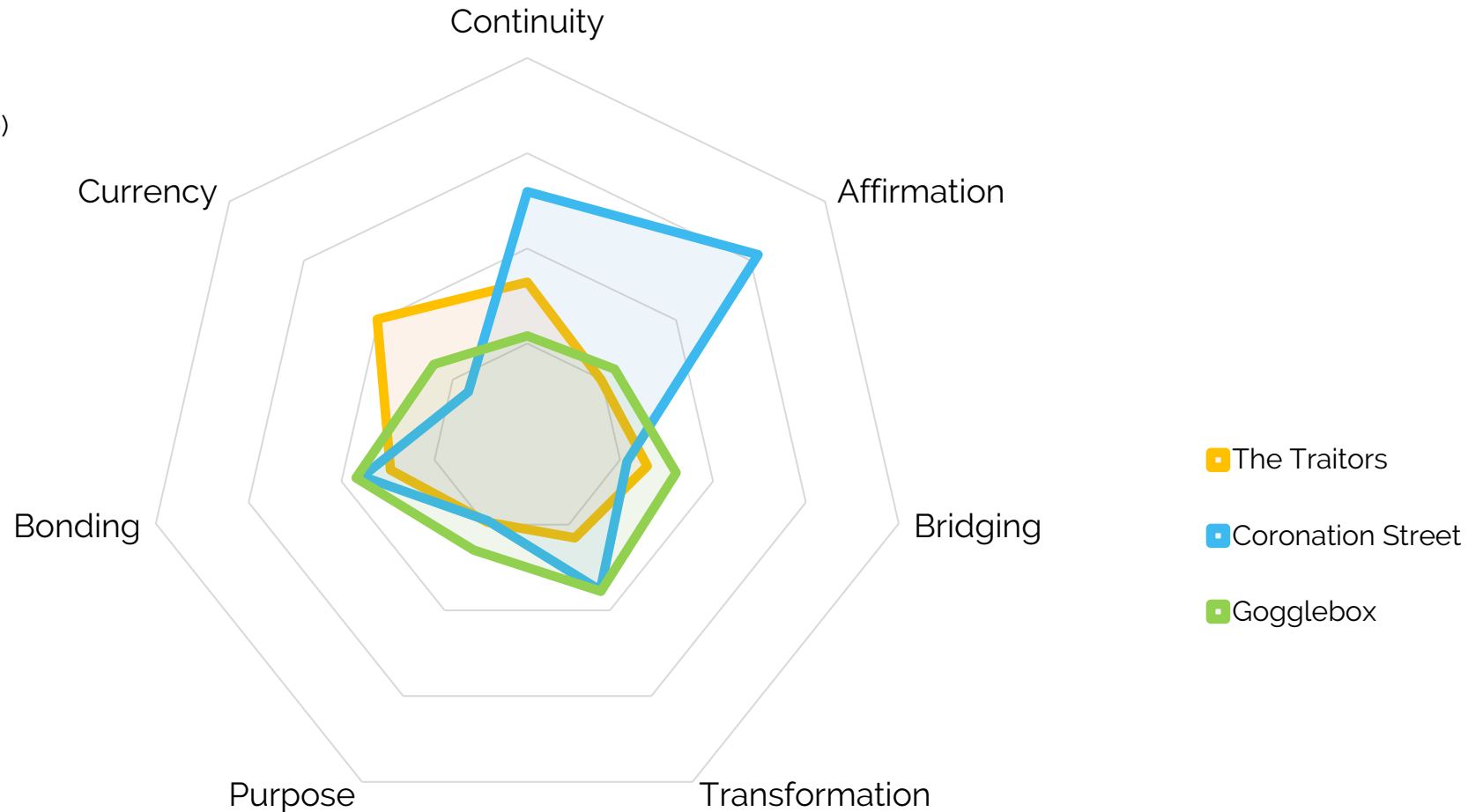
Chicken Shop Date



The Diary of a CEO

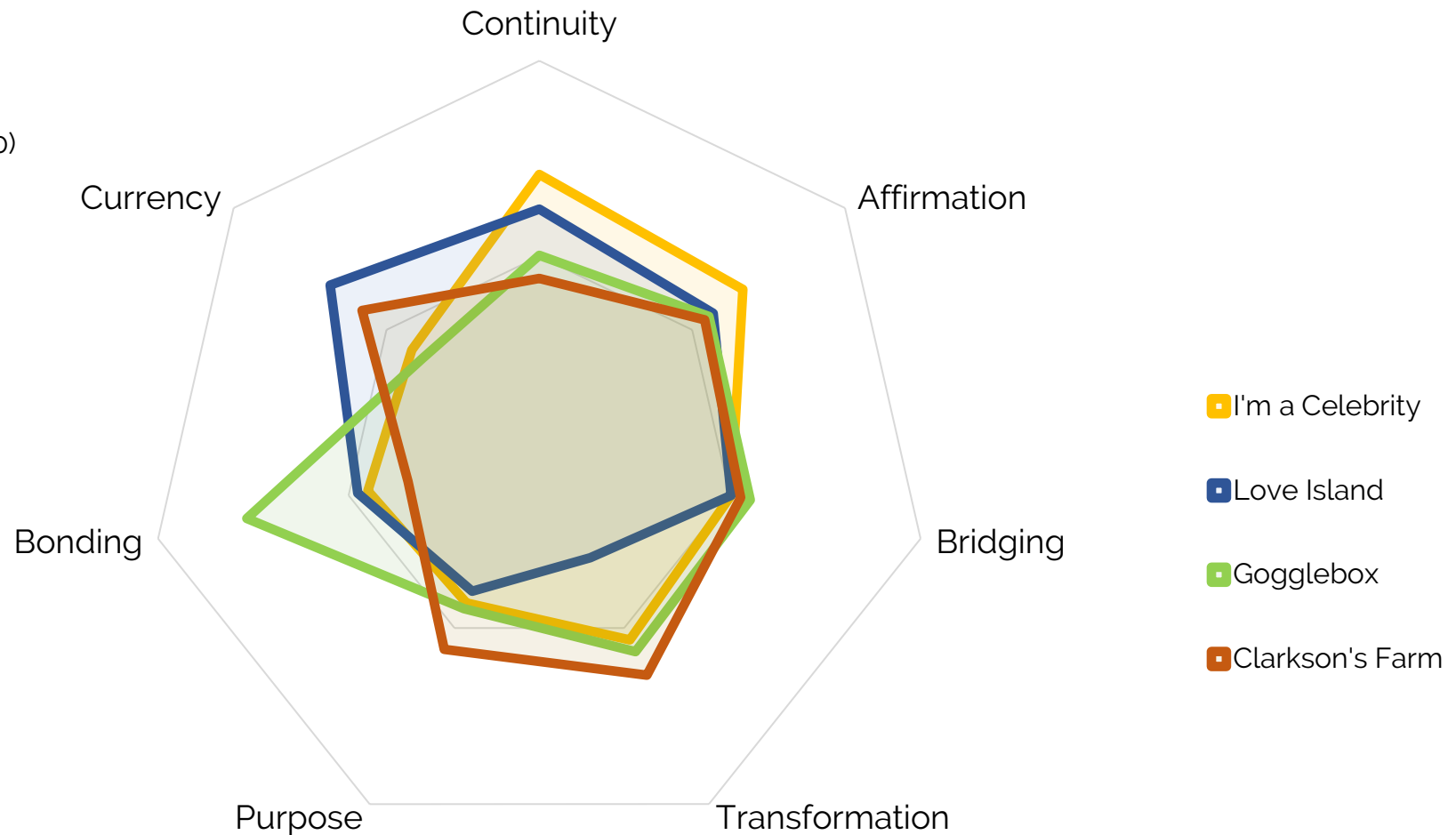
TV content works across diverse cultural entry points

All Adults
% Share of cultural entry points
indexed vs. all content average (*i*=100)



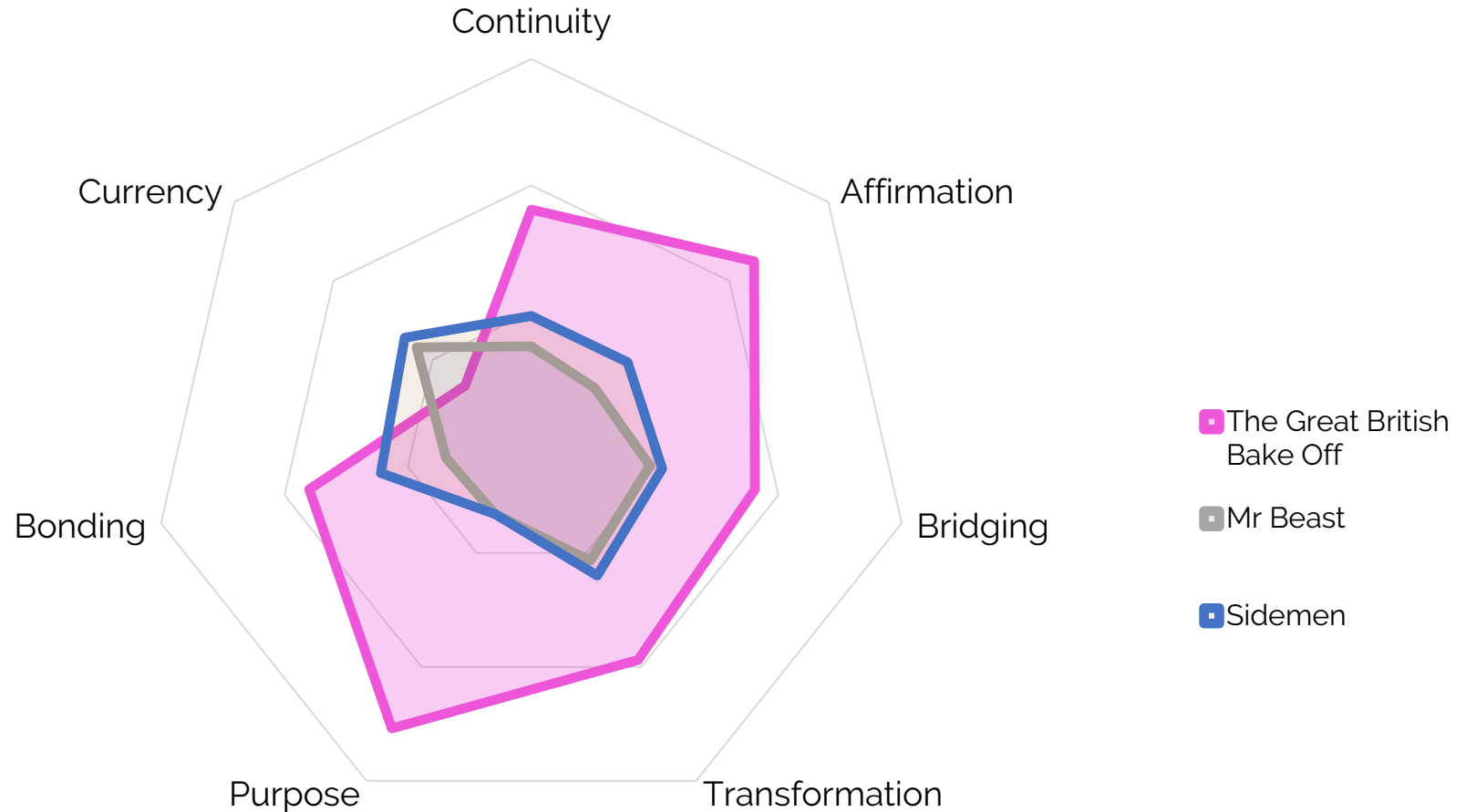
This is consistent for 16-24s

16-24s
% Share of cultural entry points
indexed vs. all content average (*i*=100)



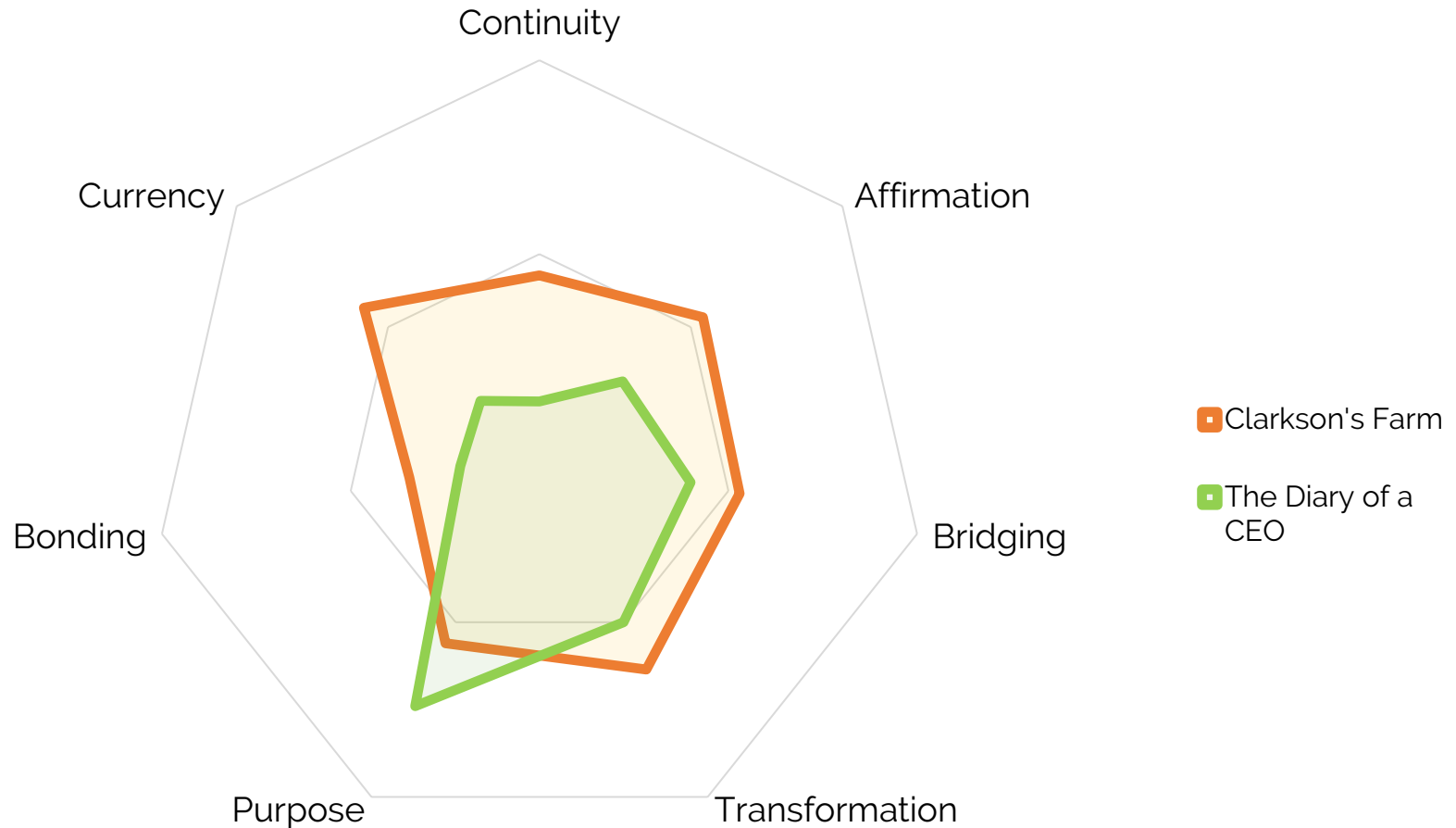
Even for 16-24s, the biggest content creators cannot rival the cultural power of TV

16-24s
% Share of cultural entry points
indexed vs. all content average (*i*=100)



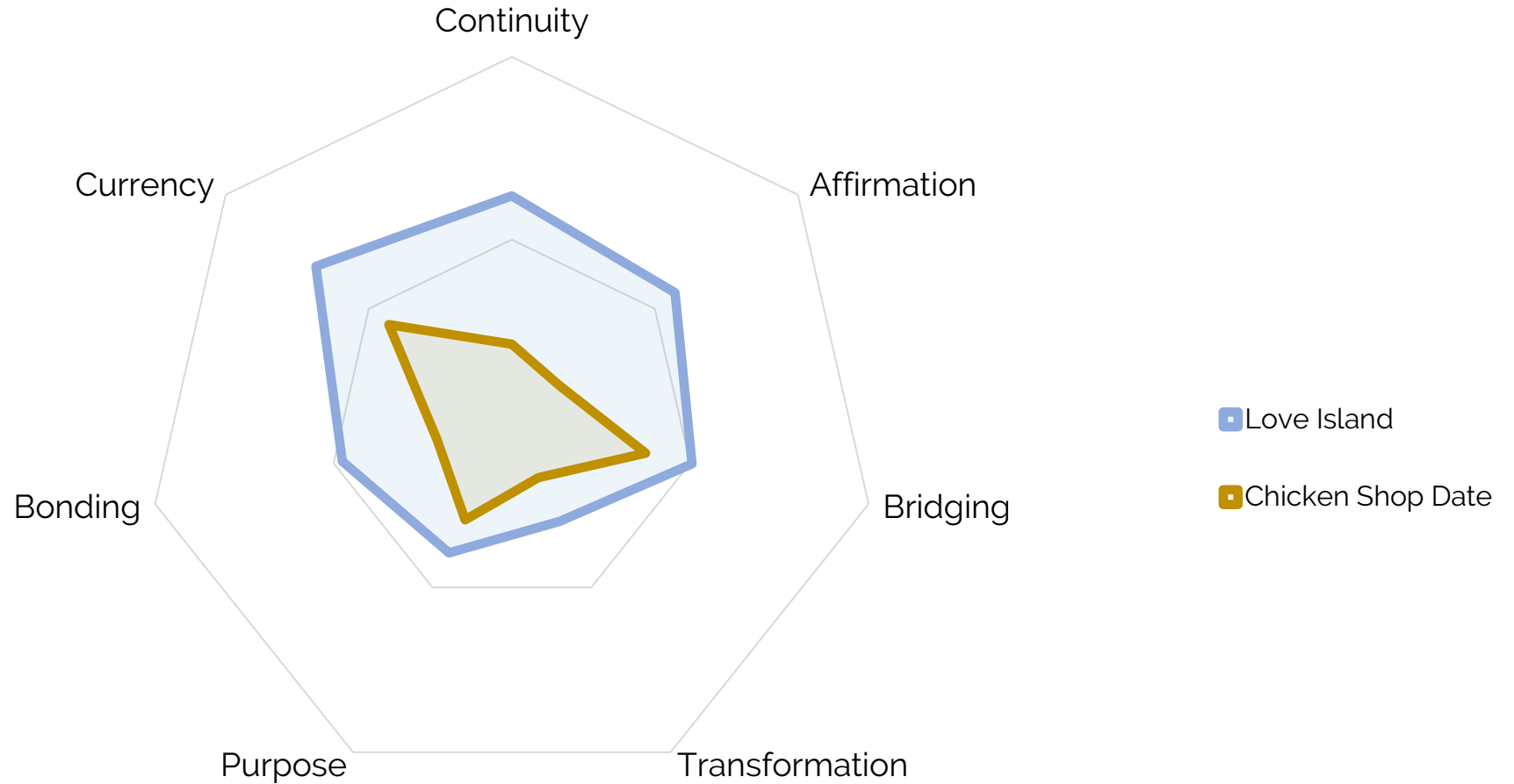
Even for 16-24s, the biggest content creators cannot rival the cultural power of TV

16-24s
% Share of cultural entry points
indexed vs. all content average (*i*=100)



Even for 16-24s, the biggest content creators cannot rival the cultural power of TV

16-24s
% Share of cultural entry points
indexed vs. all content average (*i*=100)



What it really means to take your place in culture

1.

People and **culture comes in all shapes and sizes**

2.

Challenge your cultural assumptions and **plan media inclusively**

3.

Find the media mix that offers the **widest network of cultural entry points**

Thank you

Elliott Millard, Chief Strategy Officer, Thinkbox



Advertising through adversity

Choose effectiveness

Choose trust

Choose culture

5 Key Takeaways

**Growth that
pays back**

The average
brand can
profitably double
media investment

**Smarter
investment,
stronger returns**

The right phasing
and channel mix
unlocks in-year
growth and builds
long term profit

**Trust that sets
brands apart**

TV is the most
trusted medium
for brands

**Cultural impact
that sticks**

TV delivers the
highest share of
media's cultural
impact

**Connections that
create meaning**

TV performs on
the cultural entry
points that really
matter