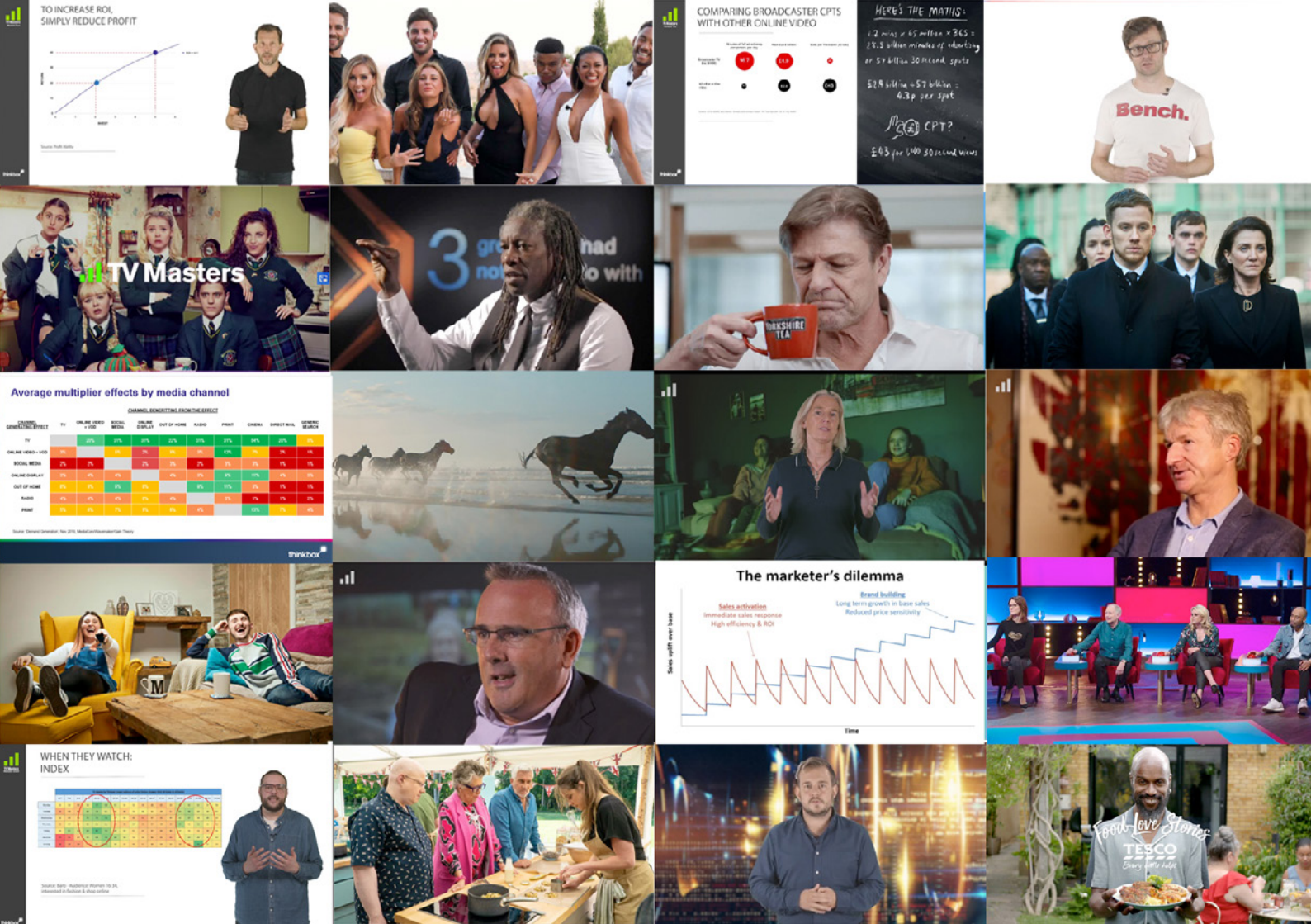


The complete TV advertising training course

Created by Thinkbox



Become a TV expert in 10 weeks for free with TV Masters, the world's first training course in TV advertising

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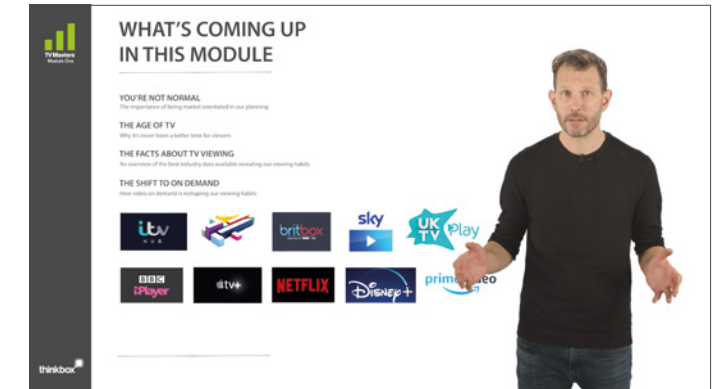
What is TV Masters?

TV Masters from Thinkbox is a multi-award-winning, free and comprehensive online course designed in collaboration with broadcasters, agencies, and advertisers to help the entire marketing and media industry skill up in the world of TV advertising.

An understanding of TV helps marketers at every level deliver more for their brands, get more from their media investments, and ask the right questions of their agencies or clients. Whatever the marketing discipline, TV Masters boosts critical skills and knowledge for use across the industry.

Since launching in October 2020, a total of **5,772** people have completed TV Masters and we've delivered over **80,000** hours of TV training.

We'd love to see you sign-up for the course, and over the next few pages we'll explain how it will not only benefit you and your career but could make you an even stronger asset to your team and clients too. Read on to find out more.



Who it's for

Whether you're new to TV, a marketing all-rounder, or a media expert looking for a refresher, TV Masters is essential, accessible learning.

It's designed to be as useful and practical for **new starters** with everything to learn as it is for more **experienced marketers** looking to refresh their knowledge and skills.

The course is also well suited to **business leaders** who want to broaden their horizons and be able to ask their marketing teams and agencies some tricky questions.



It's free

Winter,
Summer
& Autumn
courses

9 on-demand
video
modules

Tests to help
you learn



Downloadable
charts & additional
reading

Presented by
TV experts

Learn at your
own pace

10 Up to ten
weeks to
complete

Optional final
exam to earn
distinction



CPD certified
and IPA CPD
hours eligible

Modules



1. All about viewing

Discover how the UK video landscape is evolving, the role TV plays in viewers' lives, and how streaming has impacted viewing.



2. All about ads

TV's place in the video advertising world, how it's changed over time, and how we should be planning across video to deliver maximum reach at the lowest budget.



3. The principles of effectiveness

Get to grips with the fundamentals of advertising effectiveness and the science underpinning media's contribution.



4. Unlocking effectiveness

Understand the role TV plays in delivering effective outcomes for businesses, why creativity makes such a difference, and how to measure and assess marketing effectiveness.



5. The strategic use of TV

Explore the many reasons that advertisers use TV and how that can differ by category and brand life stage.



6. TV buying

All the theory and practical information required to buy a TV campaign, how to optimise campaign delivery and assess its performance.



7. TV planning

All the knowhow you need to understand how a successful TV campaign is planned, covering audiences, campaign laydown and context.



8. TV partnerships

Everything from TV sponsorships and promotions to product placement, licensing and advertiser funded programming.



9. Advanced TV advertising

Explore the rapidly developing world of data and tech-driven solutions and how they are shaping the future of TV advertising.

What you'll achieve



A comprehensive understanding of today's TV and TV advertising

Expertise on how TV works with other media

An informed appreciation of TV's multiple marketing roles

A command of the principles of advertising effectiveness and how TV drives business growth

Confidence to discuss TV's digital transformation with agencies and colleagues

Insights, tips and skills to be more effective at work

A career-enhancing qualification

Our students



20,680
people have registered
for TV Masters since it
launched in October 2020

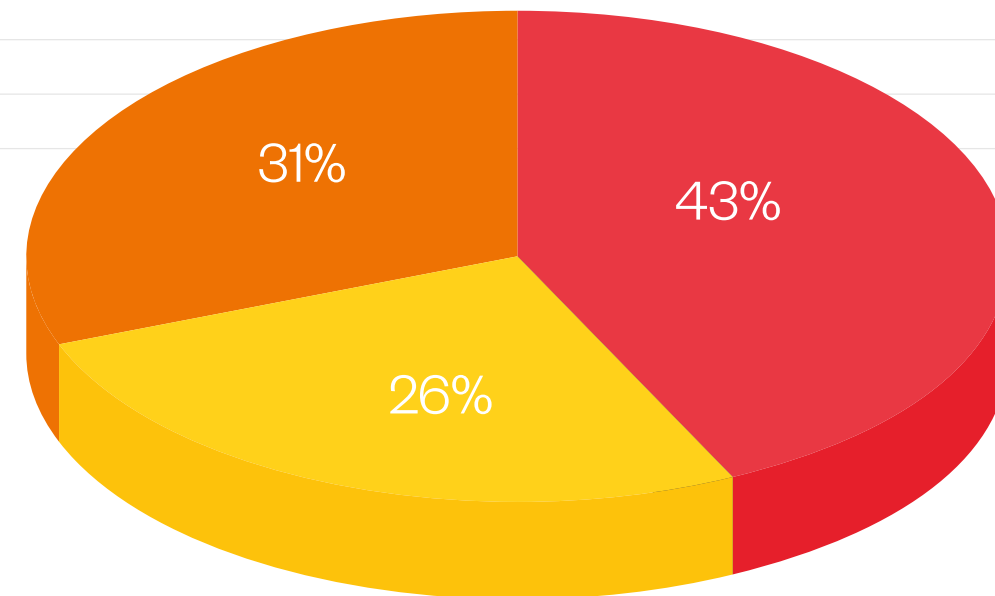
**Every major UK
media agency has had
students on the course**

Over **500** different
advertiser brands are
already using TV Masters
to train their teams

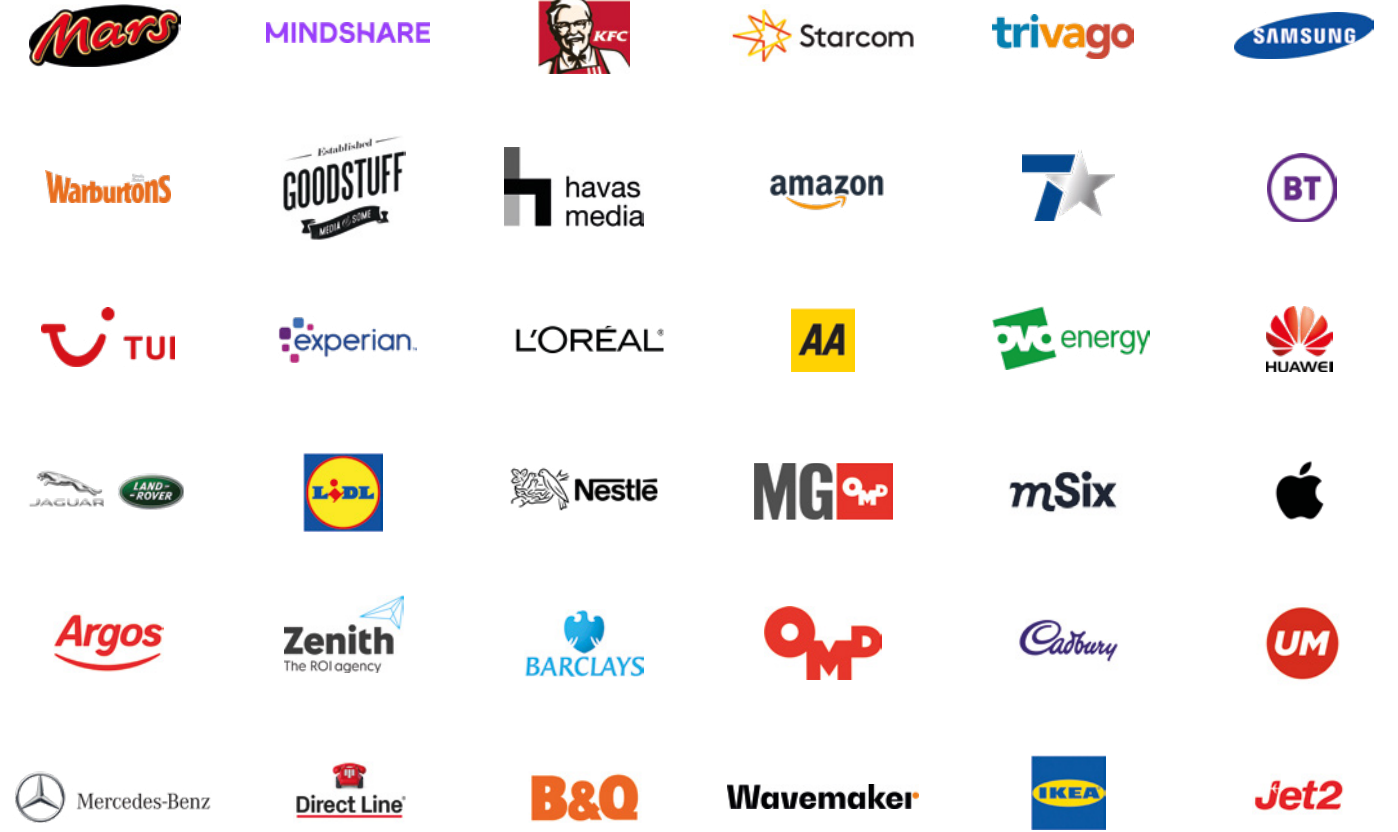
Suitable for all, the course has been picked up by the industry at every level

Years working in marketing and advertising:

- 0-5 years
- 6-10 years
- 11+ years



Students from leading brands & agencies including:



What graduates say

“Comprehensive and engaging”

TUI

Group Brand and Content Director

“An excellent learning experience”

Publicis

AV Investment Manager

97%

rated it good or excellent

“Really informative and useful”

Vauxhall

Marketing Manager

“Already put my learnings into practice”

Unilever

Senior Brand Manager

“Incredibly thorough content that covers all aspects of TV advertising, and there’s some great slides you can steal too!”

Wavemaker

Planning Director

94%

would recommend it to a colleague

“This should be a staple L&D course for anyone in Marketing and Media”

Virgin

Head of Insight

“Really engaging”

Comparethemarket

Marketing Manager

99%

considered TV Masters a worthwhile experience

“Such an insightful and comprehensive course”

John Ayling & Associates

AV Director

“Regardless of your background or level, its packed full of brilliant content and it’s free!”

Manning Gottlieb OMD

Executive Director

“Such an enjoyable course, I would highly recommend”

British Gas

Media Effectiveness Manager

“Great tutors and great content – very clever”

Nationwide

Marketing Manager

90%

of graduates now have a comprehensive understanding of today’s TV and TV advertising

What industry leaders say



Michael Williamson, Head of AV, MG OMD

“

Even with near 20 years of TV planning & buying experience, I learned so much from TV Masters. The breadth and depth of the course is second to none across any media channel in the industry. TV Masters is now the key part of our AV L&D framework at MG OMD.

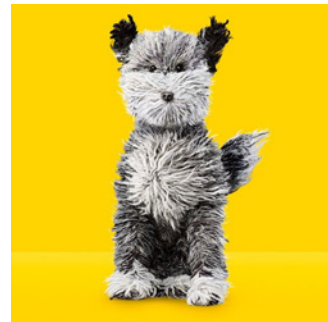
”

Simone Scaysbrook, Head of Marketing, The AA

“

Digestible, interesting and comprehensive content for the seasoned marketer or the complete novice. TV Masters will break down industry jargon and explain the principles of TV advertising as well as some broader fundamentals on advertising effectiveness.

”



Nadine Young, CEO, Starcom

“

TV Masters is one of the best online training courses I've done. It is packed full of brilliant detail relevant to everyone from strategists to buyers: this is essential viewing in a market where so much exciting change is taking place.

”

Kerry Chilvers, Former Brands Director, Direct Line Group

“

TV remains the cornerstone of our media strategy, but as more media channels continue to emerge, it's becoming increasingly hard for our people to keep up to date with the knowledge and skills they need to plan effectively. And as all brand teams naturally become more native to digital, it is critical for us to continue to ensure they build their understanding of TV. This course hits the spot.

”



Our 2024 courses



Winter 2024

Monday 8th January to Monday 18th March

Summer 2024

Monday 20th May to Monday 29th July

Autumn 2024

Monday 9th September to Monday 18th November



Get involved



The team at Thinkbox is on hand to help you and your team at every step along the way.

Get in touch if you have any questions about the course before starting your TV Masters journey and becoming a TV advertising expert in just ten weeks.



Drop an email to the TV Masters team at Thinkbox on tvmasters@thinkbox.tv or enrol for TV Masters directly at tvmasters.thinkbox.tv

