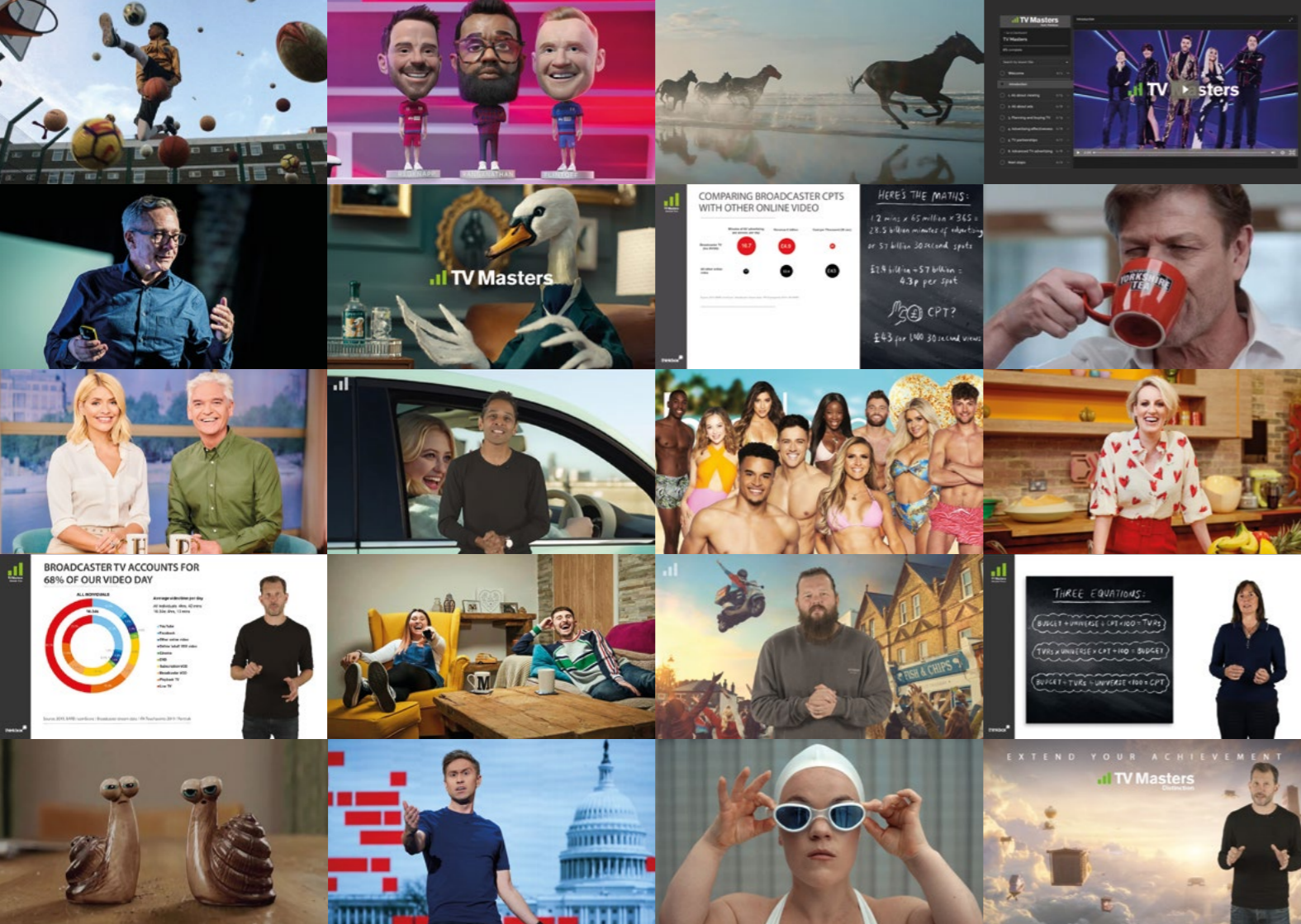


# The complete TV advertising training course

Created by Thinkbox



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

## Contents

<b>What is TV Masters?</b>	<b>3</b>	<b>Students from leading brands &amp; agencies</b>	<b>10</b>
<b>Who it's for</b>	<b>4</b>	<b>Graduate feedback</b>	<b>12</b>
<b>Modules</b>	<b>6</b>	<b>What industry leaders say</b>	<b>14</b>
<b>What your team will achieve</b>	<b>7</b>	<b>Our next courses</b>	<b>16</b>
<b>Our students</b>	<b>8</b>	<b>Get involved</b>	<b>17</b>



## What is TV Masters?

TV Masters from Thinkbox is an 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, we've had **14,252** people sign up, with students from every major UK media agency and over 400 different advertiser brands.

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.

**WHAT'S COMING UP IN THIS MODULE**

- YOU'RE NOT NORMAL
- THE AGE OF TV
- THE FACTS ABOUT TV VIEWING
- THE SHIFT TO ON DEMAND

Logos: ITV, BritBox, Sky, UKTV Play, BBC iPlayer, ITV+, NETFLIX, Disney+, Prime Video

**The Drum Awards B2B**  
Winner 2021

**AD STOCK BY MEDIA**

Ad Stock by Media

## 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

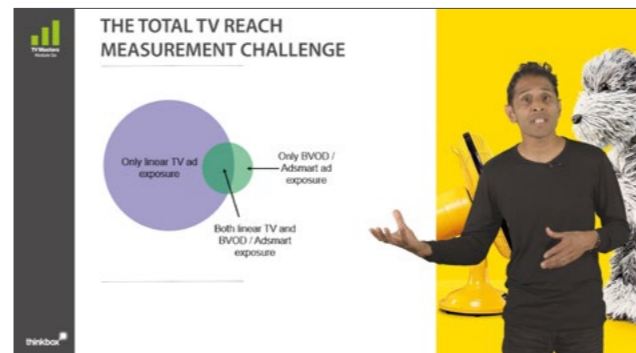
Everything from TV sponsorships and promotions to product placement, licensing and advertiser funded programming.



## 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



**14,252**  
people have registered  
for TV Masters since it  
launched in October 2020

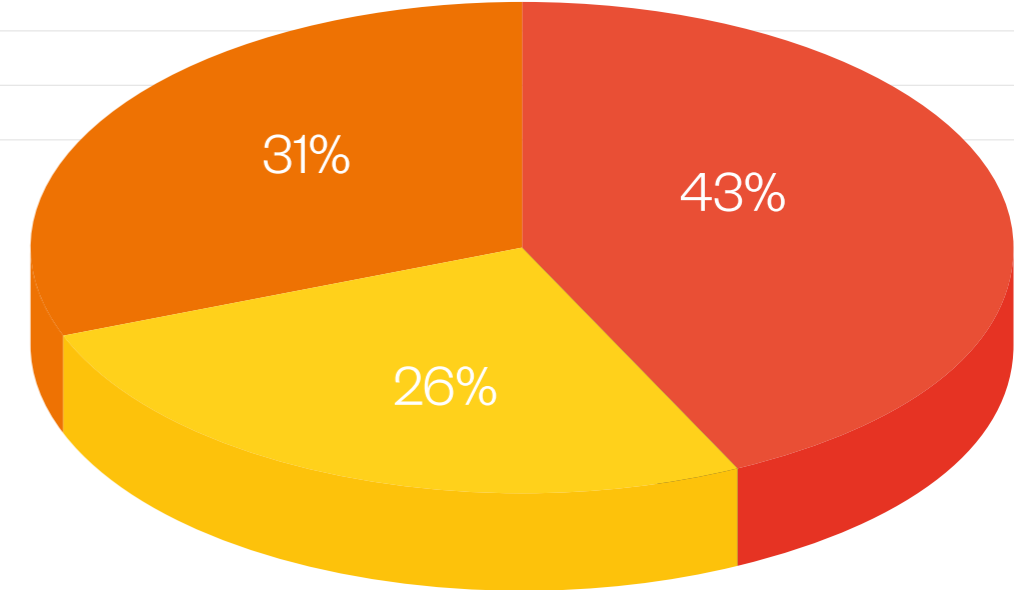
Every major UK  
media agency has had  
students on the course

Over **400** different  
advertiser brands are  
already using TV Masters  
to train their teams

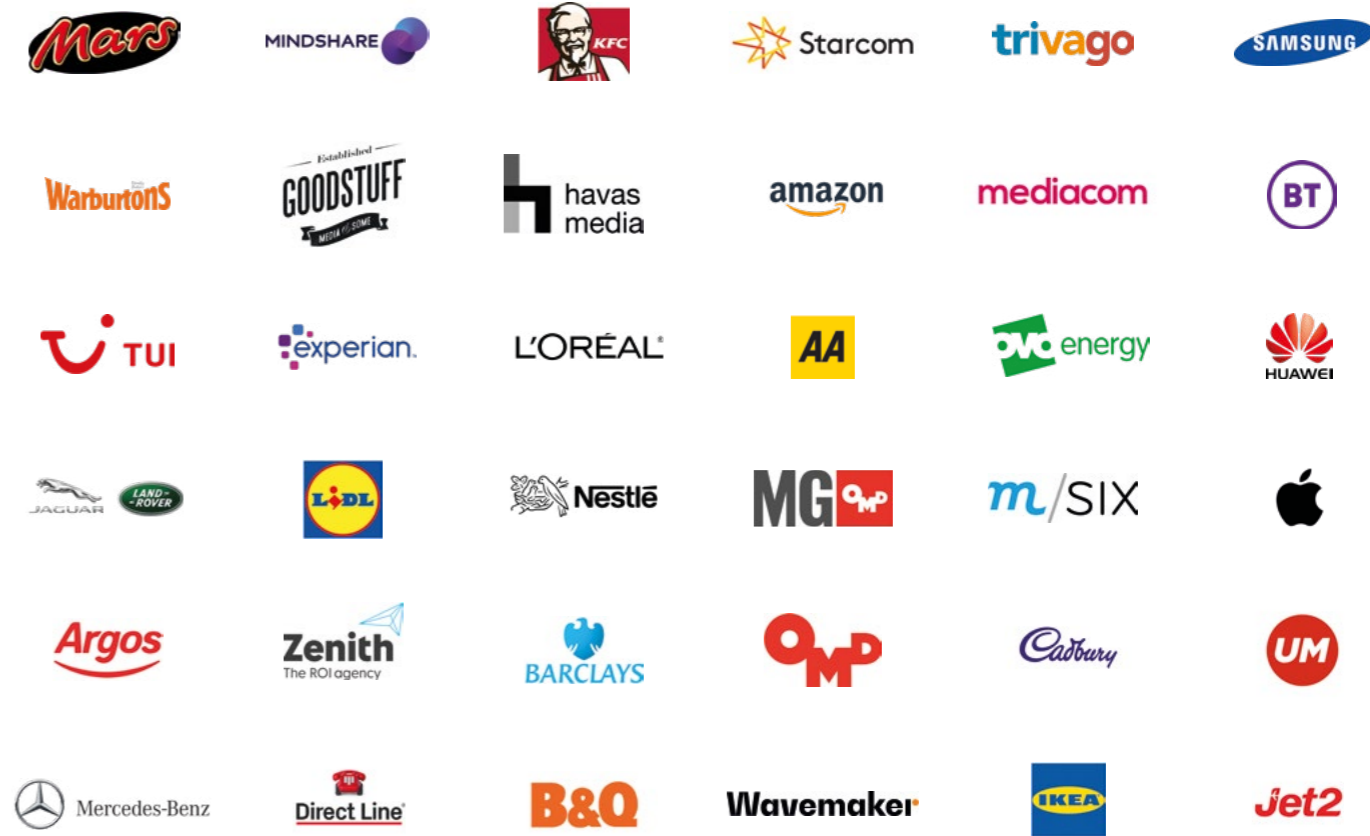
## Suitable for all, the course has been picked up by the industry at every level

Years working in marketing and advertising:

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



## Students from leading brands & agencies including:



## Graduate feedback

**“Comprehensive and engaging”**

**TUI**  
Group Brand and Content Director

**“An excellent learning experience”**

**Publicis**  
AV Investment Manager

**96%**

**rated it good or excellent**

**“Really engaging”**

**Comparethemarket**  
Marketing Manager

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

**Manning Gottlieb OMD**  
Executive Director

**“Great tutors and great content – very clever”**

**Nationwide**  
Marketing Manager

**“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

**99%**

**considered TV Masters a worthwhile experience**

**“Such an insightful and comprehensive course”**

**John Ayling & Associates**  
AV Director

**“Such an enjoyable course, I would highly recommend”**

**British Gas**  
Media Effectiveness Manager

**90%**

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

**97%**

**would recommend it to a colleague**

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

**Virgin**  
Head of Insight



## What industry leaders say

# Wavemaker

Paul Hutchinson, CEO, Wavemaker UK

“

TV rightly remains a critical and leading part of many advertisers' plans and this fantastic new learning programme from Thinkbox could not be more welcome. It's terrific. Very well presented, good detail and very watchable. The AV landscape has transformed over the past few years and we must all strive to help advertisers navigate this dynamic marketplace and maximise their investments.

”

Nick Ashley, Head of Media, Tesco

“

TV, in all its forms, remains a crucial way for almost every brand to reach its customers. As the opportunities and landscape continue to evolve at pace, through addressability, VOD, partnerships and more, this is a timely (and free!) course that marketing teams should all be taking part in.

”



TESCO



Nadine Young, CEO, Starcom

“

The 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, 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.

”



Direct Line



## Our next courses



---

### Autumn 2022

Monday 12th September to Monday 21st November

---

New courses to come in Winter, Summer and Autumn 2023

---



## 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](mailto:tvmasters@thinkbox.tv) or enrol for TV Masters directly at [tvmasters.thinkbox.tv](https://tvmasters.thinkbox.tv)

tvmasters.thinkbox.tv



Please recycle

