

TV'S SECOND ACT: CHAPTER ONE

# THE POWER OF TV

TV isn't dead, it's alive and well, as are INDIE media agencies. That's a powerful combination for the growth of your brand and as a true Northern independent agency we would love to tell you why you should consider TV as a part of your growth plans...



## 1. CREATING FAME

TV's massive reach makes it unbeatable for building fame. You can't become famous if no one knows you exist! Plus, TV is a shared experience, which boosts its power to get people talking. Watching TV ads together sparks conversations, personal recommendations, stronger memories, and bigger emotions.

## 2. STORYTELLING

TV is a natural fit for storytelling. Its ads are the most likely to make us laugh or feel something, and that's huge in advertising. We remember how something makes us feel, which is why TV ads stick with us and keep delivering results over time.



## 3. BRAND TRUST

People trust TV more than any other advertising medium, and that trust rubs off on brands. Being on TV gives brands a sense of quality and credibility. That's why so many e-comm brands are diving into TV—it gives their brand a stamp of assurance like nothing else.

## 4. COST-EFFECTIVENESS

While TV has a premium image, it's not just for big spenders. In 2022, we know that lots of brands spend less than £5,000 and hundreds more spend less than £10,000. So, TV advertising works for all kinds of budgets!



The next paper in our series will focus on the opportunity of CTV and sponsorship are strong options for a first venture onto TV, which will be live in Feb.

We always love to chat - especially when it comes to how we can help brands get more from their marketing activity - so if you want to understand more about how we can help us drop us a note or connect on LinkedIn. [hello@weareboutique.co.uk](mailto:hello@weareboutique.co.uk)

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