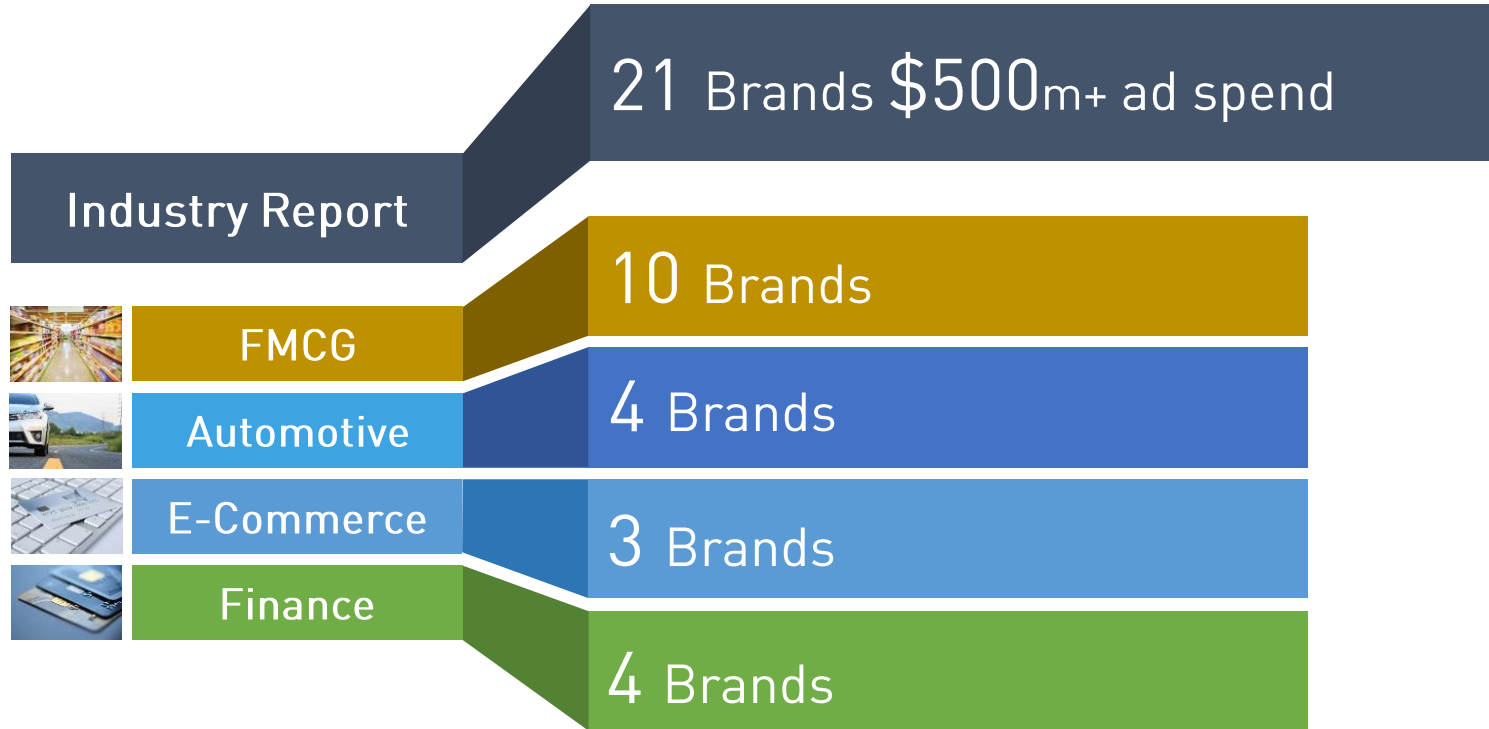


PAYBACK AUSTRALIA

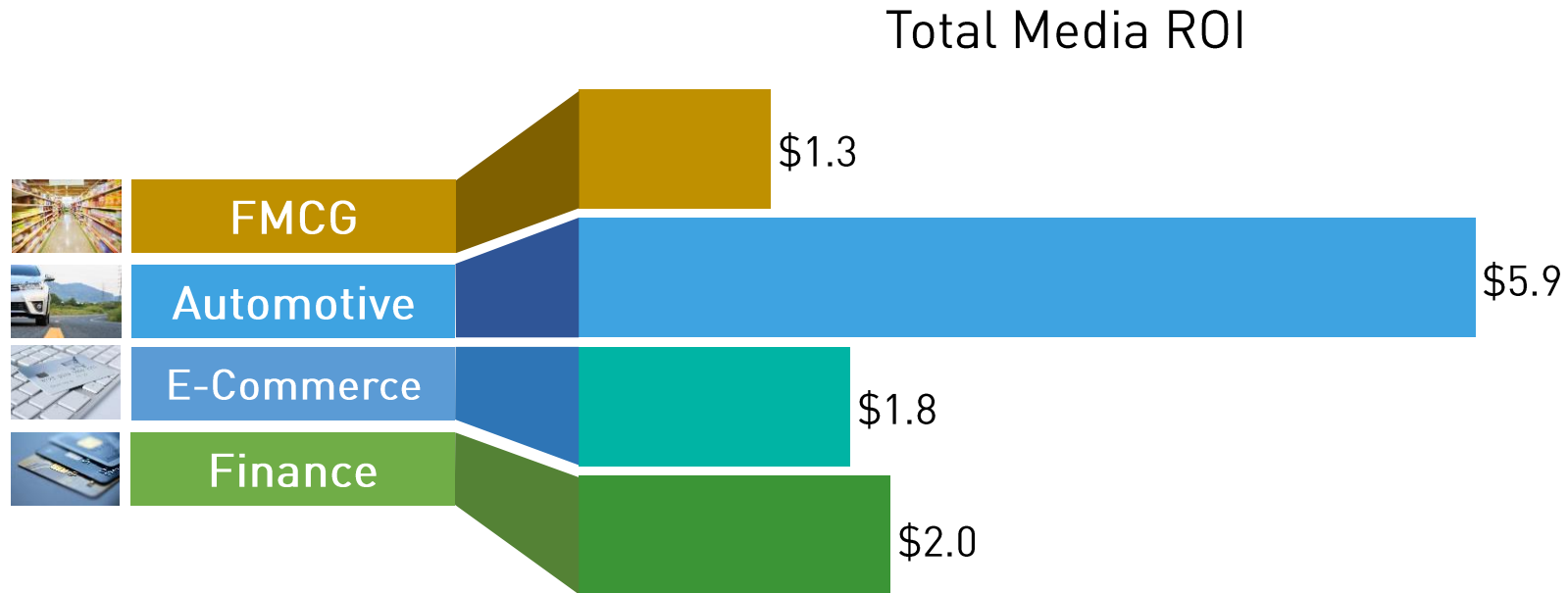
DOES ADVERTISING GROW
BRANDS?

The Payback Study



Source: Payback Australia Study, Ebiqity

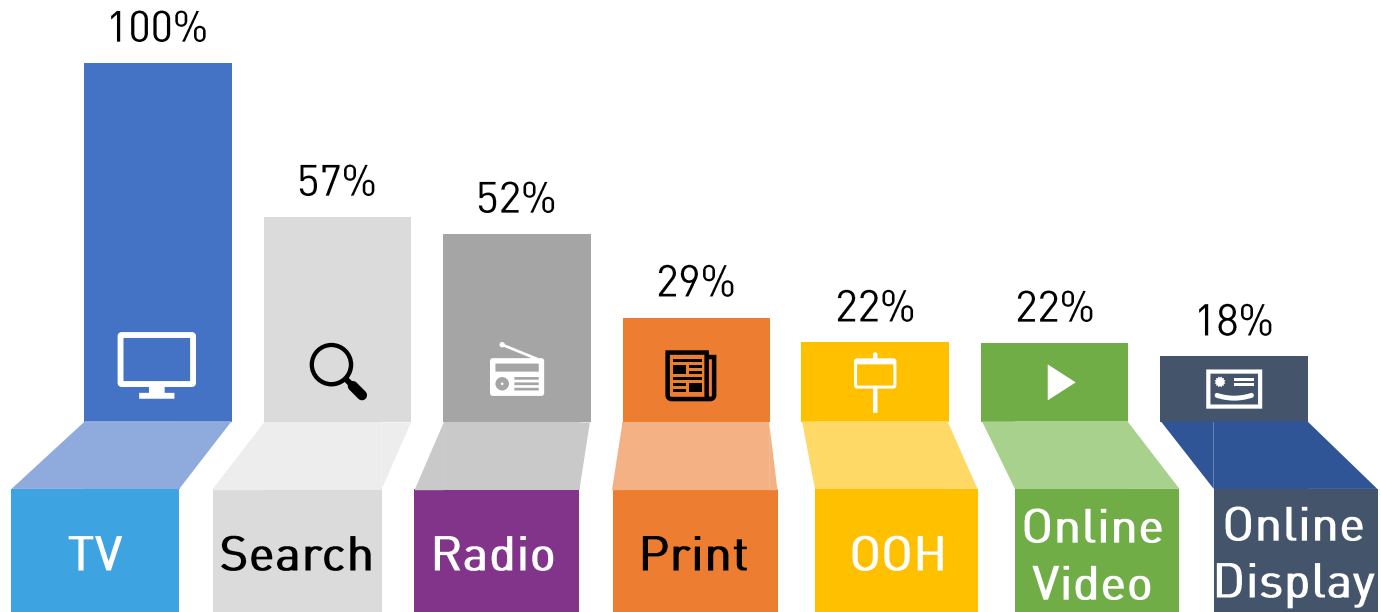
Overall Return by Category



Source: Payback Australia Study, Ebiquity

TV is the Most Efficient Channel

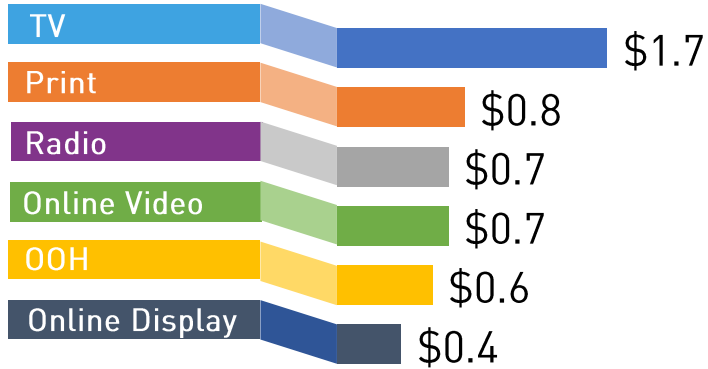
Overall Efficiency: Media Channel ROIs Indexed to TV



Source: Payback Australia Study, Ebiqity

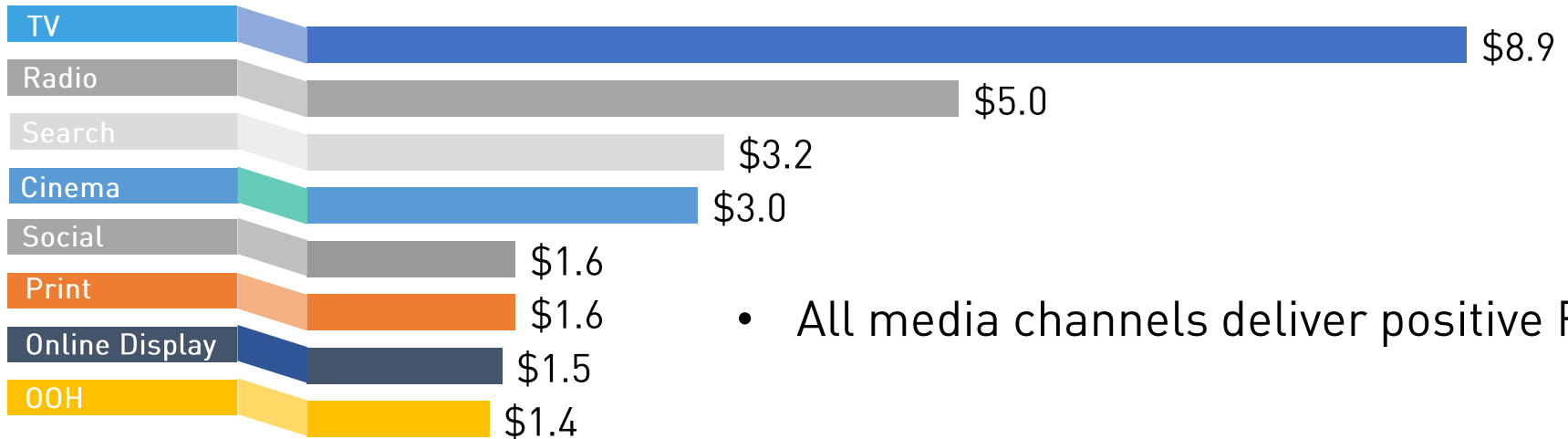
ROI's Amounts Differ but Order is Consistent

FMCG



- For every \$1 of media spent, TV returns \$1.70
- Only TV delivers a positive ROI

Automotive

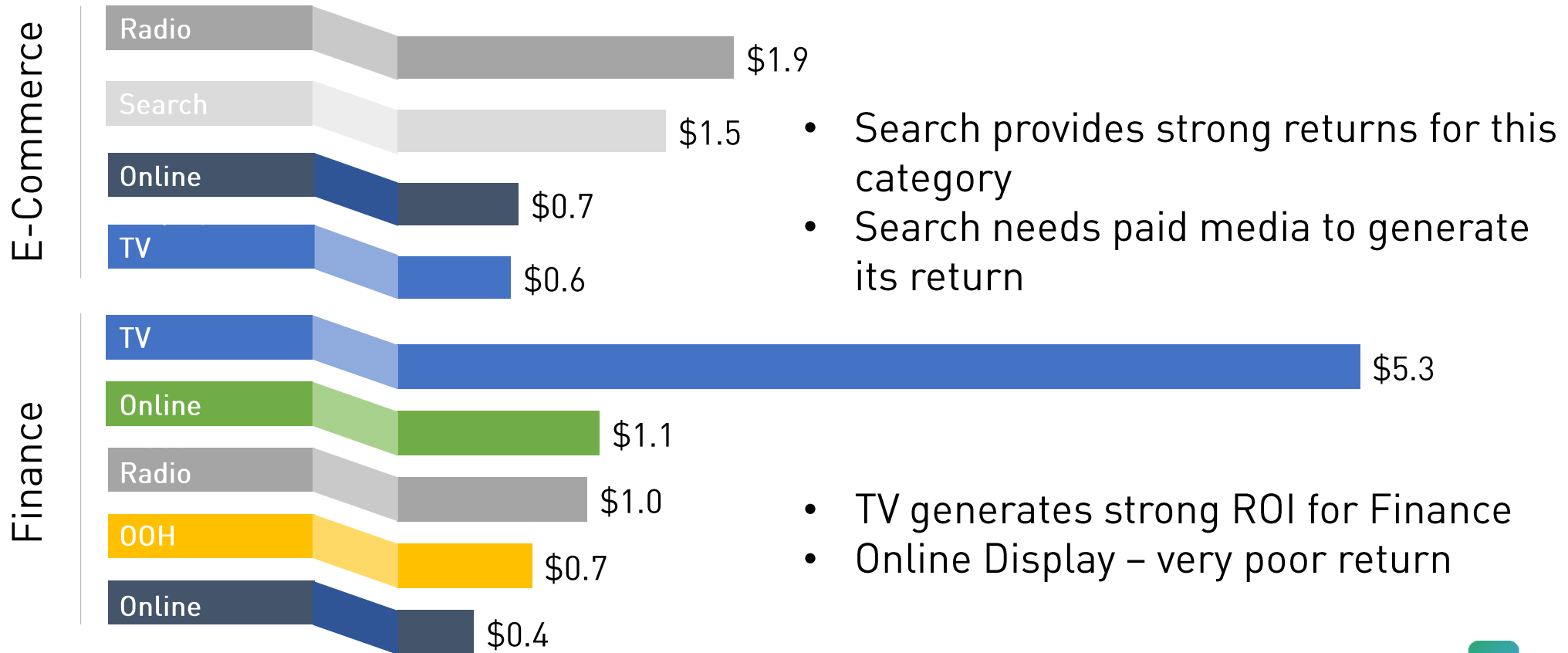


- All media channels deliver positive ROI

Source: Payback Australia Study, Ebiquity



E-Commerce Unique Finance Similar to Auto



Source: Payback Australia Study, Ebiqity



The Evidence is In

Advertising investment pays back with TV the most efficient

- Payback Australia was conducted on 21 brands, whose media investment represents approximately 1/3rd of the \$15bn spent annually in the Australian Market
- Regardless of category, on average, every \$1 invested in TV advertising, returns more than \$1 in revenue with Automotive being the standout

FMCG: TV is a crucial sales lever

Automotive: All advertising delivers positive ROI

- TV generated almost \$9 in revenue for every \$1 invested

E-Commerce: Search is crucial

- Radio was the most efficient media platform for E-Commerce
- Search also provides a positive return (\$1.50 for every \$1 spent)
 - Paid Media helps drive search (90% from TV)

Finance: TV anchors ROI

- online display provides a poor return in this category, however online video generates positive ROI



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