



A SPOTLIGHT ON ITV COMMERCIAL

3 distinct & **POWERFUL PROPOSITIONS**

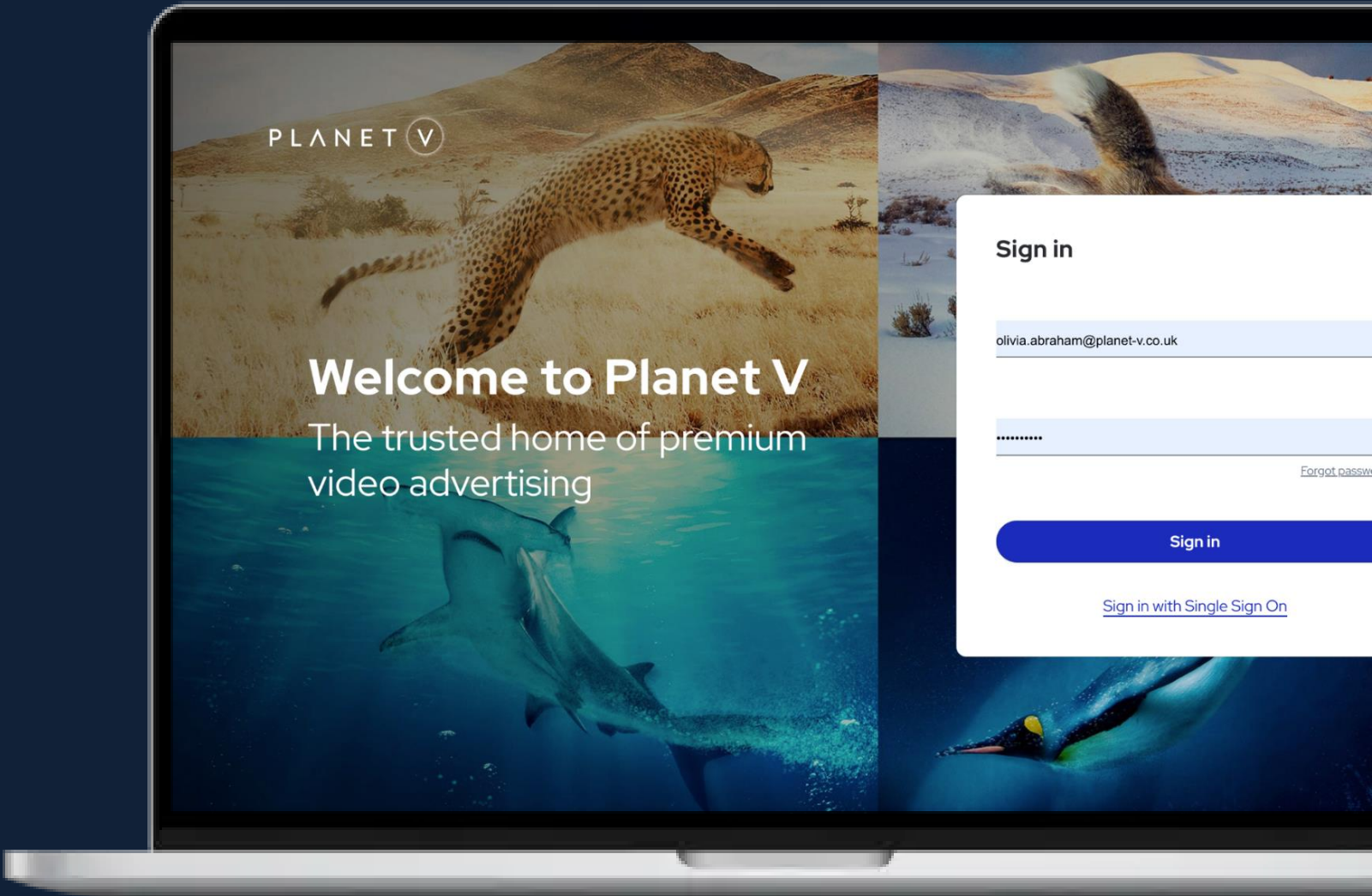
Mass
reach

Addressability
at scale

Creative content
partnerships

Outcomes & effectiveness measurement proposition





PLANET V

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video advertising

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Planet V

40M+ ITVX REGISTERED USERS

One of the UK's
largest first
party data sets

Precise 1-1 user-
level Targeting

LONG-TAIL BUYER ACCESS

1,100 NEW to ITV
advertisers

2,000+ onboarded
users

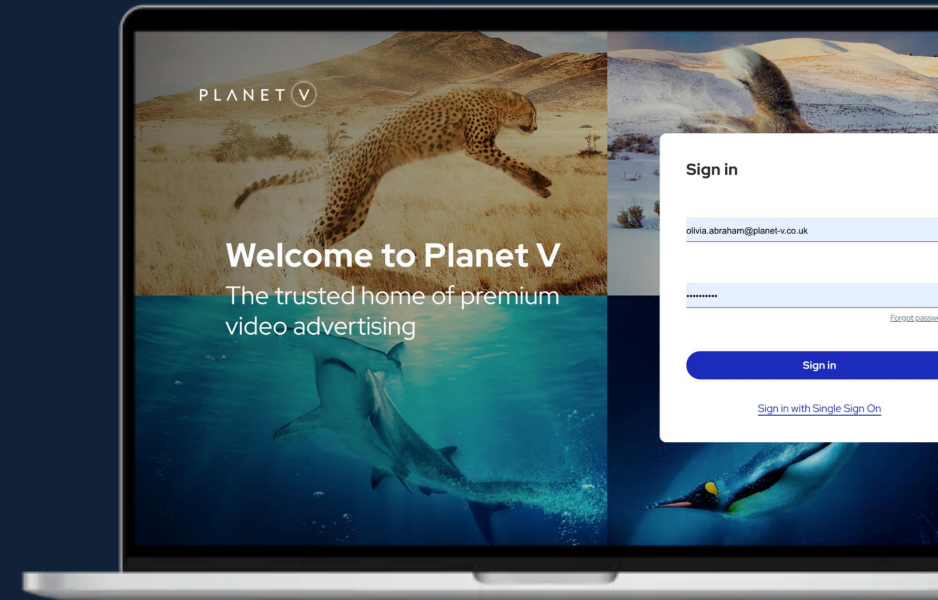
130+ independent
agencies

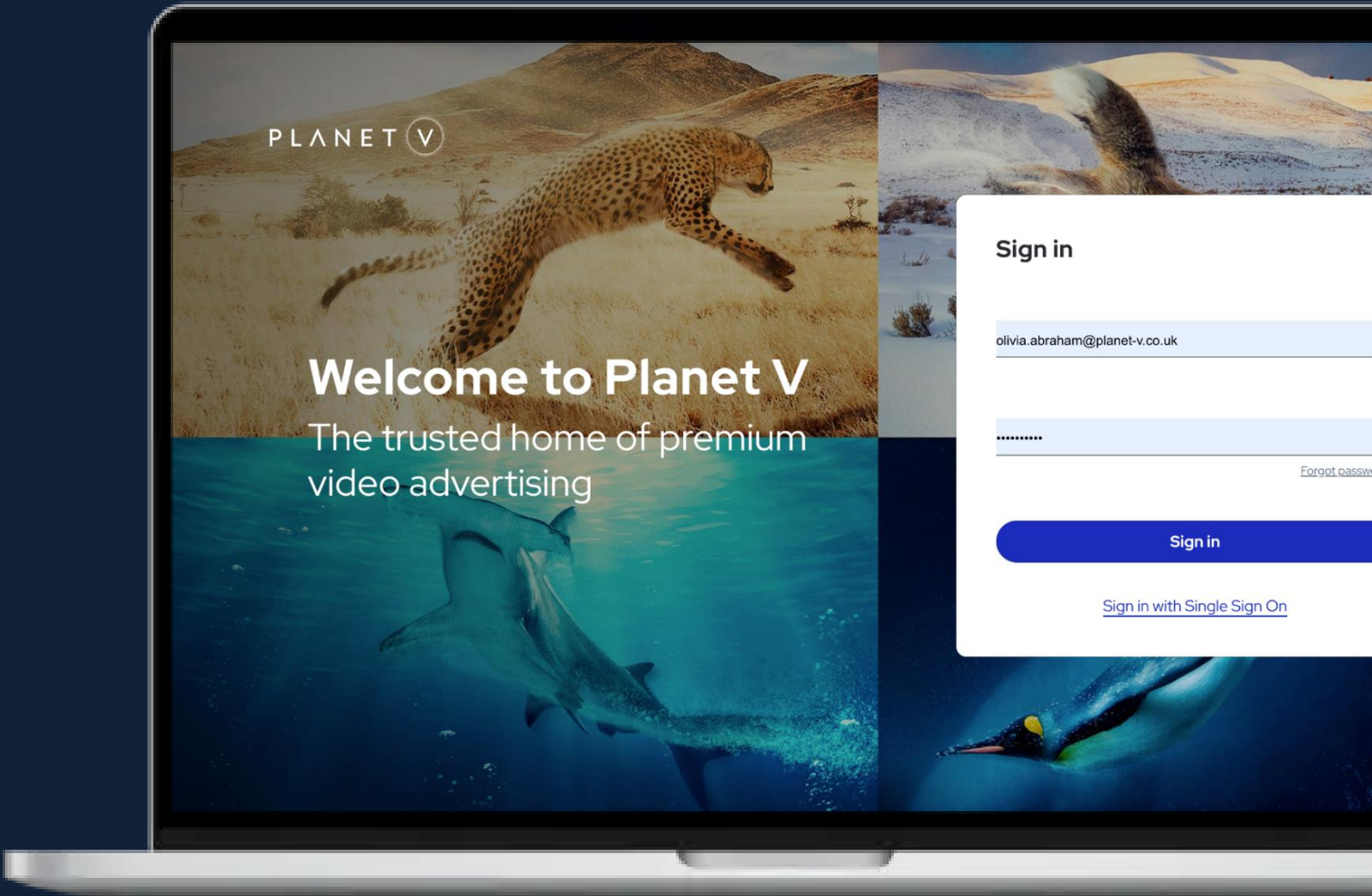
ADDRESSABLE ROADMAP

AdLabs product
suite

Addressable live
linear

Converged linear /
BVOD packages





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40m+

registered users



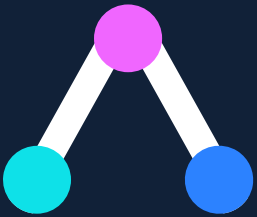


PORSCHE



ROLEX



itv  AdLabs





ESTÉE LAUDER



A.C.T.

*Automated
contextual targeting*





John Lewis



Matchmaker

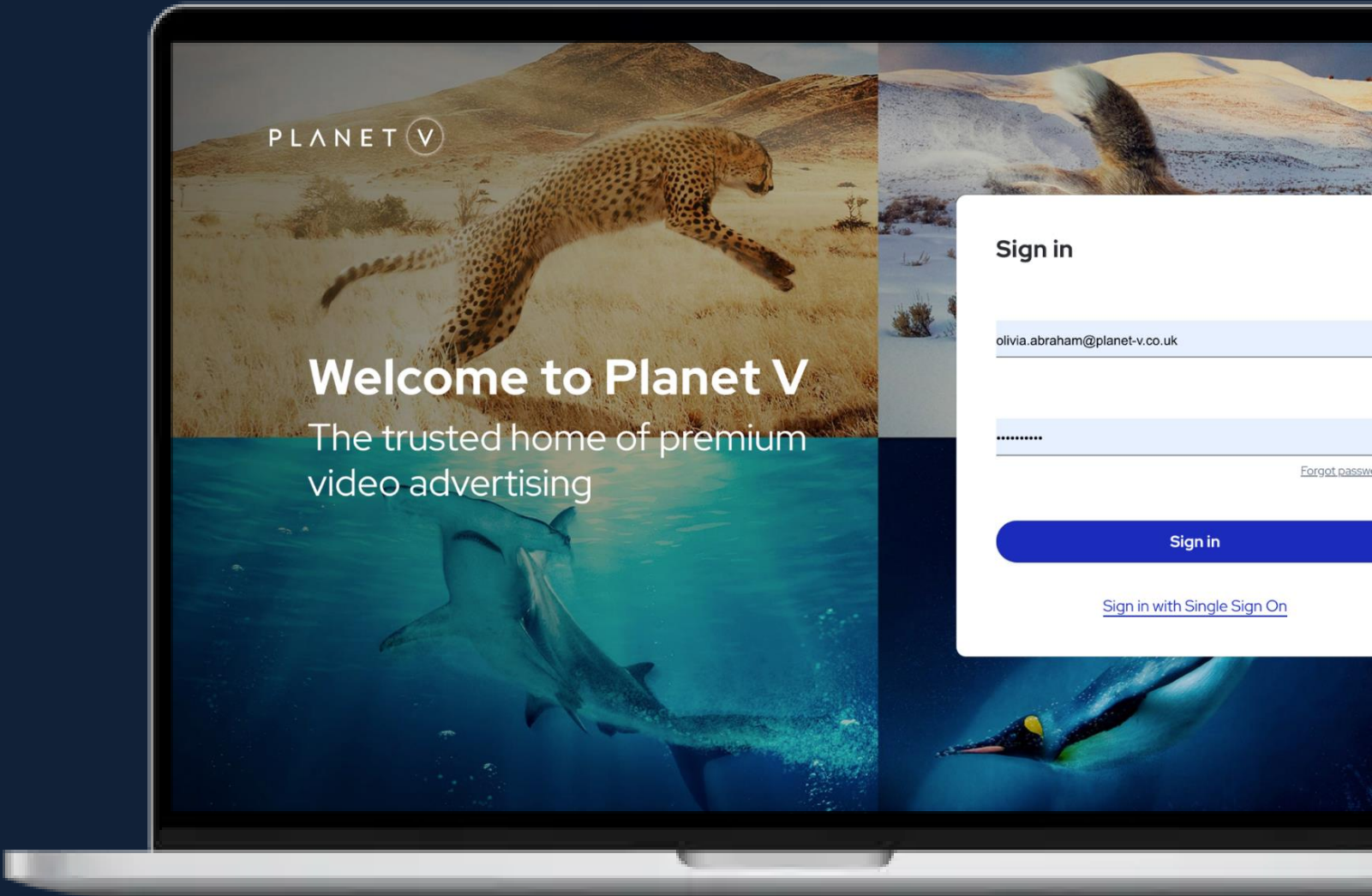
Boots

TESCO

itv

Dynamic Creative





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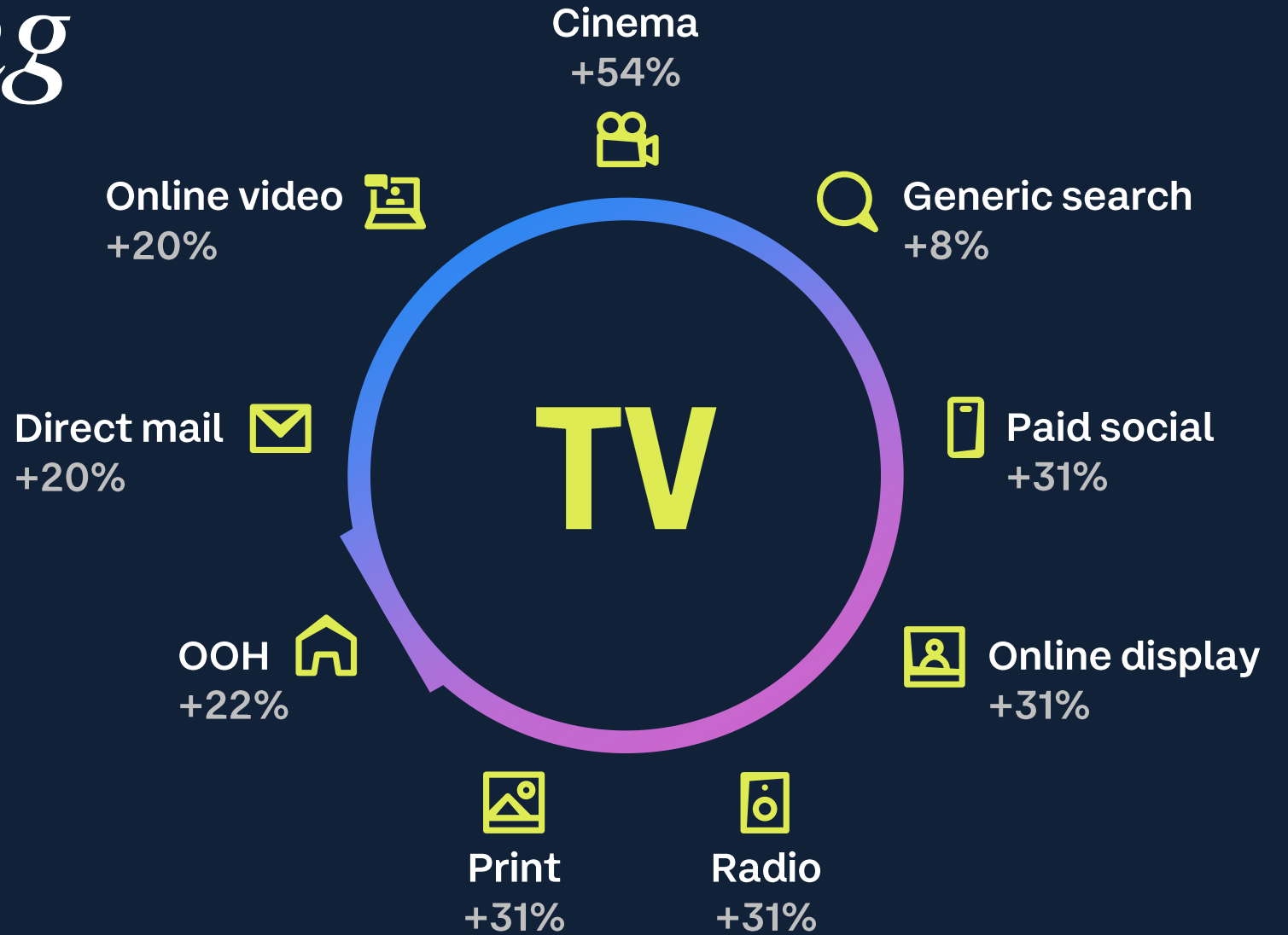
amazon

Google



TV Advertising

THE MULTIPLIER MEDIUM



Outcomes measurement

PROGRAMME HIGHLIGHTS SINCE JUNE 2022 LAUNCH

Worked with
105 brands



Measured impact
of **£225m** spend



Developed **6**
propositions



Conducted
184 projects



Developed **40**
experiments



Generated ROI
of **3:1**



Examples of brands that have
INCREASED THEIR ITV INVESTMENT

SPOKE

MATALAN

PEACOCKS
Bonmarché

Etsy

Hays Travel

carpetright.

HOTEL
Chocolat.

icelolly[®].com

Butternut
Box

ScS

Arnold Clark

freemans

itv

Addressable LIFT

Spoke

ADDRESSABLE LIFT PILOT PARTNER

“Addressable Lift now provides the accountability that we have become accustomed to from the digital performance platforms, but for our BVOD investment. We have proven the case for more refined and smarter targeting and now feel confident to further develop our marketing plans to incorporate a greater share of our investment into BVOD”

BEN FARREN

CEO + Founder, Spoke

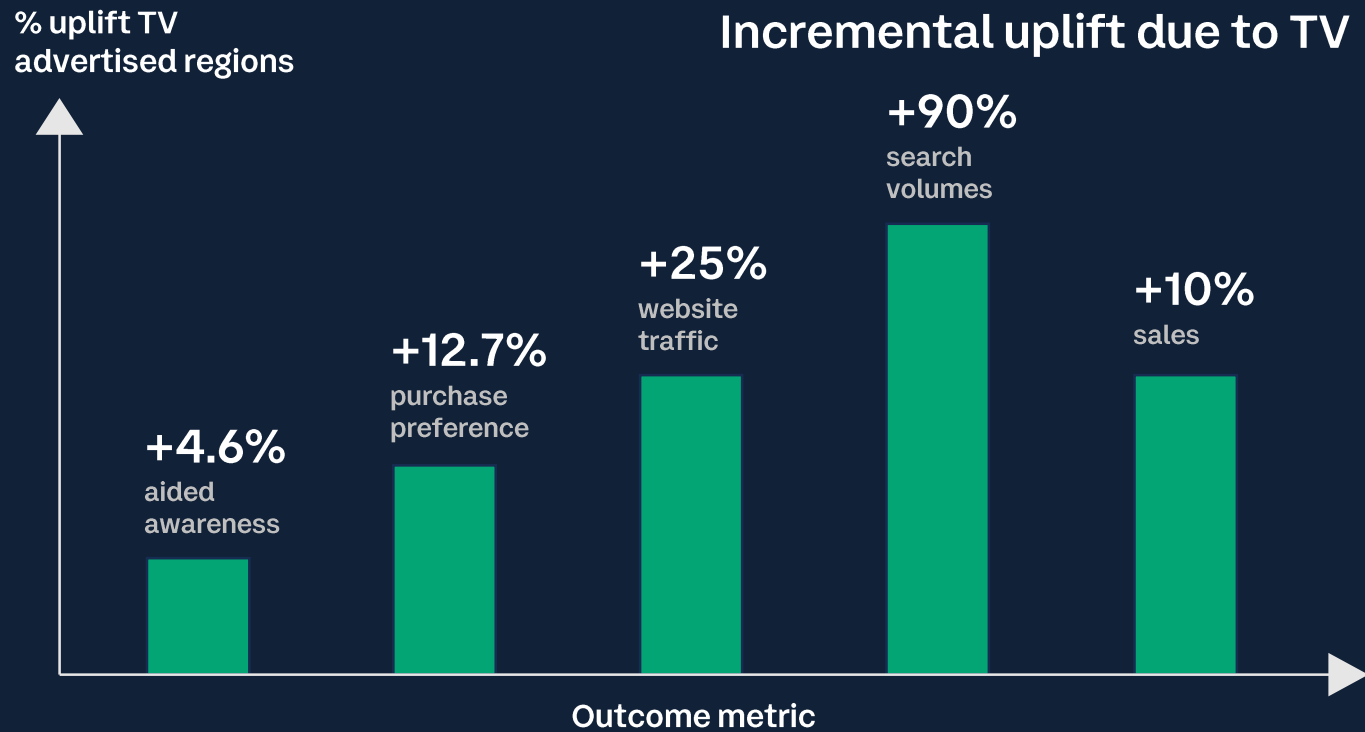


Geo-X

Geo experiments



Impact of **Geo-X FOR A TRAVEL AGENT**



Impact of **Geo-X FOR A TRAVEL AGENT**

- 1.** Incremental £2m investment to support new product
- 2.** Extended core campaign
- 3.** Supported case for significant product placement

Pricing POWER

JAM TODAY

+32%

profit from advertising



Addressable
Lift

Geo-X

Pricing
POWER



Auction
BOOST

Brand
LIFT

Online Outcome
BOOSTER



EXAMPLES OF NEW-TO-TV LONG-TAIL ADVERTISERS

gopuff

workday.

TURO

**Starling
Bank**

BackMarket



NOOM

moneybox

EL ABBOTT LYON

**who
gives a
crap**

**HOTEL
Chocolat.**

ESTRID

sm.i

yoto



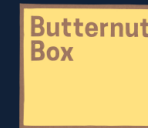
**UESHIMA
COFFEE COMPANY**
• KOBE 1933 •

Childs Farm

**GET
YOUR
GUIDE**

**THE
WINE
FLYER**

playdate



heatable

JOMA JEWELLERY
LONDON

SCRUMBLES
— GOOD INSIDE OUT —

eToro

Hinge

allup



better help

itv

LINKS TO RESEARCH

Profitability 2: The New Business Case for Advertisers: <https://www.thinkbox.tv/research/thinkbox-research/profit-ability-2-the-new-business-case-for-advertising>

Peter Field- 'TV is at the heart of effectiveness' white paper: <https://www.thinkbox.tv/training-and-tools/useful-resources/tv-is-at-the-heart-of-effectiveness-whitepaper-by-peter-field>





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