

Brand endorsements - a great way for consumers to discover products that makes them want to find out more

1

Viewers are **keen** on brand endorsements, which are a innovative way for them to **discover** products without ad breaks



87%

think it's a good idea

2

They are seen as **original**, differentiating and **in line** with program identities. Endorsement promotes a **positive opinion** of brands and **encourages consumers to find out more** about products



72%

would like to find out more about the products presented

And a great way to increase brand awareness, brand image and consumer confidence

3

Regularly broadcast endorsements lead to **major increases in brand awareness**, both for reference brands and little-known brands

Average...



11pt

increase in assisted awareness

4

Exposure to brand endorsement **strengthens consumer confidence** as well as working wonders for other brand image aspects linked to **expertise**

Average...



24pt

increase on all image components