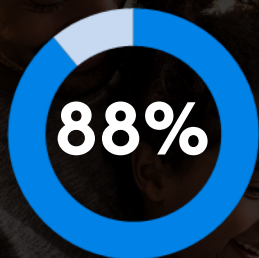


# Improving your brand's performance

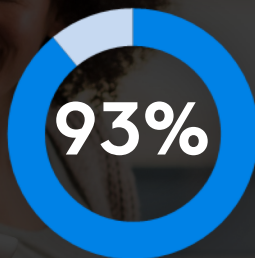
## AVERAGE APPROVAL SCORE

2010/2017



france•tv

2018



france•tv



Source: BDD FTP - PC ad post tests 2010-2017 and 2018 - after viewingBase exposed at least once

## And increasing popularity

● Short programs are more and more valued for:

- Covering important topics
- Giving practical advice
- Raising awareness of social issues

● This positive image is enhanced by their:

- format > short, concise
- rhythm > lively, dynamic
- treatment > precise, concise

france•tvpublicité

# Improving your brand's performance

## IMPACT

ASSISTED RECOLLECTION

**34%**

Exposed at least once

## AWARENESS

SPONTANEOUS

**+6pts**

Gains between exposed/ non-exposed consumers

## IMAGE

INDEX

**+19pts**

Gains between exposed/ non-exposed consumers



## Proven efficacy



SPONSORS - EXCELLENT RECOLLECTION



BRAND AWARENESS - SIGNIFICANT GAINS



BRAND IMAGE - MAJOR IMPROVEMENT