

corus

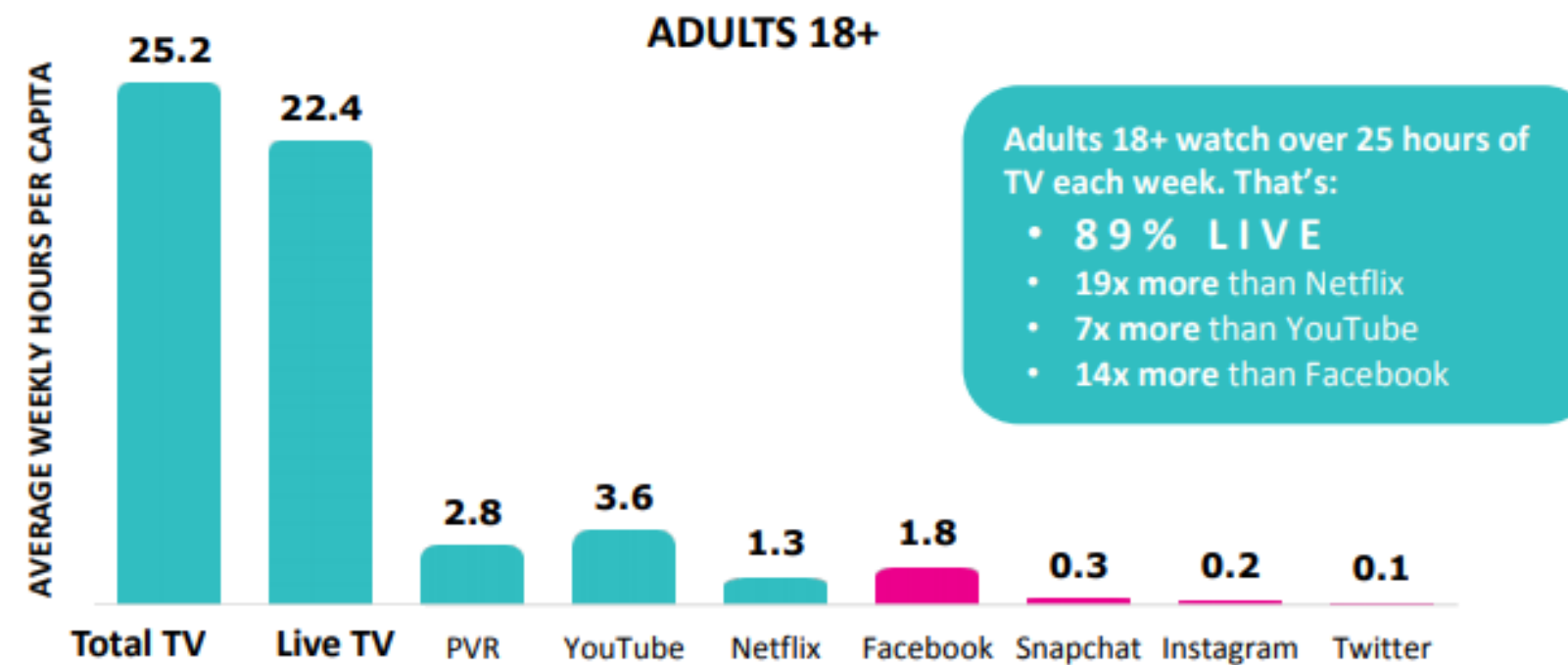
You Too Can Be A TV STAR

Brenda O'Brien

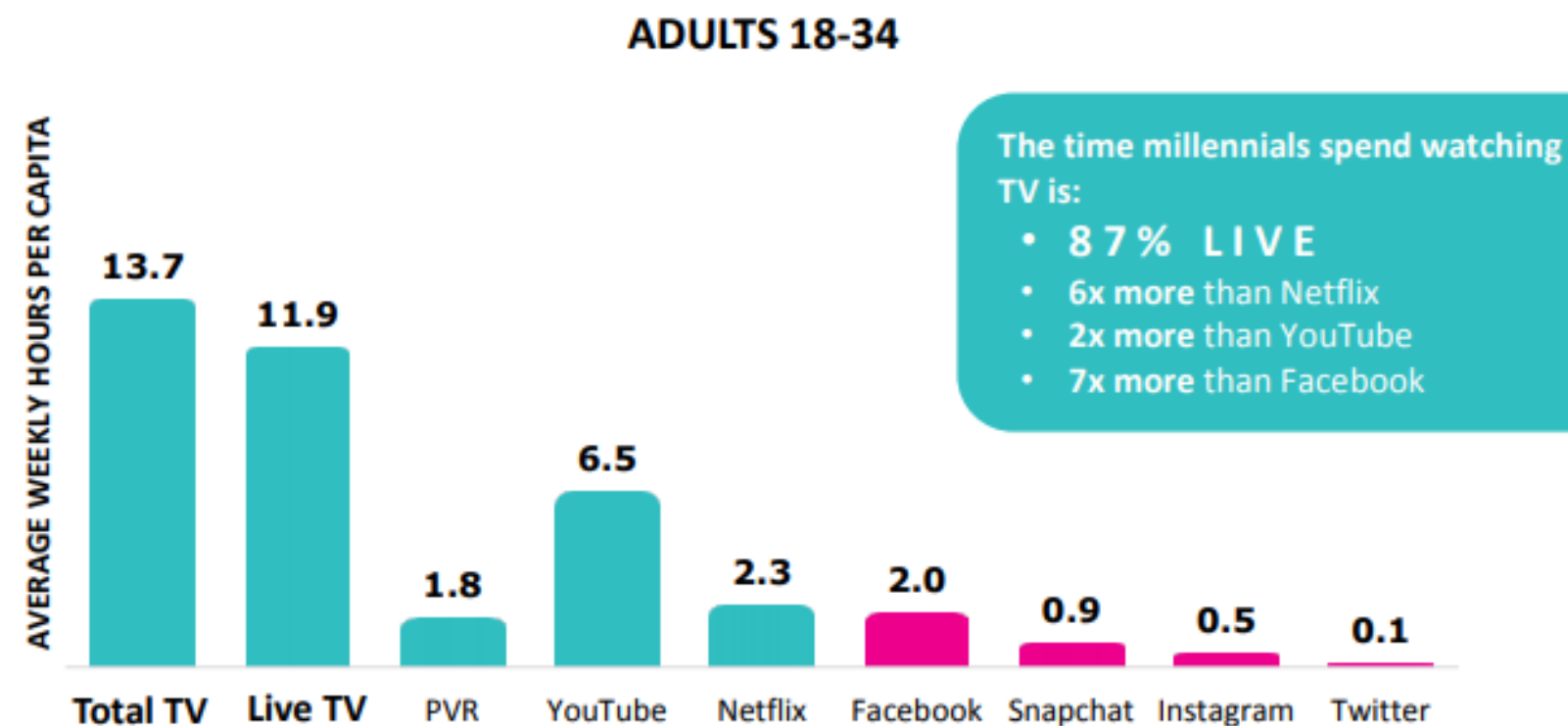
Retail Sales Manager,
CORUS Peterborough



TV is Alive and Well – who is watching?



millennials watch almost **14 hours** of **tv**/week



Source: Total TV, Live TV, PVR: Numeris, PPM, Total Canada, All Locations, Mo-Su 2a-2a, Fall-Win-Spring 2017-18 (Sep. 11, 2017 to May 27, 2018) | YouTube.com: comScore Video Metrix, Multi-Platform, Canada, Sep. 2017 to May 2018 | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: comScore Media Metrix Multi-Platform, Canada, Sep. 2017 to May 2018 | Netflix: Numeris Diary, Total Canada, average Fall 2017/Spring 2018, M-Su 6a-2a | Note: Numeris population estimates used to calculate average weekly hours per capita for digital media



TV Advertising Key Strengths

- **TV advertising offers the ability to combine SIGHT, SOUND and MOTION all in one commercial**
- TV ads are the most trusted, influential and engaging* **CREDIBILITY**
- TV advertising reaches audiences when they are most receptive to advertising*
- TV advertising spend is directly correlated with business growth*
- TV advertising is best-in-class for brand-building*
- TV advertising has mass reach of audience*

• **Source: thinktv, nlogic, omniVu, National, March 2018*



Marketing Leaders Know TV Ads Work



"TV's important to us. **TV still works for us.** Radio actually still works for us, believe it or not."

- Marisa Thalberg, Chief Marketing Officer of Taco Bell

<http://mobilemarketingmagazine.com/taco-bell-reduce-digital-ad-spend-2017-television>



"TV has had a good run in the last year because it's demonstrated that it gets **broad reach and high engagement**, the quality of the content has become significantly better and it's very **efficient and effective**."

- Marc Pritchard, Chief Brand Officer of Procter & Gamble

<http://www.campaignlive.co.uk/article/p-gs-pritchard-dont-rule-tv-adspend-horse-race/1446645>



"TV advertising still offers the **best ROI** across media channels."

- Marcos de Quinto, Chief Marketing Officer of Coca-Cola

<http://www.coca-colacompany.com/stories/coke-cmo-tv-advertising-delivers-strongest-roi>



"When we run a heavy TV schedule, we see **a lift in sales and product awareness**. We need to run two weeks of digital to get the reach of one day of broadcast."

- Rich Lehrfeld, Senior VP, Global Brand Marketing and Communications of

American Express

<http://observer.com/2017/10/why-google-amazon-rely-on-tv-advertising-over-digital/>

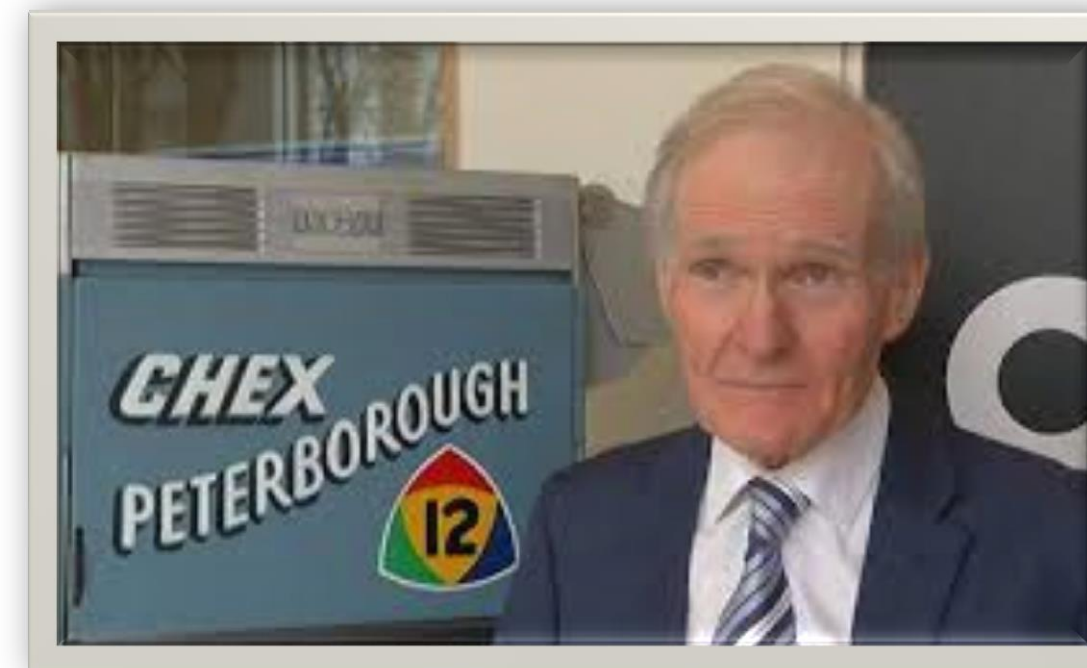
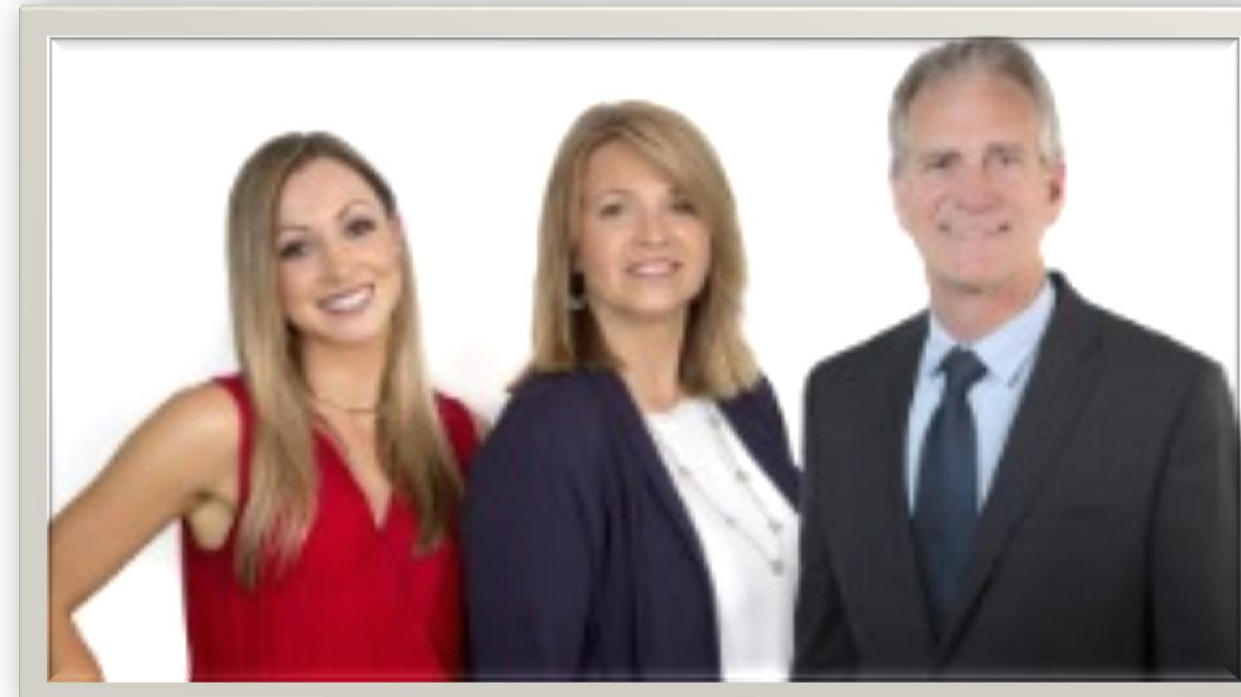


Now Let's Talk LOCAL ...



CHEX News

Global PETERBOROUGH™



CHEX News Local Programming

CHEX News on Global Peterborough airs:


















27 hours of Local content per week

- The Morning Show, 6a-9a, Mon-Fri
 - CHEX News 12p-12:30p, Mon-Fri
 - CHEX News 6p-7p, Mon-Fri
 - CHEX News 6p-6:30p, Sat-Sun
 - CHEX News 11p-11:30p, Mon-Sun
- * During these Local programs we focus on Local News, Local Sports and Community Events. These programs also include Global News Coverage of National News Events.



Global Prime Time Schedule

GLOBAL FALL 2018 SCHEDULE 

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SUNDAY
7	 ENTERTAINMENT TONIGHT  ET CANADA	 NCIS: NEW ORLEANS (PRE)	 ENTERTAINMENT TONIGHT  ENTERTAINMENT TONIGHT CANADA	 ENTERTAINMENT TONIGHT  ENTERTAINMENT TONIGHT CANADA	 BORDER SECURITY	
8	 THE NEIGHBORHOOD (S)  HAPPY TOGETHER (S)	 NCIS (S)	 SURVIVOR (S)	 SUPERSTORE (S)  THE GOOD PLACE (S)	 MACGYVER (S)	 DANCING WITH THE STARS: JUNIORS (S)
9	 9-1-1 (S)	 FBI (S)	 SEAL TEAM (S)	 WILL & GRACE (S)  I FEEL BAD (S)	 HAWAII FIVE-0 (S)	 NCIS: LOS ANGELES (S)
10	 BULL (S)	 NEW AMSTERDAM (S)	 CHICAGO P.D. (S)	 S.W.A.T. (S)	 MIDNIGHT TEXAS (PST)	 MADAM SECRETARY (S)



Why Advertise with Global Peterborough

- REACH of mass audience, 159,000 weekly viewers **Source: Numeris Fall 2017*
- Diverse Target Audience, Global Peterborough allows you to target one specific demographic or reach several demographics with a customized commercial schedule.
- Unique Creative Ability to design local commercials using sight, sound and motion.
- Trust and Credibility in TV advertising – especially true when advertising inside News programming.
- Affordability – contrary to common perception, local television advertising is very affordable. Comparable to other medias
- **Local TV advertising strengthens the effectiveness of your other Marketing Efforts. Keeps your brand “top of mind”.**



Costing and Sales Opportunities for TV Advertising

Global Peterborough has many different sales opportunities:

- Traditional Commercials , :30 second, :15 second and 1 minute options.
- Sponsorship of News Breaks, programs :10 second billboards ... Brought to you by.
- Closed Captioning Sponsorships :10 second billboards ... Brought to you by.
- Integration of product placement during News programming.

- Customized campaigns to match your budget. No two clients have to purchase the same advertising schedule.

- The average campaign on Global Peterborough is as cost effective as a radio campaign.

Creative

- Keep your ads relevant.
- Describe what sets your product apart.
- Use your customers' language.
- Address your customers directly.
- Be specific.
- Include a call to action.
- Place yourself in the commercial, even if it is not in a speaking part – great to monitor feedback.



Tips and Tricks of Advertising

- Never purchase advertising based solely on YOUR personal opinion. Something you don't enjoy your potential client may love.
- Build a relationship with a Great Account Manager and make them your media expert. Be sure that your account manager knows what you are expecting to see happen when you advertise.
- Advertise in the Good Times and in the Tougher Times.
- Always give the media you are advertising on, enough time to deliver results. Branding campaigns take longer to see results. Sales events are high frequency for shorter times. Make sure the advertising campaign meets what your goals are.