

SPONSORSHIP STUDY

2023



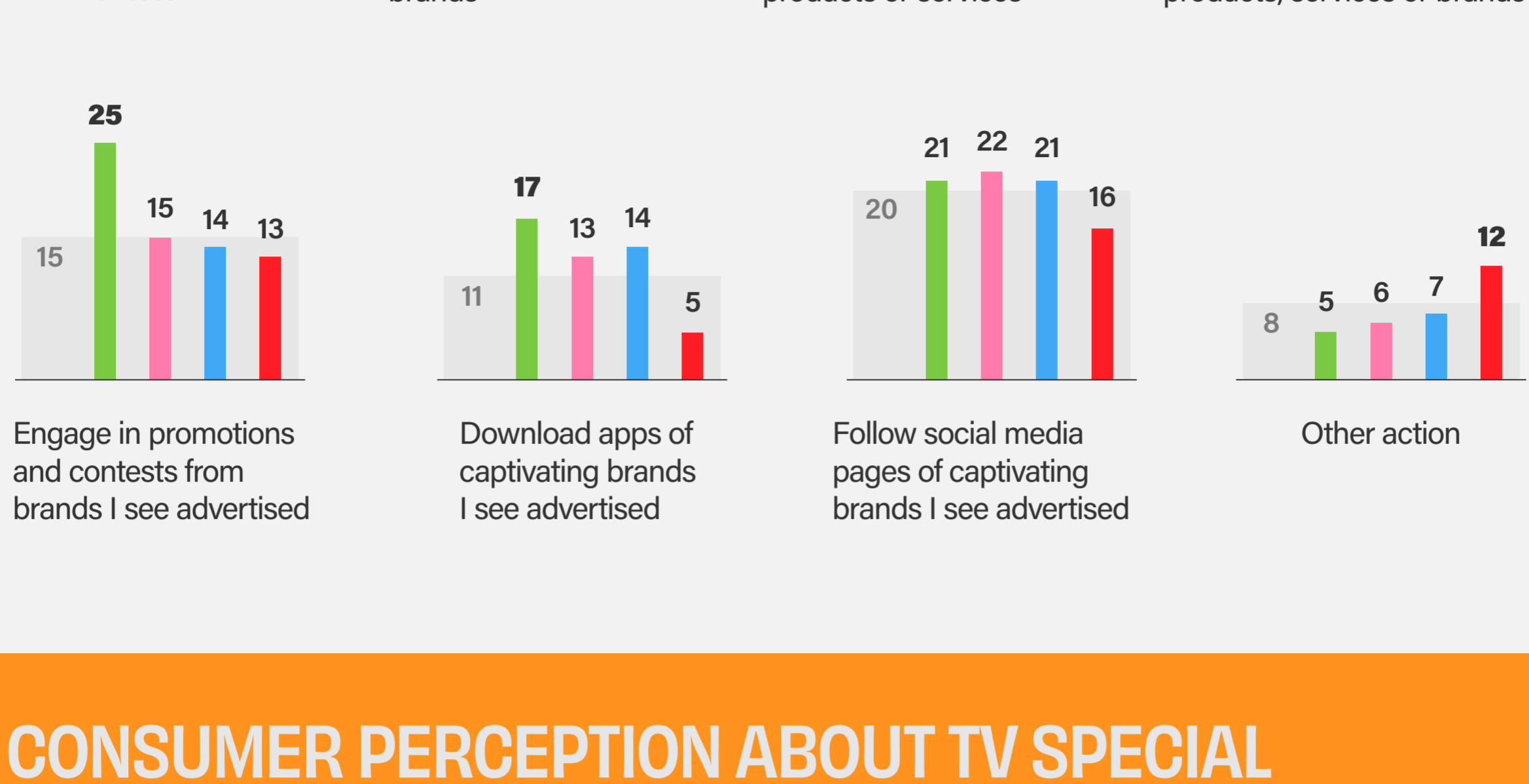
EXPLORING ACTIVITIES DURING COMMERCIAL BREAKS: INSIGHTS BY AGE GROUP

Which of the following actions do you do during a commercial break?

Among young people aged 21-29 years old, discussions with friends and family about captivating products/services take the lead during commercial breaks.

Viewers aged 30-39 years old prefer to seek online information about the advertised products and services during ad breaks, especially women (30%).

Additionally, they show a higher affinity to engage in promotions and contests offered by the TV-advertised brands and to download apps from brands that spark their curiosity.



CONSUMER PERCEPTION ABOUT TV SPECIAL PROJECTS: T2B*

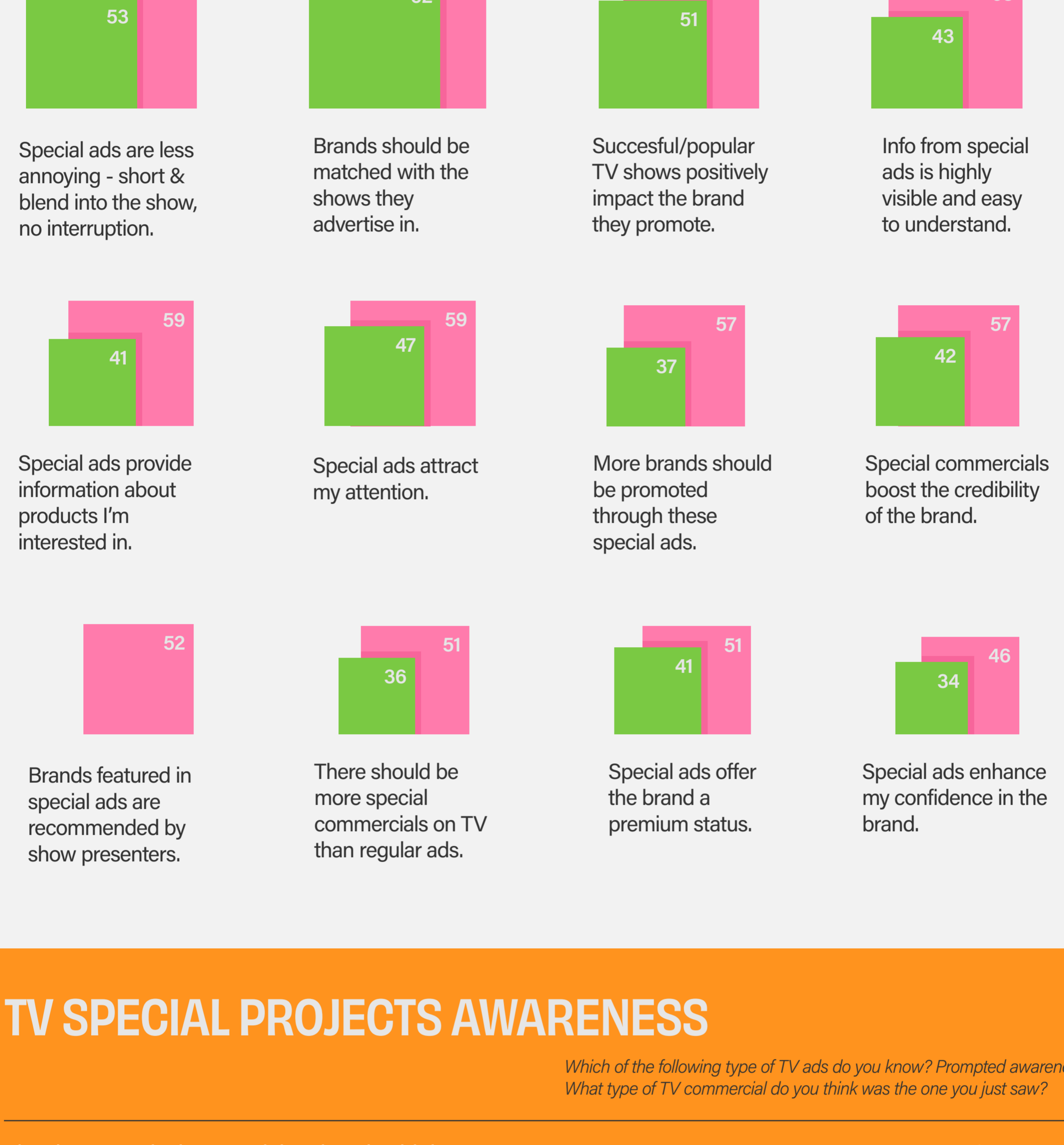
In what extent do you agree with the following statements? *T2B (Top2Boxes): "Totally agree" + "Agree"

Consumer perception about TV special projects shows a notably positive impression, with a significant upward trend from 2018.

Respondents stress the importance of a good fit between the promoted brand and the TV show where the special ads run. They believe that popular TV shows can create a positive effect on the promoted brand.

7 out of 10 respondents most appreciate the shorter length of the ads, seamlessly blending into the show without interruption.

Additionally, consumers value the special ads' formats for their increased visibility and easy-to-understand information.



TV SPECIAL PROJECTS AWARENESS

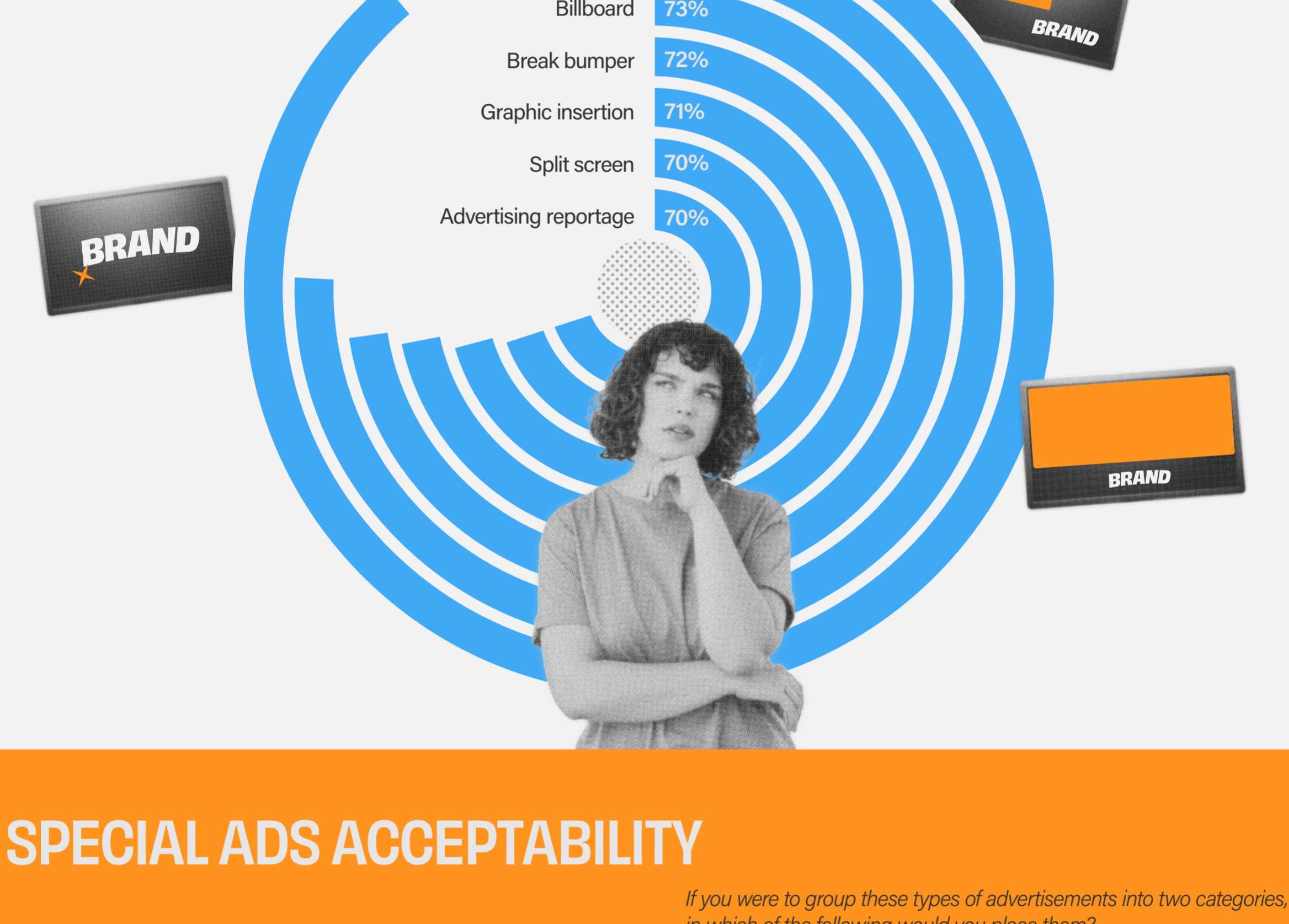
Which of the following type of TV ads do you know? Prompted awareness. What type of TV commercial do you think was the one you just saw?

The data reveals that specials ads enjoy high awareness levels. 80% of the participants acknowledge the presence of product placement ads.

The most commonly misunderstood ad format is break bumpers, with 38% of respondents mistaking them for billboards and 24% for classic advertising.

However, a significant portion, 32%, seem to misinterpret them as advertising reportage. Additionally, 30% of the respondents confuse billboards with traditional advertising.

On the other hand, split screen & advertising reportage are the most easily identifiable type of special projects.



SPECIAL ADS ACCEPTABILITY

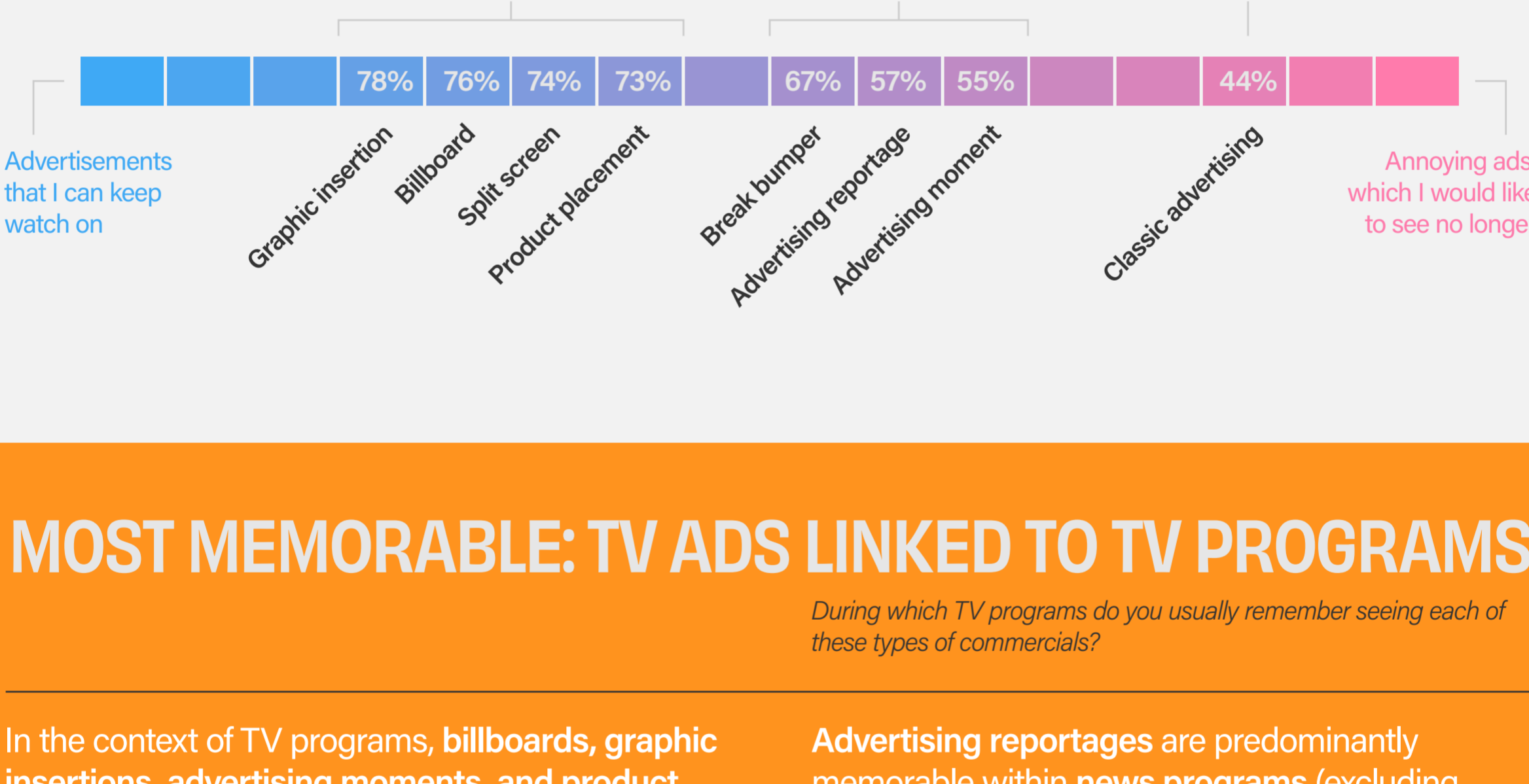
If you were to group these types of advertisements into two categories, in which of the following would you place them?

While classic advertising commands the highest prompted awareness, special ads are significantly better received by audiences.

viewer acceptance for these ad types since 2018 (reportage - 57% vs. 47% in 2018; advertising moments - 55% vs. 43% in 2018), indicating evolving attitudes and increased receptivity.

However, consumers seem to be more reluctant towards advertising reportage and advertising moments, possibly due to their resemblance to traditional ads. However, there has been a noticeable positive shift in

Graphic insertion, billboards, split screen, and product placement stand out as the most favored ad formats, probably due to their seamless integration that does not interrupt the TV watching experience.

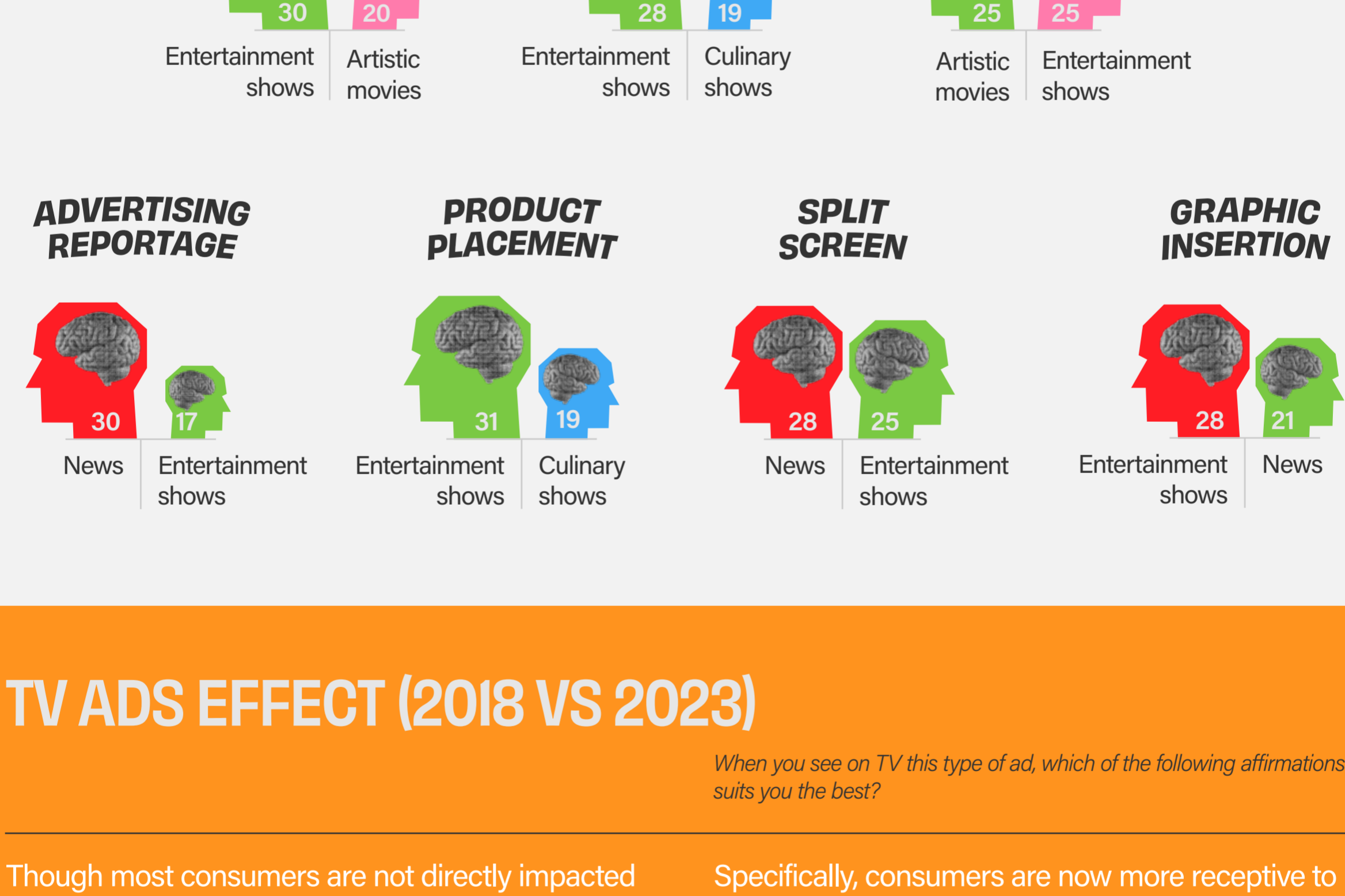


MOST MEMORABLE: TV ADS LINKED TO TV PROGRAMS

During which TV programs do you usually remember seeing each of these types of commercials?

In the context of TV programs, billboards, graphic insertions, advertising moments, and product placements are more closely associated with and better remembered when seen in entertainment shows.

Advertising reportages are predominantly memorable within news programs (excluding sports).

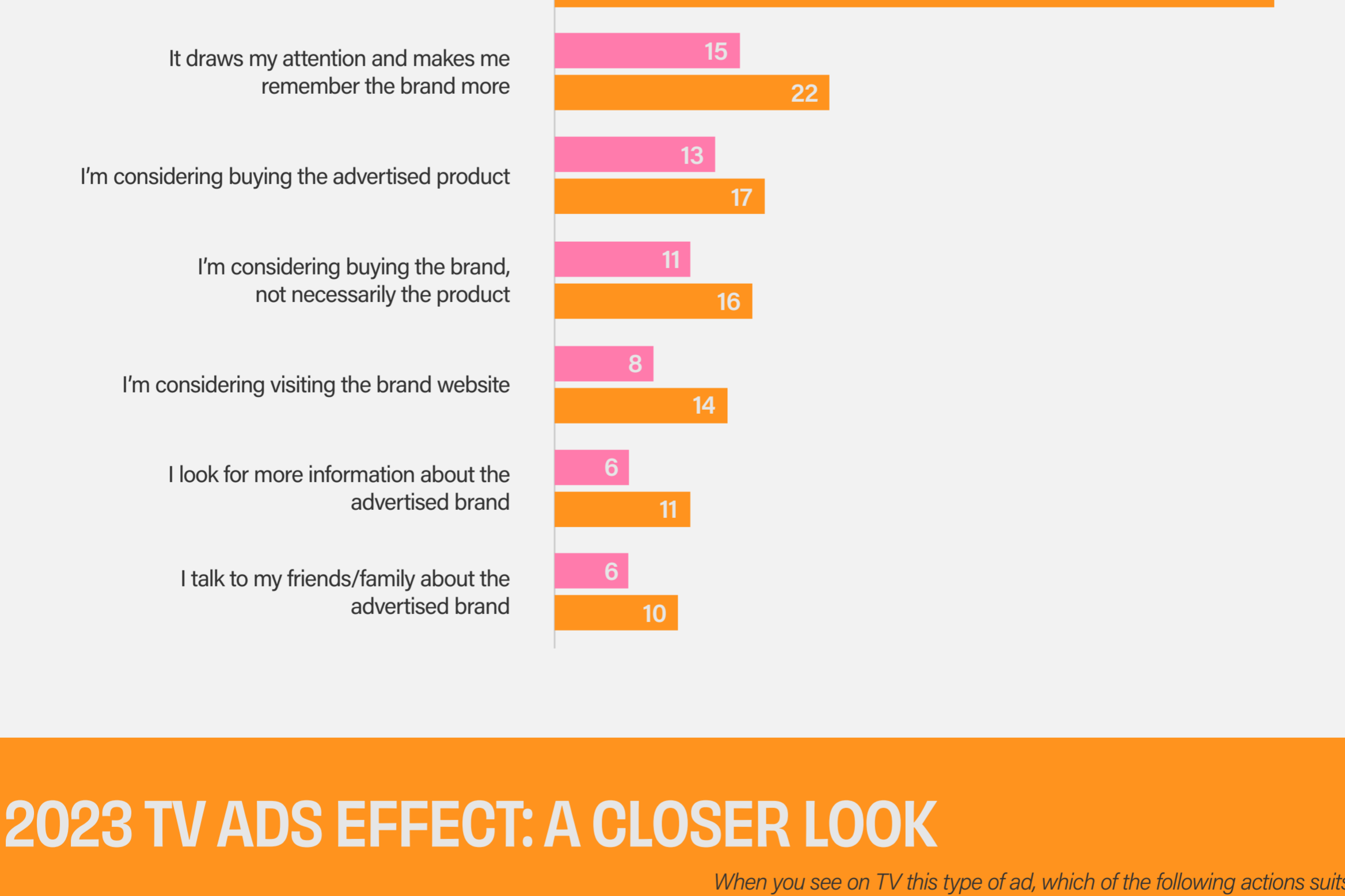


TV ADS EFFECT (2018 VS 2023)

When you see on TV this type of ad, which of the following affirmations suits you the best?

Though most consumers are not directly impacted by TV ads, with 6 out of 10 people simply continuing to watch the program, the data highlights a noteworthy shift in consumer response compared to 2018.

Specifically, consumers are now more receptive to TV ads, showing a greater likelihood of being triggered by them. This increased engagement is particularly evident in terms of drawing attention, contributing to brand memorability, and even influencing their consideration to visit the brand's website.



2023 TV ADS EFFECT: A CLOSER LOOK

When you see on TV this type of ad, which of the following actions suits you the best?

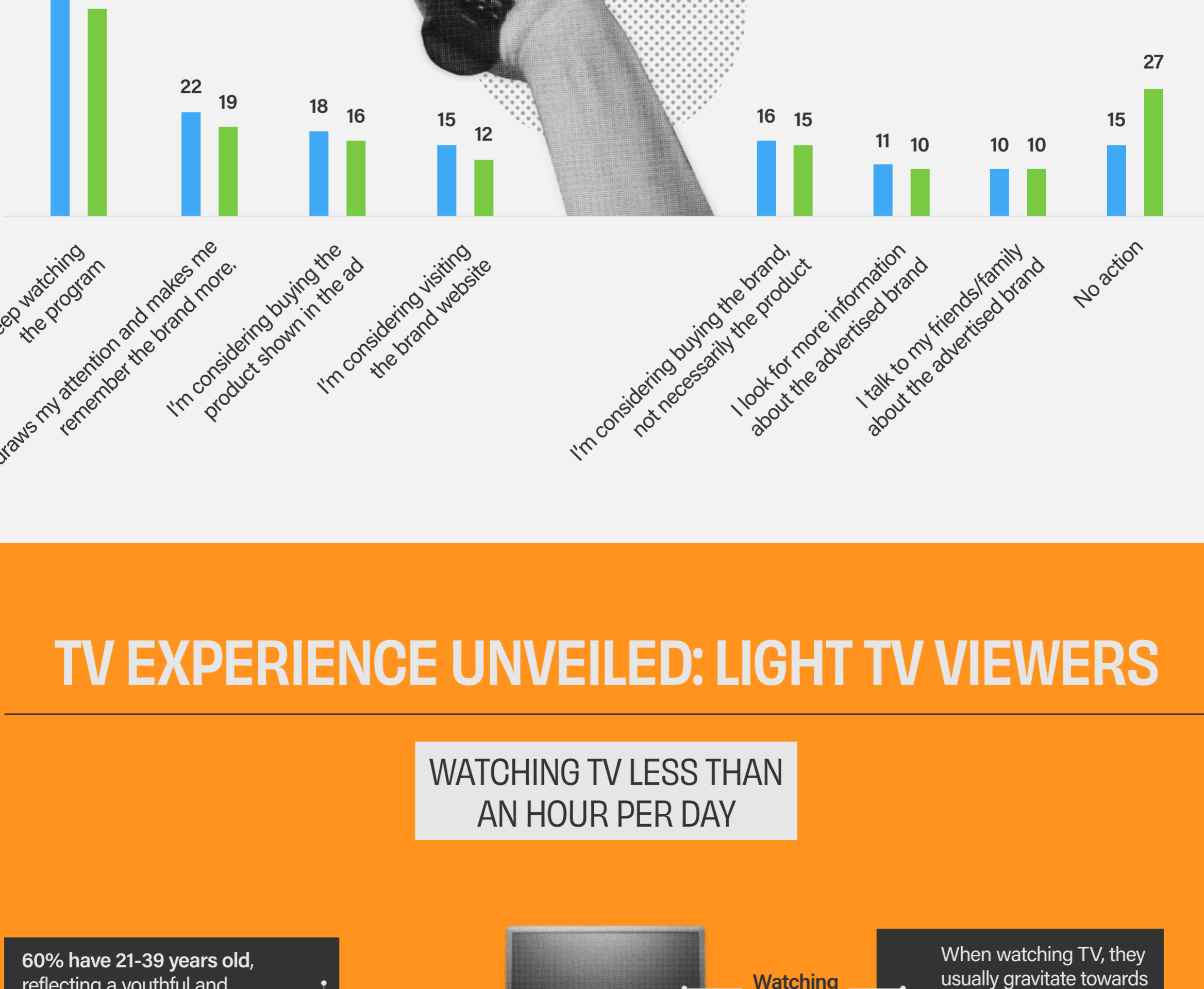
The data shows subtle yet noteworthy distinctions between special and classic ads concerning their efficacy in influencing consumer behavior related to the advertised brands/products.

Billboards and graphic insertions contribute to a higher extent in enhancing brand memorability. Additionally, billboards have a slightly greater potential for directing traffic to the advertised brands' websites.

Special ads, being less intrusive with the TV experience, have a greater tendency to keep people engaged with the program.

Advertising reportage sparks curiosity, prompting consumers to seek more information. Compared to classic ads, advertising moments subtly direct consumers' attention towards considering the purchase of the products shown in the ads.

Moreover, special ads demonstrate a slightly higher propensity to prompt specific actions related to the advertised brands/products when compared to classic ads.



TV EXPERIENCE UNVEILED: LIGHT TV VIEWERS

WATCHING TV LESS THAN AN HOUR PER DAY

