

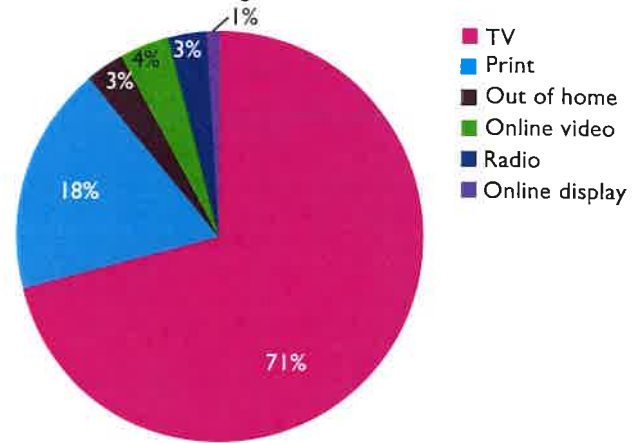
The business case for advertising

A new report from Ebiquity and Gain Theory aims to provide industry benchmarks for what businesses can expect advertising to deliver. The main finding is that advertising is a business investment that works. The average ad campaign delivers a total profit ROI of £3.24. In the short term (three to six months), TV advertising is responsible for 62% of total ad-generated profit, at an average profit ROI of £1.73 for every pound spent. TV is followed by print (22%), online video (5%), radio (5%), out of home (3%) and online display (2%). In the long term (over three years), TV advertising is responsible for 71% of total ad-generated profit at an average profit ROI of £4.20 for every pound spent. TV is followed by print (18%), online video (4%), out of home (3%), radio (3%) and online display (1%). TV is the safest ad investment. Looking at total profit success during the three years after campaigns finished, 86% of TV campaigns delivered a

SHARE OF PROFIT BY MEDIUM IN THE LONG TERM

% share, three years, UK

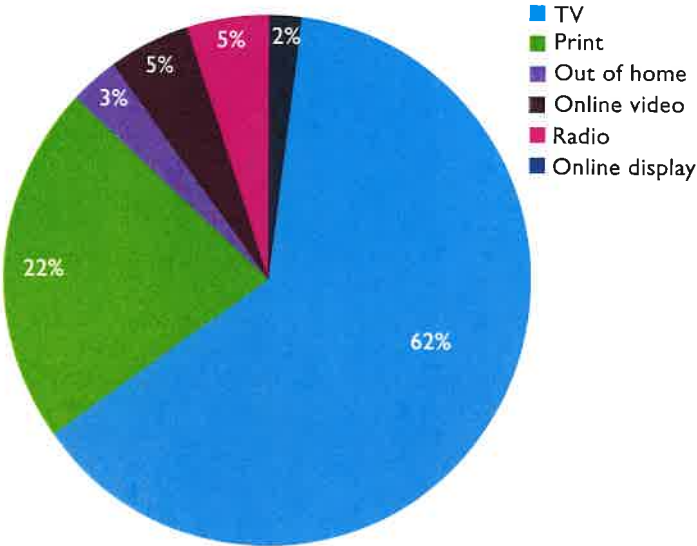
Source: Thinkbox, Ebiquity and Gain Theory Report, Profit ability: The business case for advertising



SHARE OF PROFIT BY MEDIUM IN THE SHORT TERM

% share, three to six months, UK

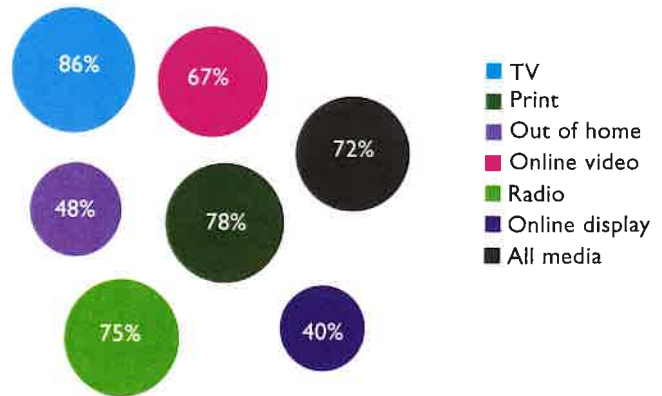
Source: Thinkbox, Ebiquity and Gain Theory Report, Profit ability: The business case for advertising



CAMPAIGNS DELIVERING POSITIVE PAYBACK

%, Across the short and long term

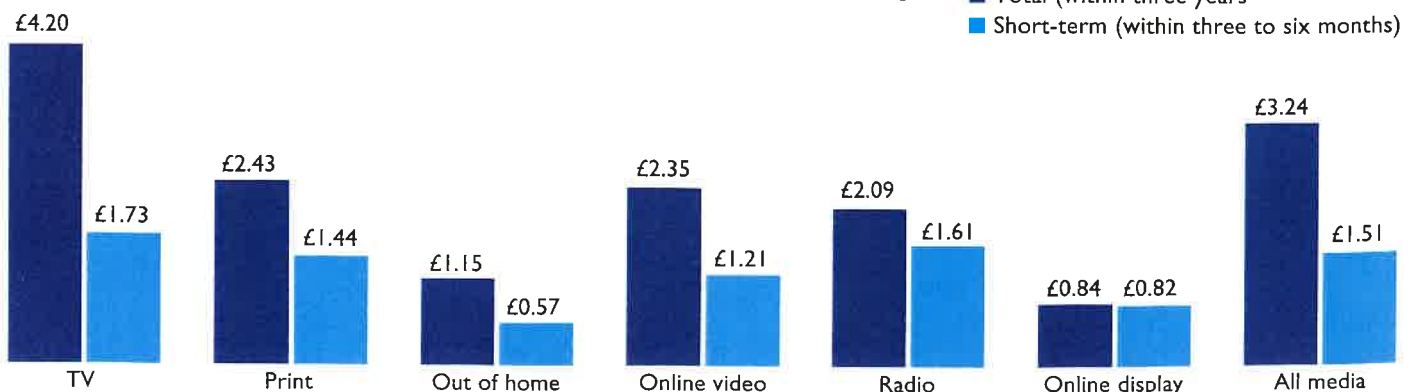
Source: Thinkbox, Ebiquity and Gain Theory Report, Profit ability: The business case for advertising



AVERAGE PROFIT ROI BY MEDIUM

£, UK

Source: Thinkbox, Ebiquity and Gain Theory Report, Profit ability: The business case for advertising



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AVERAGE PROFIT ROI BY MEDIUM AND CATEGORY

£, Total ad generated profit within three years, UK

Source: Thinkbox, Ebiquity and Gain Theory Report, Profit ability: The business case for advertising

