

Powerful Combinations

When asked to nominate the top two media to achieve a variety of marketing outcomes, Free TV was far away the most frequently cited medium for a wide range of objectives. Indeed, all combinations that performed strongly included Free TV proving its integral role in the marketing mix.

Free TV & Magazines

- Best combination for advertising recall and building brand awareness.

Free TV & Newspapers

- Best for launching new products or services, maximising reach and driving sales.

Free TV & Internet

- The combination of Free TV and the internet is one of the best ways to get your product talked about.

Free TV & Radio

- Nominated as the best combination to strengthen the performance of other media.