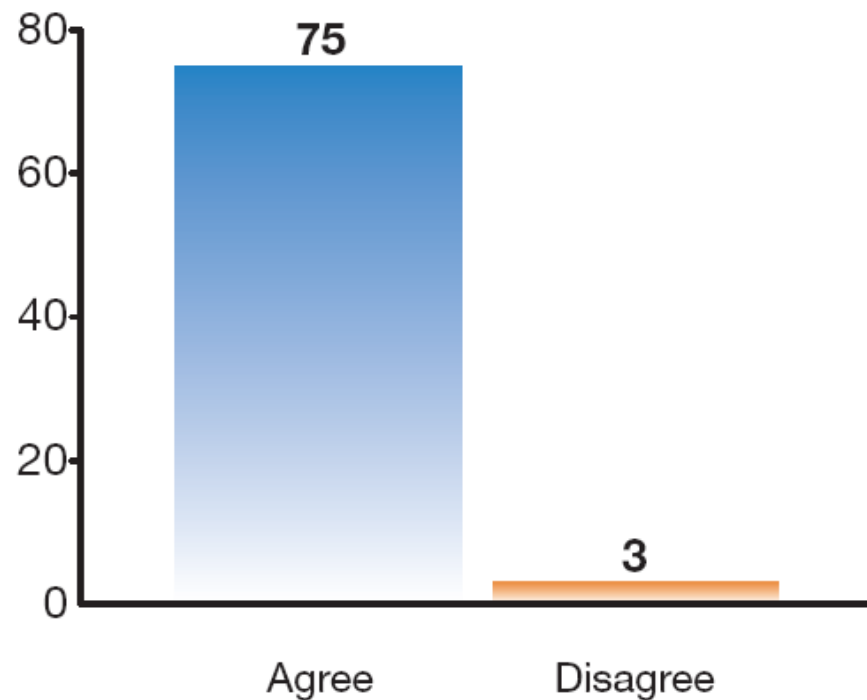


# The Key Influencer

By tapping into the inherent qualities of the medium, television has the ability to influence people's perceptions of a brand or product and their purchase decision. In fact, many advertisers wouldn't launch a new product or service without it!

**Free-to-air television is the best for launching new products or services**



# The Key Influencer

Media planners and buyers also agree Free TV is best for influencing the consumer's purchase decision. Importantly, it is understood that the people with the biggest say in the decision to purchase, grocery buyers, are best reached through television.

**Television is the best way to reach grocery buyers with children**

