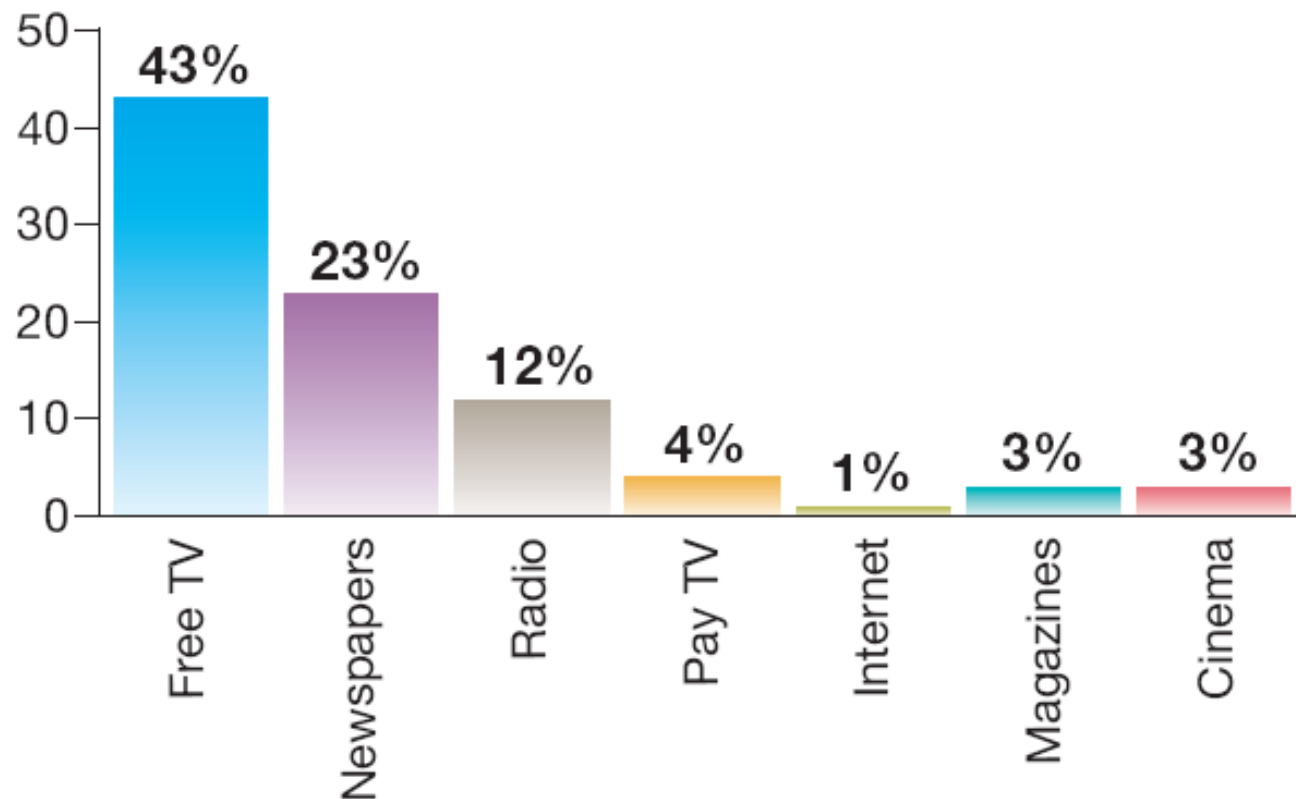


The Right Image

Consumers see advertisements on Free TV to be far more credible and believable than advertising on radio, newspapers or any other medium.

Most credible and believable ads



The Right Image

Whilst the internet is a reliable source for information and exchange, advertisements on the internet are seen to 'have a catch' and therefore lack credibility with consumers.

Most ads on the internet aren't very credible

