
Direct Response TV

Introduction

Television has always been known for its brand-building qualities, but what about its ability to drive a direct response?

ITV, the UK's largest commercial broadcaster, recently teamed up with the Direct Marketing Association (DMA) to quantify, through research, the multiplier effect television has when used in conjunction with DM and other media channels.

The research revealed that uplifts in responsiveness of up to 96 per cent can be achieved when TV is paired with direct mail and up to 164 per cent when paired with online.

About the study

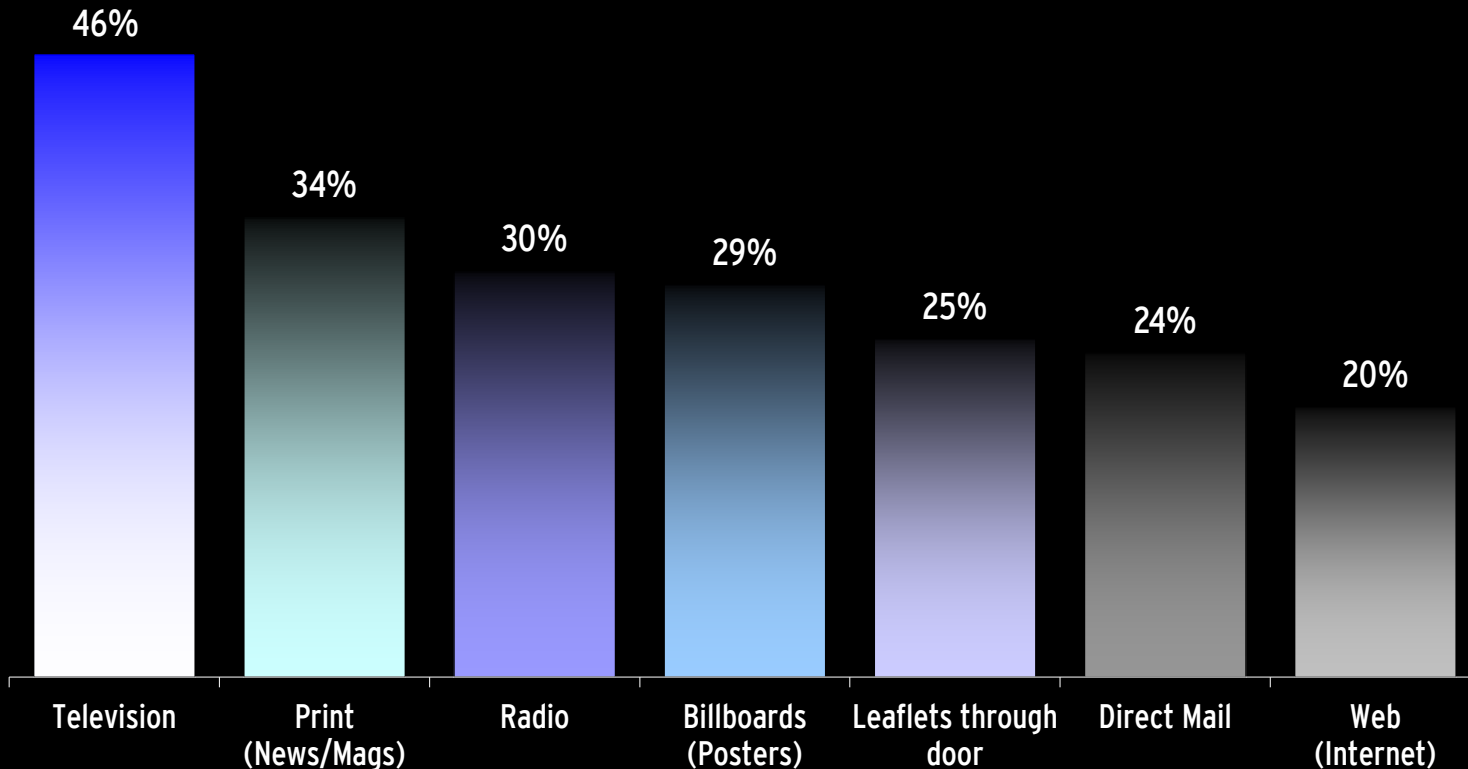
The research was extremely robust in terms of its sampling and design. In addition to monthly tracking data from more than 1,000 consumers (sourced from the DMA), ITV surveyed 3,000 people about their media consumption habits through in-home face-to-face interviews.

The study was designed to accurately measure media consumption, the acceptability of advertising formats through those media channels and the consumers responsiveness to them, and to form a holistic picture of the relationships between the channels and the effect they have on each other.

Ad engagement greater with TV

The research shows that people are more accepting of the ads they see on television than any other media channel. This supports locally-based research, conducted by Crosby Textor, which found that consumers are much more involved with the ads they see on TV.

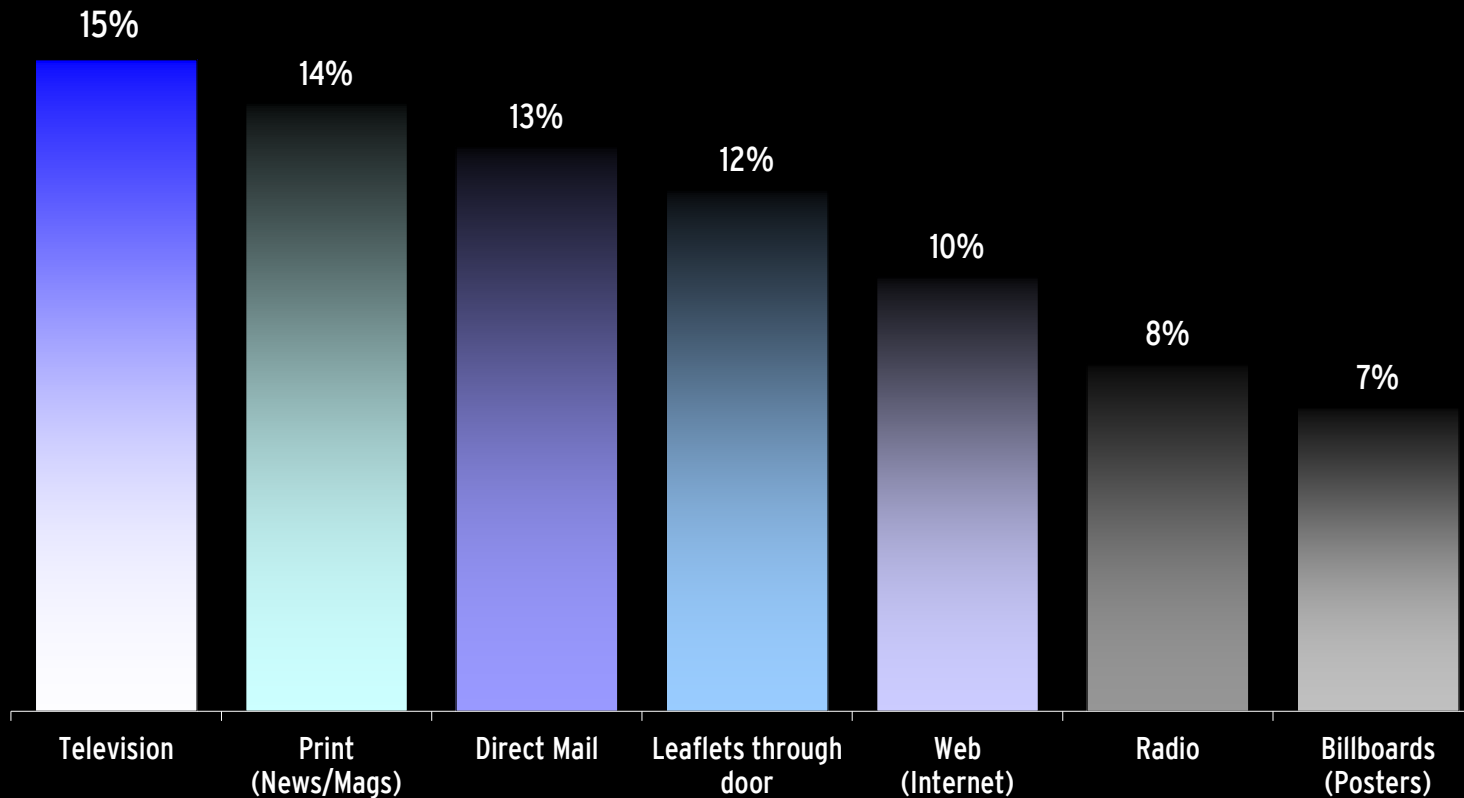
Engagement with commercial messages



People more likely to respond to TV

Participants chose television as the media channel they are most likely to respond to, request information from or make a purchase as a result of viewing the advertisement.

Will respond to in future



Proving the multiplier effect

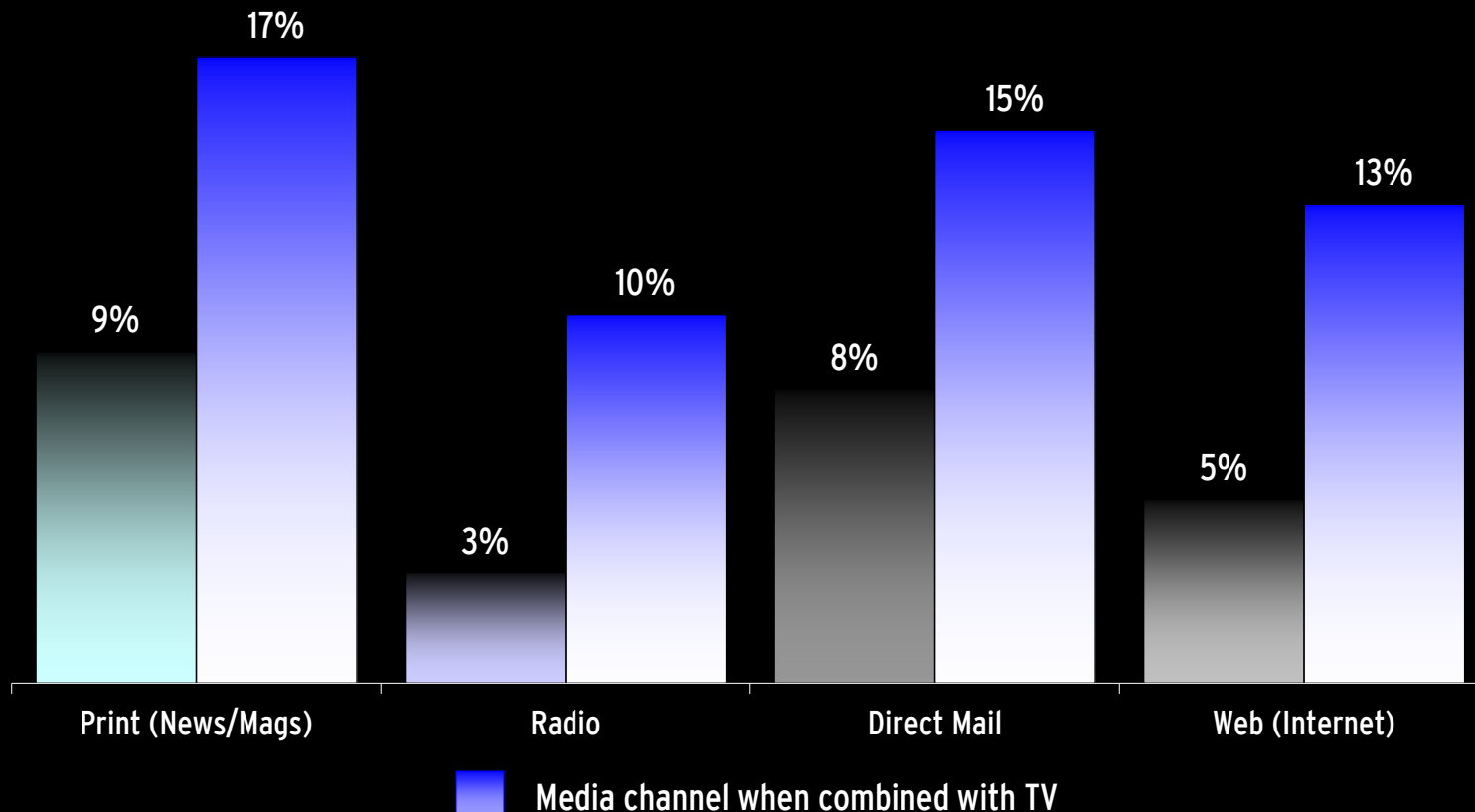
The research had shown that people are more engaged and more accepting of the ads they see on television and also proved television's ability to drive a direct response.

However, it was only when ITV and the DMA sought to look at combinations of communication channels that the real power of the television medium became clear.

TV super-charges other media

The study found that DM response levels can increase by almost two and a half times when combined with TV. What's more, TV can almost treble the responsiveness of online campaigns.

Combined effect



Summary

The research provides clear and compelling evidence of the inter-relationship between TV and other media channels and further proves television's ability to deliver a return on investment for advertisers.

For a copy of the Response TV Research please [click here](#).