



# “Why do we continue to invest in television? Simple: it works.”

John Symond, Aussie

In the early 90s, with the recession biting, John Symond opened the doors on a new business called Aussie. Despite the economic conditions the company flourished and is now Australia's largest non-bank retailer of financial services. A major part of Aussie's success has been its decision to invest in television. It's a decision supported by a recent PWC study which found that television returns 4.5 times its advertising investment.<sup>†</sup> Find out how TV can help your business visit [thinktv.com.au](http://thinktv.com.au)

To deliver a return on your media investment **thinktv**

<sup>†</sup>PricewaterhouseCoopers UK Advertising Payback Studies published 2009.