



# Don't just launch. Blast off.

Watching television remains the most popular pastime in Australia with each of us tuning in for an average of over three hours a day. So it's no surprise that Free TV is unrivalled as a media choice in its ability to reach and influence mass audiences.

The Lynx Jet campaign provides the perfect example. Leading with TV, the fantasy airline concept was warmly received by the target audience of young single men. Brand share of Lynx Body Spray grew by 14.2% to take an all time high 84.5% share of the category in the Australian market,

achieving their quarterly sales target in just six weeks. Taking home the Cannes Grand Prix was a nice bonus too.

The 2006 Media Buyers survey, commissioned by Free TV Australia, canvassed the opinions of media buyers, planners and strategists and found that 75 per cent of those surveyed believe Free TV is the best medium for launching new products or services. And 79 per cent agreed Free TV is the best medium for influencing consumer purchase decisions.

For more information on how Free TV can ignite your brand's sales visit [www.thinktv.com.au](http://www.thinktv.com.au)

To kick-start your next campaign

