



ITV Channel PartnershipsA premium offer for brands



Background

Channel Partnerships are perceived as a powerful way to bring the benefits of a close association with a channel to a brand. We set up a research programme with Sparkler, an award winning insight and brand strategy consultancy, to understand and validate the benefits of ITV channel brand partnerships.

Objectives

- What aspects of the ITV brand are valuable and transferable?
- How does the interaction work and how is it processed by audiences?
- How much value do channel partnerships offer in addition to spot advertising?



Approach



Stage 1: Understanding the dynamics of ITV channel partnerships

4X focus groups in London and Manchester



Stage 2: Investigating the value of ITV Channel Partnerships

700 online sample to measure the implicit and explicit value of channel partnerships

Included a deep dive analysis of ITV Channel partnership campaigns

















Insights from ITV channel partnership campaigns

1) ITV Channel attributes are transferred onto partner brands.





Top 6 attributes

Popular

Entertaining

Exciting

Family Friendly

High Quality

Warm-Hearted

Source: ITV/Sparkler (n=700 Adults) Ranked Order

2) Channel Partnerships increase the effectiveness of the campaign by marking the creative as something special





+14%This ad is likeable

+14%This ad gives me

+12%

+12%

This ad gives me positive feelings want to learn more towards the brand This ad makes me want to learn more about the product

This ad really grabs my attention

3) Potential Benefits to Brand based on test results

+20%

increase in consumers saying they are interested in the brand's products and services +12%

increase in consumers saying they trust the brand's products and services +12%

increase in consumers saying they are likely to purchase the brand's products and services

Recommendations for maximising the effectiveness of ITV Channel Partnership campaigns

- 1. Integrate, integrate, integrate: finding ways to integrate ITV, the partner brand and peoples' lives is the key to success.
- 2. Ensure ITV talent, content and programmes are used in interesting and creative ways.
- 3. Create a sense of occasion that consumers can relate to.
- 4. Use the ITV logo design carefully: ensure the "ITV-ness" of the logo is preserved.



Changing the font, shape or style reduces the "ITV-ness" and it reduces impact as a signpost and source of attributes to be shared.



ITV logo colour matching to ads is good, it increases the link between the partner brand and ITV but doesn't dilute the brand.

Q. Please rate your level of agreement with the following statements. Test Cell (n=396), Control (n=465). Test = ITV co-brand, Ad, Control= standard Ad.