

Why should I advertise on ITV1?

Reach

ITV1 can deliver your advertising messages to a huge number of potential customers, quickly and in the most effective way.

Drive sales and awareness

Over time, advertising on ITV1 will build brand loyalty and repeat sales. ITV1 allows your brand to advertise alongside national and multi-national brands enhancing brand credibility.

Regionality

ITV1 is the only major channel in the UK that allows you to focus your advertising on a particular region of the country. Your advertising budget will be maximised by only reaching customers who can reach you.

Affordability

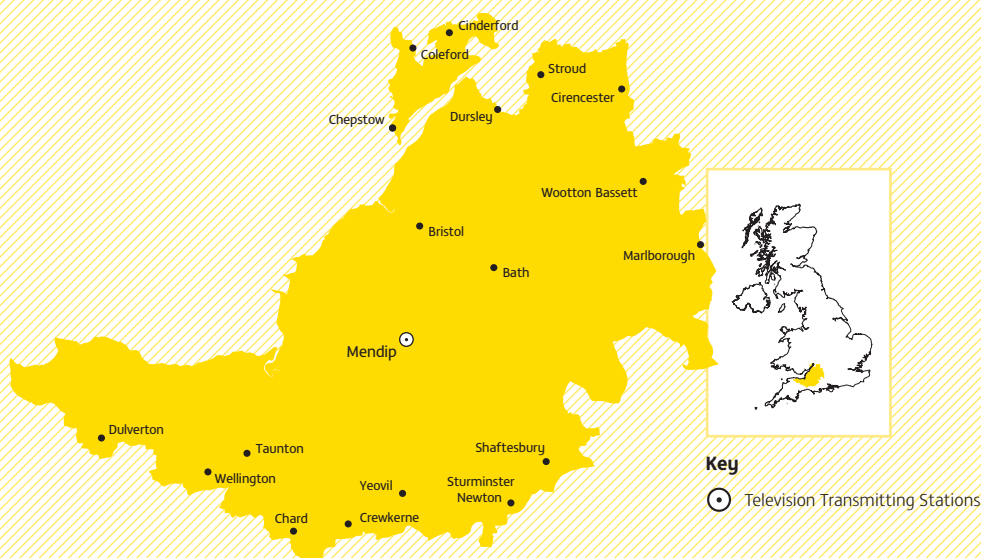
Advertising on ITV1 is not as expensive as you may think. Packages of airtime on ITV1 West can be bought for as little as £2,667.

If you're serious about your brand's future then you have to advertise on ITV1.

What area does ITV West cover?

4% of the homes in the UK are covered by the ITV West region which equates to 1.8 million adults.¹

ITV West Transmission Region



DID YOU KNOW?

ITV1 West reaches a staggering 1.2 million people in an average week.²

99% of adults in the ITV1 West region watch TV.³

91% watch ITV1.³

But...

64% never listen to commercial radio.³

Only 13% ever notice the ads on the radio.³

Only 24% ever buy a regional newspaper.³

35% never go to the cinema.³

Only 9% say they ever respond to direct mail.³

Will it work for me?

Seeing your business on ITV1 will help turn your brand into a household name. See how it has worked for advertisers in this region below:

“Having used other media in the past, we were interested to find out the costs of TV advertising and were pleasantly surprised by the rates.”

“The sales team at ITV West were extremely helpful, introducing us to a production company, explaining the straightforward production process and offering advice on the campaign to help us achieve our goals.”

“The response from TV has been greater than expected and more than we have experienced through any other media. We saw the results immediately with calls and web hits rising by 25%. After the success of this initial campaign we have gone on to book a further three campaigns, I look forward to working with the sales team at ITV West and would have no hesitation in recommending advertising on ITV.”

Marc Loud, Director, Park Insurance.

“We use ITV West to publicise our summer and winter sales. Although most of our business comes from within a ten mile radius of the store, ITV gives us the opportunity to reach customers a little further away who are prepared to travel for massive choice at an excellent price. We therefore see customers travelling to our store from Taunton, Gloucester, Swindon, Newport and even further afield.”

“We know from our research that around 27% of our customers have seen our commercial during our summer sale period rising to 37% seeing our commercial during our winter sale.”

“We will continue using ITV for the foreseeable future.”

Paul Marshall, Marketing Manager, Park Furnishers, Bristol.

“We have been advertising with ITV regularly for some years as it works and 2009 was our most successful year on record. Each year we encourage more and more of our show promoters and producers that for a successful campaign we should communicate our message through TV advertising. Our customers are loyal, keen to receive our information and like to have a visual taste of the show in advance of opening.”

“We find that there are always options to accommodate our budgets and varying requirements. We advertise throughout the year and will continue to do so for our shows in 2010.”

Steve Jones, Marketing Manager, Bristol Hippodrome.

What do I do next?

Please contact me on **084488 12478** to discuss opportunities on ITV1 or any of our additional platforms including ITV digital channels, sponsorship, interactive, mobile and on-line.

