



# ITV Channel Partnerships

## A 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



