



# ITV Talent: A Framework for success



## Background

Talent endorsements of brands are often regarded as a risky, hit or miss affair, if not planned correctly. ITV is increasingly developing commercial partnership opportunities with well known talent and we have worked with Bournemouth University (BU) Faculty of Media & Communication, YouGov and Neurosense to help us understand the value and effective use of celebrity in advertising.

## Objectives

- To understand how talent led advertising works.
- To understand the impact of talent advertising.
- To understand the impact of talent led advertising on brands.



## Approach

- BU Faculty of Media & Communications to review published literature and model the way talent led endorsement works, it's set up and management.
- YouGov: Ad Hoc Survey (n=1,000 nat rep Ads) on perceptions of talent in advertising, with a deep dive into ITV talent led adverts.
- Neurosense: to understand the implicit associations & benefits that talent can bring to a brand.



## Results How Talent Led Advertising Works.

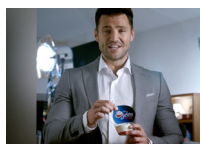
### 1. Talent led spot creative is effective, because talent has symbolic, aspirational associations for viewers.

'They are an inspiration and a good role model'

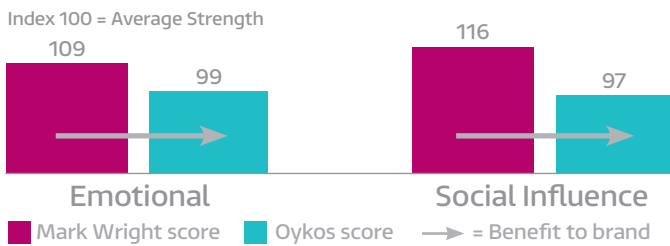
'They represent what I would like to be'

'I trust them, they have similar views and values to me'

### 2. By virtue of their profile and engaging attributes, talent is able to transfer these image values to the products.

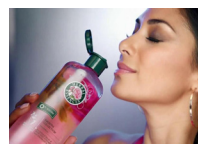


"Implicit Association Tests show Mark Wright benefits Oykos in terms of Emotional Engagement and Social Influence"



Source: Neurosense Brainlink Test (n=340 category users)

### 3. Credibility & Audience Connection with Talent is all important, but the Strategic Link is always key.



"They can give credence to a product, but it has to be the right product"

**66%** agree 'A celebrity should naturally fit with the advertised product'

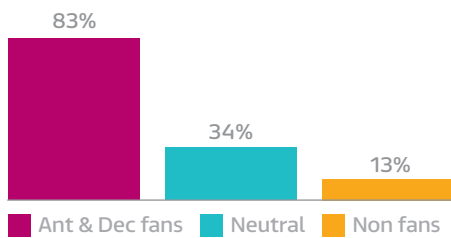
**51%** agree 'I like celebrities I can relate to'

Source: BU / YouGov The Value of Talent Survey, n= 1,062 nat rep

## Impact of Talent in Advertising.

### 4. Inclusion of Talent in TV Advertising lifts engagement, interest and recall.

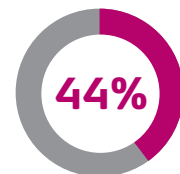
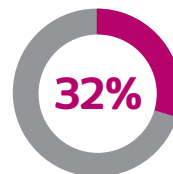
"Ant & Dec made the advert more enjoyable to watch"



% that recall seeing Suzuki TV Ad with Ant & Dec in L3M (no AV stimulus)

All Respondents

Ant & Dec Fans



ix = 100

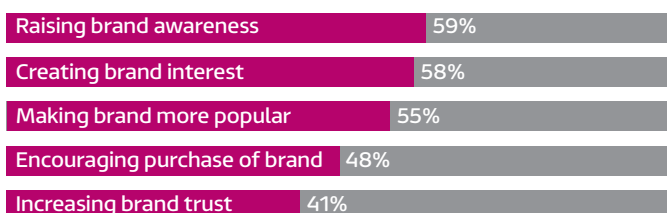
138

Source: BU / YouGov The Value of Talent Survey, n= 1,062 nat rep (A&D Fans n=507, Neutral n = 300)

## Impact of Talent on Brand.

### 5. Inclusion of Talent in a brand's advertising has multiple benefits and is effective at promoting both new and established brands.

Net Positive Effect Scores (%)



Net Positive Effect Scores (%)

Launching a new brand/service

Promoting a well known brand



Source: YouGov The Value of Talent Survey, n=1,062 [based on 10pt effectiveness scale: Net Positive Effect (Top Box 6-10)]